



TRIP TO THE PLANET

Für die kleine Auszeit zwischendurch

MEDIA KIT (May 2017)



ABOUT TRIP TO THE PLANET

- ✓ Travel Blog in German language
- ✓ Online since December 2015
- ✓ 100+ articles until now
- ✓ 1 to 2 articles per week
- ✓ For the short timeout in between

TOPICS

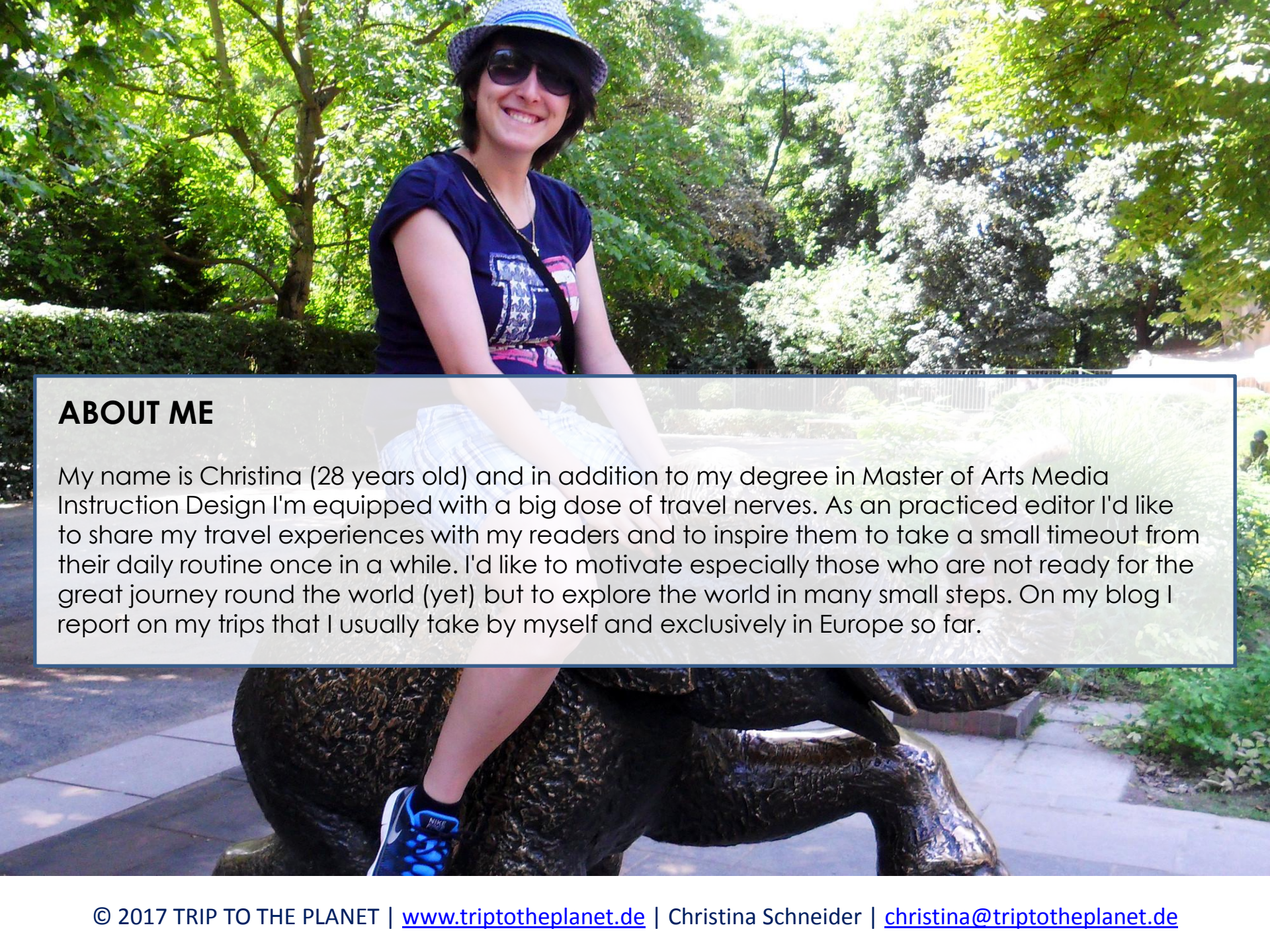
- ✓ Short trips
- ✓ City tours
- ✓ Day trips
- ✓ Hikes
- ✓ Roadtrips
- ✓ Travel photography
- ✓ Food on the journey

TARGET

TRIP TO THE PLANET is an affair of the heart for me and in the long term I'd like to establish it in the midst of the successful German travel blogs.

TARGET AUDIENCE

TRIP TO THE PLANET is for all people who like to travel and are searching for some inspiration for their next destinations. Furthermore the blog is for all those who are not ready for a journey round the world for different reasons. The focus is on short trips and small timeouts. Especially employed travel friends can get some benefit from it. Besides I travel alone a lot so that the blog is interesting for women without company as well.



ABOUT ME

My name is Christina (28 years old) and in addition to my degree in Master of Arts Media Instruction Design I'm equipped with a big dose of travel nerves. As an practiced editor I'd like to share my travel experiences with my readers and to inspire them to take a small timeout from their daily routine once in a while. I'd like to motivate especially those who are not ready for the great journey round the world (yet) but to explore the world in many small steps. On my blog I report on my trips that I usually take by myself and exclusively in Europe so far.

MOST WIDELY READ TIMEOUTS



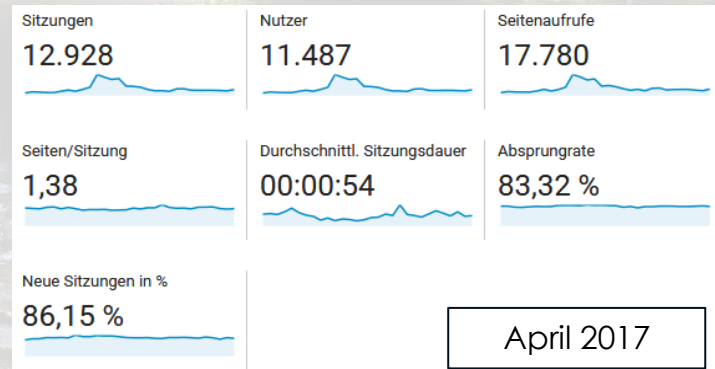
ADVERTISING RATES (APRIL 2017)

- ✓ Sessions: **12,928**
 - 35,8 % of the users are between 25 and 34 years old
 - 20,0 % of the users are between 18 and 24 years old
 - 81,4 % of the users are female
- ✓ Unique visitors: **11,487**
- ✓ Page views: **17,780**
- ✓ Page views per session: **1,38**
- ✓ Average duration of session: **0:54 minutes**

ADVERTISING RATES (SINCE LAUNCH)

- ✓ Sessions: **45,353**
 - 36 % of the users are between 25 and 34 years old
 - 21 % of the users are between 18 and 24 years old
 - 72 % of the users are female
- ✓ Unique visitors: **36,287**
- ✓ Page views: **68,590**
- ✓ Page views per session: **1,51**
- ✓ Average duration of session: **1:20 minutes**
- ✓ Domain Authority: **27**
- ✓ Page Authority: **36**
- ✓ Comments: **930**

GOOGLE ANALYTICS



SOCIAL MEDIA

- ✓ Pinterest: **1,701 Follower**
- ✓ Instagram: **1,418 Follower**
- ✓ Twitter: **1,149 Follower**
- ✓ Facebook: **1,103 Follower**
- ✓ Bloglovin': **164 Follower**
- ✓ Google+: **100 Follower**

5,600+ Follower

COLLABORATION MODELS

Sponsored articles

You have a topic related to travel my readers should get to know? I'm glad to write an appropriate article about it and publish it on my blog as well as share it on my social media channels.

Blogger, press and individual trips

I'm glad to participate in blogger, press or individual trips and share my experiences in an article on my blog.

Competition collaborations

You have a product related to travel you want to draw amongst my readers within the scope of a competition? I'm glad to stand by as a promotion partner.

Texts for your company

I'm glad to write travel reportages or other texts for the web presence of your company.

Long-term collaborations

Generally I appreciate long-term collaborations and I am willing to work out a specific package (e.g. blog posts, social media campaigns, competitions, product tests, contents for your company) for you.

Product tests

I'm glad to review a trip, a hotel, flights, restaurants, clothes or other things or services related to travel within the scope of a product test and share my opinion in an article on my blog.

Social media collaborations

I'm glad to present your campaign related to travel on my social media channels.

Promotion

Your company/your product provides excess value for my readers? I'm glad to place a marked text link in the appropriate article or a banner ad in the sidebar.

Please consider that commercial articles will be composed by me, will be marked appropriately and will get a nofollow link.

WHAT YOU GET

- ✓ As an experienced editor I guarantee qualitative high-valued texts
- ✓ All pictures will be made by me and passed to you in high resolution
- ✓ My priorities are reliability and punctuality
- ✓ Authenticity

PREVIOUS PARTNERS (Excerpt)



HessenAgentur

HA Hessen Agentur GmbH



VISTA POINT



IWANOWSKI'S REISEBUCHVERLAG



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<http://triptotheplanet.de/>

If you request it, I'm glad to send you a detailed listing of the prices for the different collaboration models.

