

MARCH 2023

Just-Wanderlust.com

REISEN. ABENTEUER. MEER.

MEDIA KIT



The travel blog Just-Wanderlust.com is one of the widest-reaching travel publications in the German-speaking world - work with us now!



115.000



14.700



2.360



JUST-WANDERLUST.COM

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Contact us: sascha@just-wanderlust.com



OUR TOPICS & REACH

Just-Wanderlust.com is an online travel magazine with affiliated social media channels for those who love exceptional travel, luxury holidays, adventure and the sea. We offer our readers valuable travel tips, information on hotels and resorts, outdoor sports, travel gear and gadgets, sports and outdoor smartwatches, water sports activities such as diving, snorkelling and stand up paddling, as well as insights into the fascinating world of marine life.

With a reach of 850,000 readers in 2022 and a monthly reach of up to 115,000 readers, 121,000 sessions and over 270,000 monthly page impressions (as of July 2022), we are one of the widest-reach travel blogs in the German-speaking world. Our target group is accessible and has purchasing power. Take the chance to work with us and benefit from our strong reach and target group!

STATISTICS



SOCIAL MEDIA



14.800

@strandkind_co



2.390

@strandkind.co



790

@strandkind_co



400

Sascha Tegtmeier

Now also available at TikTok: @strandkind.co



FACTS ABOUT OUR TARGET GROUP

Our readership of Just Wanderlust comes mainly from Germany, Austria and Switzerland (approx. 88%). However, we also have readers from other European countries such as the Netherlands, France, Italy, Spain and the UK. Our target group lives mainly in urban areas, has an above-average income and is between 25 and 54 years old. With a slight overhang, 53.3 % of our readers are female. The interests of our readers (who are willing to buy) are broad and mainly include travel, hotels, air travel and holidays. In addition, our readers are also interested in topics such as lifestyle, sports, arts and entertainment, technology, nutrition, cars, investments and real estate.

STATISTIKEN IM ÜBERBLICK

- Readers from Germany (78%), Austria (6%) and Switzerland (4%)
- 53.3% women, 46.7% men
- Age between 25 and 54
- Preference for travel, hotels, air travel, holidays, lifestyle, sports, arts, entertainment, technology, food, cars, investments and real estate
- Acquisition: organic search (74%), social media (21%), direct calls (5%)

CONTACT US

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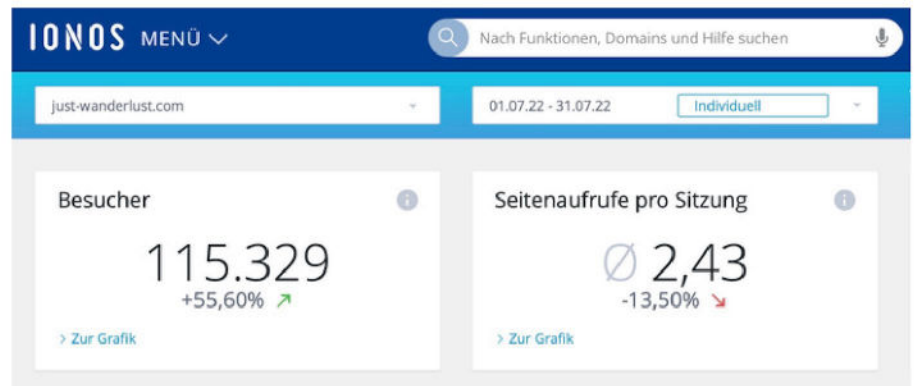
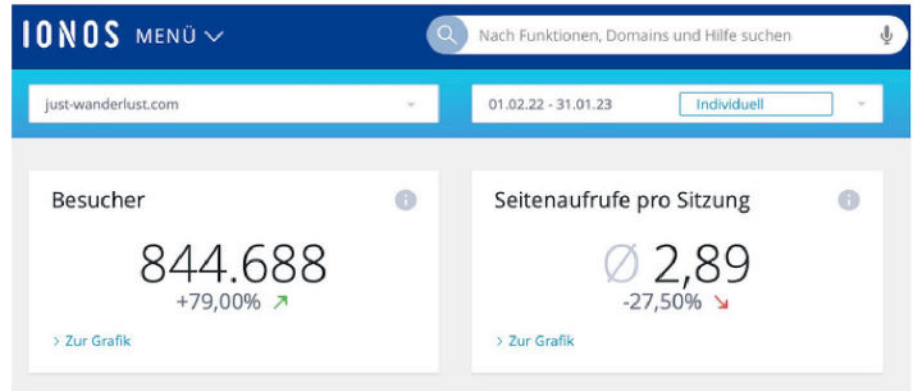
SUCCESSFUL COOPERATIONS

In recent years, we have successfully collaborated with globally renowned companies and brands. We work with many of these companies on a long-term basis, for example on product tests, hotel experience reports, press trips and product placements. We are proud to be a long-term cooperation partner of the premium electronics manufacturer Apple and the hotel group Accor since 2022. We are very excited about these partnerships and are convinced that together we can offer our readers valuable content and unique travel experiences. Our successful cooperation partners include:





APPENDIX STATISTICS



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