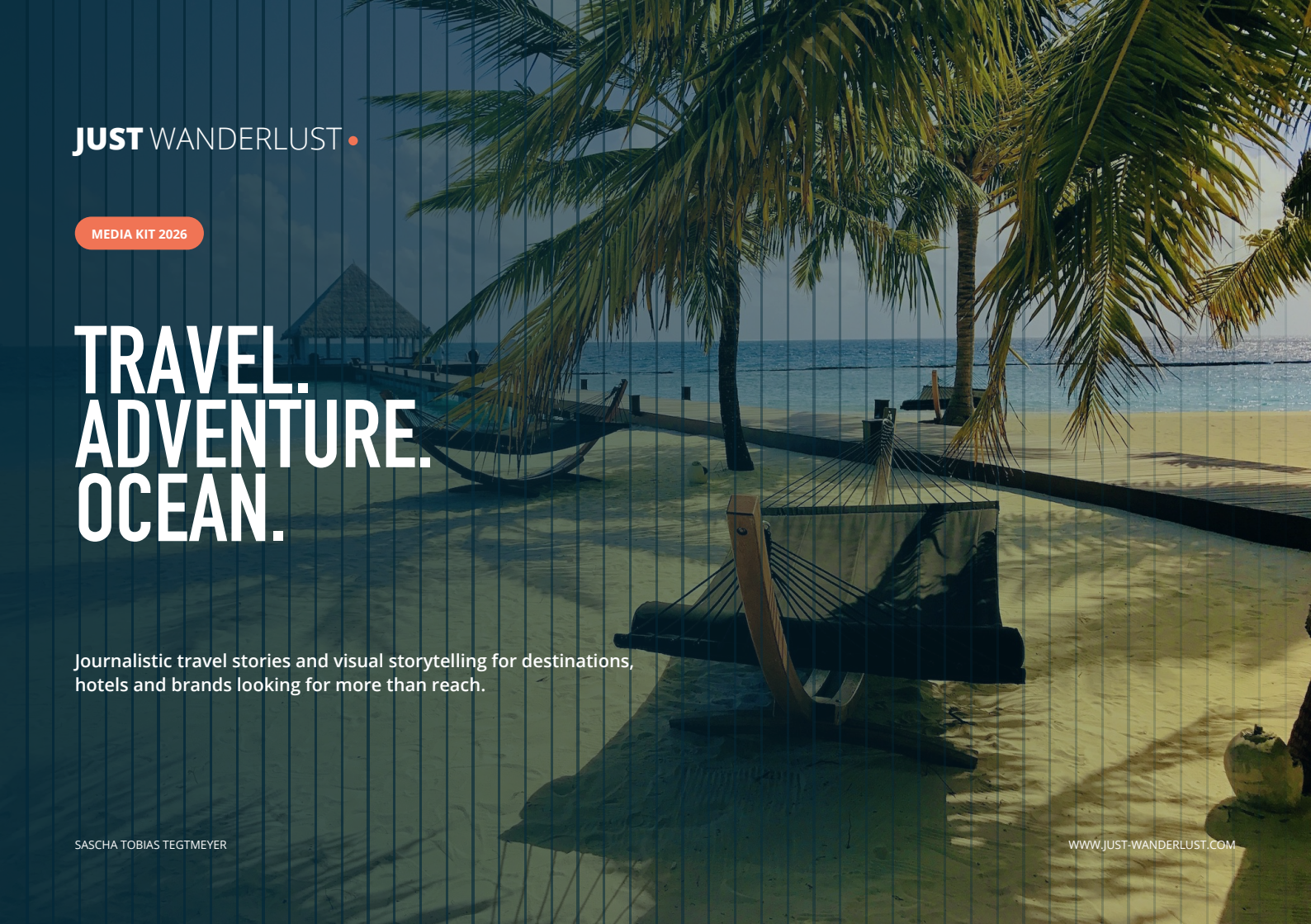




JUST WANDERLUST •

MEDIA KIT 2026

TRAVEL. ADVENTURE. OCEAN.

Journalistic travel stories and visual storytelling for destinations,
hotels and brands looking for more than reach.

SASCHA TOBIAS TEGTMEYER

WWW.JUST-WANDERLUST.COM

CORE AUDIENCE

PEOPLE WITH WANDERLUST AND HIGH STANDARDS.

Just Wanderlust reaches active, curious and digitally savvy travellers across German-speaking Europe. They plan independently, research thoroughly and seek authentic experiences spanning nature, ocean, active travel and premium escapes.



Sascha Tobias Tegtmeier

JOURNALIST · CREATOR · FOUNDER

DACH • 25-55

Active independent travellers and couples.

Actively planning

Hotels, flights, tours and gear.

Quality over quantity

Nature, indulgence and a touch of luxury.

INTERESTS

Long-haul travel • Hotels & resorts • Ocean • Outdoor • Travel tech • Workation

INSIDE JUST WANDERLUST.

Travel inspiration, practical planning and first-hand product experience in a premium editorial setting.

403+

ARTICLES

TRAVEL STORIES

Guides, tips and trip planning

HOTELS & WELLNESS

Resorts, reviews and hideaways

OCEAN & WATERSPORTS

Diving, snorkelling and SUP

OUTDOOR & ACTIVE

Hiking, running and nature

TRAVEL TECH

Sports watches, cameras and gear

WORKATION & PHOTOGRAPHY

Work and create on the road

JUST WANDERLUST •

EDITORIAL THEME

TRAVEL

Show places. Add perspective.

Personal travel stories, reliable planning resources and destination guides for people who look closer and make more conscious choices.

Destination Guides

Island travel

Road trips

Travel planning

Original photography · first-hand experience · practical guidance

Just Wanderlust Media Kit 2026



EDITORIAL THEME

OCEAN

Water is not a backdrop. It is the story.

Diving, snorkelling, house reefs, marine conservation and wildlife encounters - grounded in personal experience above and below the surface.

Diving

Snorkelling

Marine Life

Ocean conservation



EDITORIAL THEME

OUTDOOR AND ACTIVE

**Movement makes travel more
immersive.**

SUP, hiking, trail running and active micro-adventures - practical,
honest and attentive to detail.



EDITORIAL THEME

HOTELS AND PREMIUM

**Quality without brochure
clichés.**

Resorts, distinctive stays and premium travel experiences - told with atmosphere, carefully photographed and thoughtfully assessed.

Resorts

Hideaways

Cuisine

Premium experiences

EDITORIAL THEME

TRAVEL TECH AND REVIEWS

**Technology gets interesting on
the road.**

Smartwatches, cameras and travel gear tested in real-world use -
with long-term experience, comparisons and clear buying guidance
beyond the spec sheet.

SELECTED PARTNERS

Apple · Garmin · Suunto · Restube



REACH

REACH WITH DEPTH.

A clearly defined audience meets an editorial archive built over more than ten years.

25,741

VISITORS

Last 30 days · June 28-July 27, 2026

8.24

PAGES PER SESSION

Average over the same period

403+

ARTICLES

Destinations, activities, hotels and tech

8.24

PAGES PER SESSION SIGNAL STRONG CONTENT DEPTH

Readers explore several topics and articles during a single visit.

SOCIAL MEDIA

SOCIAL EXTENDS THE STORY.

Facebook

Instagram

Threads

Bluesky

TikTok

YouTube

6

ACTIVE PLATFORMS

Tailored to each platform and grown organically

12,716
REACH · 11 POSTS

2.95 %
AVG. ENGAGEMENT

318
INTERACTIONS · 11 POSTS

6,966
TOP POST REACH

ADVERTISING FORMATS

PARTNERSHIPS WITH CLEAR DELIVERABLES.

Standalone formats and tailored packages for destinations, hotels and brands.

SPONSORED POST

from €879

Editorial advertorial on
Just-Wanderlust.com

DISPLAY ADVERTISING

from €449

Leaderboard or in-content ad per month

INSTAGRAM POST

from €299

Single post with on-brand visual storytelling

FACEBOOK POST

from €149

Single post for the community

PRESS TRIPS

Travel costs covered plus an individual fee.

CONTENT PRODUCTION

Copy, photography, video and licensing in a tailored package. All prices exclude German VAT.

TRACK RECORD

TRUSTED BY DESTINATIONS AND BRANDS.

Since 2014, Just Wanderlust has produced travel stories, product reviews and visual campaigns for companies in tourism, hospitality, outdoor and technology.



SELECTED PREVIOUS PARTNERS

Apple • Accor / Mövenpick • PillerseeTal • Sol Villas

Restube • Garmin • Suunto

CONTACT

DISCUSS A PARTNERSHIP.

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Instagram @_saschatobias

BEST SUITED FOR

Destinations and tourism boards
Hotels, resorts and holiday providers
Outdoor and watersports brands
Travel tech and equipment
Tours, experiences and mobility
Brands with a credible travel fit

Let's discuss your project, timing and objectives.