



Mediakit

Reiseblog **TOP 10**
TM
2019



www.reisefeder.de



Who we are

Reisefeder is a German-speaking travel blog, established in 2013. Our team of four female journalists is providing stories, travel reports and photos to newspapers, magazines and websites. We are also authoring book chapters and whole books.

We specialize in topics like sustainability and gentle tourism, which are simply near and dear to us. For the same reason we report on short-distance destinations. Still we undertake travels worldwide, being fascinated by the beauty and richness of our blue planet. Our interest is global (like our readers'), we want to get to know the world better and tell about it.

Our blog [Reisefeder.de](https://reisefeder.de) wants to provide insights into foreign cultures, but also offers practical travel hints as well as typical foreign recipes every now and then. Together, we are four journalists with a total of seven children – so family travels also play a big role for us.



What Reisefeder stands for

- reports and stories of high journalistic standard
- Expressive and meaningful photography
- Our view and opinion cannot be bought
- Authentic reports
- A good range of perspectives by four different authors
- Travels and cooperations only with selected partners
- Well established brand in travel industry and publishing sector
- Many of our blog posts and articles have a good search engine ranking



Well connected

Effective August 2019

- Page Views: 14 000 per 30 days/month
- Visitors: 11 500 per 30 days/month
- Total of blog posts to date: 588
- Followers: Many of our followers are decision makers in the media, editors or bloggers
 - Facebook followers: 1467
 - Twitter followers: 116 (new account)
 - Instagram followers: 236 (new account)
 - Blogger community Wordpress, followers: 423



Our readers

Reisefeder is mainly targeting women between 30 and 55 years of age. Many of our readers join us in living in the "rush hour of life" and juggling the famous three C - children, credit and career.

Would you want to pin down our target readers within a sociodemographic model (the so-called Sinus Milieus), this could be mainly the „socio-ecological milieu“. Typical for its members are high education qualifications, a cosmopolitan and tolerant life attitude as well as a critical involvement with the effects of globalization. This group strives to lead an idealistic and environmentally conscious life, but acts at the same time rather pragmatic. Members of the socio-ecological milieu are choosing carefully and preferring quality products. In terms of travelling, they plan their trips individually and are looking for authentic experiences.

In short: Our readers prefer rather domestic products and small and local providers to the fully organized package tour.



Our Portfolio

Team Reisefeder has been working for many years as a journalistic constant in the travel sector.

Our clients include german magazines from *Bella and Tina* to *Natur erleben!* to *Terra*, daily newspapers from *Augsburger Allgemeine* to the *Funke Medien Gruppe* to *Neue Zürcher Zeitung*, as well as various web magazines.

On top, our portfolio comprises numerous travel books and guides for publisher houses like *Merian, Iwanowski, Kunth, Frederking & Thaler, Bruckmann, Tecklenborg* and *Dumont*.



Our team / contact

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