

JULY 2022

by Strandkind
Just Wanderlust
REISEN. ABENTEUER. MEER.

MEDIA KIT



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



107.000



14.800



2.360



JUST-WANDERLUST.COM

TRAVEL. ADVENTURE. SEA.

OUR TOPICS & REACH

The online travel magazine **Just-Wanderlust.com** with its associated social media channels is aimed at everyone who loves exceptionally beautiful trips, luxury vacations, adventure and the sea. We are all about the next dream vacation, valuable travel tips, hotels and resorts, travel gear and gadgets, sports watches and outdoor smartwatches, water sports like diving, snorkeling and stand up paddling, and marine wildlife.

Just-Wanderlust.com is ranked among the highest-reach travel blogs in the German-speaking world with a monthly reach of about 107,000 readers: in 113,000 sessions with over 270,000 page views (as of July 2022). Benefit from our responsive, affluent target group!

BLOG STATISTICS

107.000

monthly
visitors

270.000

monthly page
impressions

113.000

monthly
sessions

SOCIAL MEDIA



14.800

@strandkind_co



2.390

@strandkind.co



790

@strandkind_co



400

Sascha Tegtmeier

Jetzt auch bei TikTok: @strandkind.co

CONTACT

Sascha Tobias Tegtmeier

Wandsbeker Marktstr. 115

22041 Hamburg, Germany

Tel +49 151 20 777 991

Mail sascha@just-wanderlust.com



FACTS ABOUT OUR TARGET GROUP

Our readers at Just Wanderlust come predominantly from Germany, Austria and Switzerland (around 88 percent). Other regions include the Netherlands, France, Italy and Spain, as well as the UK. A large proportion of users live in metropolitan regions and have an above-average income and are between 25 and 54 years old. Female users slightly predominate at 53.3 percent. The most important interests of the (willing to buy) users are travel, hotels, air travel, vacations. However, lifestyle, sports, art and entertainment, technology, nutrition, cars, investments and real estate are also among the users' preferences.

STATISTICS AT A GLANCE

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

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SUCCESSFUL COOPERATIONS

In the past years, we have already successfully cooperated with some world-renowned companies and brands. We work with many of these companies on a long-term basis in the form of product tests, hotel testimonials, press trips and product placements.

Since 2022, we have been a cooperation partner of the premium electronics manufacturer Apple as part of the "On the road with iPhone 13 Pro Max and the iPad" campaign and use the company's products for creative work on the travel blog - at home and worldwide while traveling. A selection of our cooperation partners:



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