

Travelblog Overlandtour

Media Kit: March 2019



www.overlandtour.de

the blog

Overlandtour, this is us – Jens and Elisa. We are very excited to introduce you to our travelblog overlandtour.de with this mediakit. We want to start by giving a brief overview of the history of the blog.

In 2002 Jens started a private blog with the domain milchladen.de and changed it to overlandtour.de in 2011. Since the beginning of 2017 Elisa joined as a second writer and now the two of us are sharing our personal travel experiences and useful information with the readers for valued insights.

blog statistics

82k

yearly unique visitors

101k

yearly unique visitors

135k

yearly unique visitors

social media



1.959 followers
@overlandtour



265 followers
@overlandtourDE



486 followers
@overlandtour



122 followers
@overlandtour

our readers

gender

46% women
54% men

details

1,34pages/sessions
6.51 av. se. duration
70% bounce rate
80% new sessions

geography

57% Germany
5% Austria
5% Switzerland
5% Thailand

Travelblog Overlandtour



Are you ready

To travel the world

We love traveling – do you? We explore the world with our backpacks and share our stories on the blog with our loyal readers. With important and interesting tips for specific destinations, we hope to inspire our readers to travel and see all the wonders the world has to offer them.

cooperations

Authenticity is our most important value. We have worked for years to develop a base of trust and loyalty with our readers and it's not something we are willing to sacrifice. This is the reason why we prefer cooperating with official tourist information offices. However, depending on destinations and topics, we are always open to consider cooperating with airlines, tour operators and research or blogger trips.

sponsored Post

We are often contacted by PR departments and SEO agencies, which want to place sponsored posts on our blog. We are strictly against this kind of collaborations. The blog lives solely by publishing our own work that underlies the travel blogging code. If you are interested in this – Sorry we can't help you here!

purchased backlinks

Enquiries regarding purchased backlinks will be immediately deleted. These backlinks and also requests of a link exchange don't enrich our blog and only benefit the buying party.

honesty and trust

We believe that cooperation can only be successful, if terms and expectations are openly discussed between the partners to avoid a misunderstandings afterwards. For us, honesty and trust are the fundamentals of a prosperous cooperation.

successful corporations



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mission statement

We are addicted to traveling and always have the urge to explore all the wonderful places, nations and hidden gems the world has to offer. Now you may ask yourself, what makes us different from other travel blogs? We try leave our „normal“ life and our comfort zone behind by traveling long-term. Jens was on his first world trip in 2012 and on another 4-month trip in 2015 (in Africa and Asia) while Elisa just spent 3 months in South America in 2017. In between longer time periods of traveling, we also enjoy shorter trips to different locations for approximately two to four weeks.

what cooperation partners say about us

A big thank you to the Overlandtour Blog for the support of the Kilimandscharo Active tours Ltd Moshi. We are looking forward to further cooperations.

Issa Mtuka
Managing Director
Kilimandscharo Active
Tours LTD

Its always a pleasure to work with Jens and his blog Overlandtour. A professional way of working and authentic travel reports are always an enrichment for us which is why we happily keep on drawing on his expertise.

Johanna Rothardt
Social Media Manager
Bloggerrelations

We gladly draw on the experiences of Jens and the travelblog Overlandtour for our marketing campaigns. Professional travel reportings with current tipps and suggestions - always up to date in a always changing (travel-)world.

Jens von Wichtingen
CEO Cape Studies

our social media channels

Our blog is our pride and passion. We share personal travel experiences on Facebook, Twitter, Pinterest and Instagram. Our main project is our blog where we are able to publish the content we are passionate about. It's important to us that we don't only write our articles according to SEO. However, we aim for good listings on Google – of course! We choose keywords carefully so the text is still easily read. We believe that articles that excessively try to please SEO will one day be ignored by readers or Google and that our thought of sustainability will pay off. For us, the reader plays the most important role!

So what do you think? Let us inspire people to travel together!

Facebook

<https://facebook.com/overlandtour>

Twitter

<https://twitter.com/overlandtourDE>

Instagram

<http://instagram.com/overlandtour>

Pinterest

<https://pinterest.com/overlandtour>