

Travel Blog Overlandtour



About 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. We are sharing our personal travel experiences and useful information with the readers for valued insights.

Social Media



2049 Followers
@overlandtour



645 Followers
@overlandtour



112 Followers
@overlandtourde



277 Followers
@overlandtour

Blog Stats

13k_{/Month}

Unique Visitors

15k_{/Month}

Sitzungen

19k_{/Month}

Pageviews

Our Readers

Geschlecht

44,6% Women

55,4% Men

Details

1,34 Pages/Session

2:26 Session Duration

82,34% Bounce Rate

83,6% New Sessions

Geografie

76% Germany

8% Italy

6% Austria

3% Switzerland

Travel Blog 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 with Destinationen und Partners

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!

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.

Partners



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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

Thank you Overlandtour blogger for great support of Kilimanjaro Active tours Ltd Moshi. We look forward to further cooperation in the future.

Issa Mtuka
Managing Director
Kilimandscharo Active

We are happy to draw on the wealth of experience of Jens Lüdicke and his travel blog for our marketing campaigns. Professional travel reports with current tips and advice – always up to date in a constantly changing (travel) world.

Jens von Wichtingen
CEO Cape Studies

Working with Jens is always a positive experience. His professional way of working and his authentic travel reports are a real asset for us and that's why we are happy to fall back on his expertise.

Johanna Rothhardt
Social Media Manager
Bloggerrelations

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>

Instagram

<http://instagram.com/overlandtour>

Youtube

<https://youtube.com/overlandtourDE>

Pinterest

<https://pinterest.com/overlandtour>