



Safetravels.de

# MEDIA KIT & PR INFO

S O U T H W E S T U S A & M O R E



Personal  
and authentic  
blog posts

Individual  
travel planning

Vigorous  
road trippers



20 years  
of experience in  
traveling the US

Passionate  
storytellers

Crazy about  
desert, nature and  
hiking



# WE ARE SAFETRAVELS



## What is Safetravels

Founded in 2015, Safetravels is a German travel blog about individual road trips in the US Southwest. Plan, travel, shop and hike are our focus topics.

We cater to first time travelers as well as to experienced roadtrippers with hints and ideas and inspire them with authentic travelogs written from our perspective with our own fotos. We provide our readers with reports and hiking advice as well as gear information. A customized planning service is offered for readers who do not dare to plan a roadtrip on their own.

Based on a reader survey we started to write about our trips outside the US, e.g. city trips in Europe.

## Who is Safetravels

Silke & Markus, a couple in their forties, currently residing in Hamburg, Germany. Silke started traveling with her parents at the age of two and since then is passionate about seeing the world. In 2008 Markus joined her to share the passion. Markus introduced her to new adventures like backpacking trips down the Grand Canyon.

Hiking in the deserts and canyons of the American Southwest is the perfect compensation for our full-time jobs in a life-science group.

As a business analyst and head of department it is our challenge to communicate daily with people of different countries and education levels. Thus we are provided with useful skills to spread the passion for the Southwest USA as well as our experience in travel planning.



## HOW WE TRAVEL

### How we travel

Individual, relaxed, planned, active – this is how we travel - personal reflections and insights

#### **Individual**

Traveling is a personal experience, thus it needs to be experienced individually. We plan our trips accordingly and provide each of them with a special name, like our "Bisons & Canyons" trip in 2015. We encourage our readers to explore their individuality by getting inspired after reading our personal travel stories.

#### **Planned**

Planning a travel itinerary is already part of the journey. Our individual planning includes accommodations, flights, a rental car, shopping destinations, hiking trails and of course packing. We enjoy to fully dive into the preparation. Our readers love to know our travel hacks and they benefit from our experience beyond the guidebook.

#### **Relaxed**

"Good to keep it slow" a ranger once told us during a Grand Canyon hike. We love to enjoy places and destinations, no matter if they are first class tourist attractions or places off the beaten path. Getting in touch with local people is a must. We highly recommend our readers to try slow traveling.

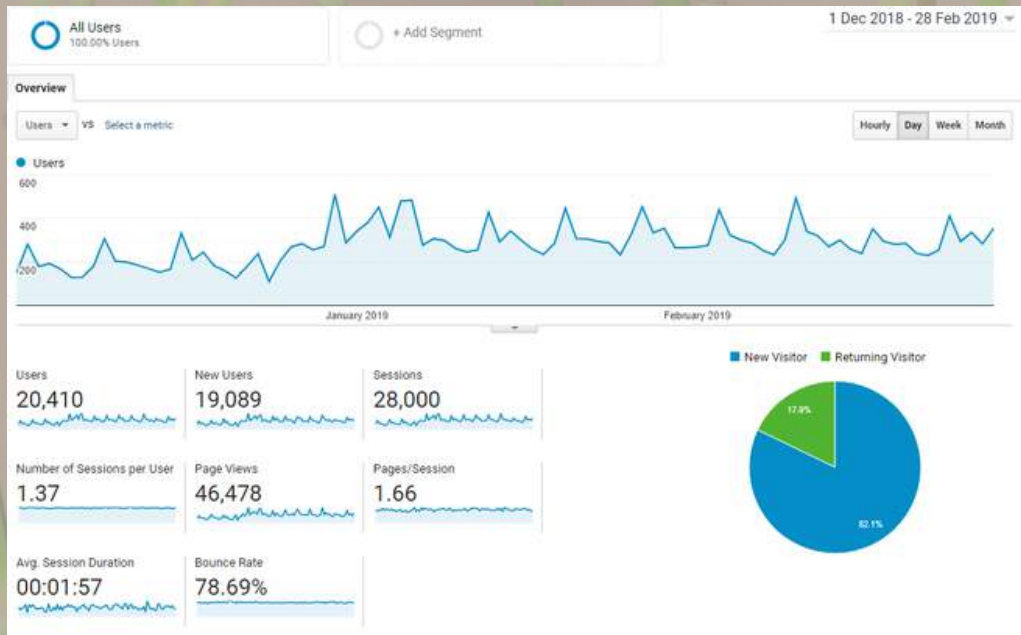
#### **Active**

Fresh air, dazzling sun, red rocks and mile-deep canyons. From sliding down white sand dunes to backpacking in the Grand Canyon we love to enjoy the great outdoors. Hiking is our favorite activity but we are not limited to it.



# READERS & SOCIAL MEDIA

Google Analytics (Dec 2018 - Feb 2019, cumulated)



## Affinity Categories / In-Market Segments

Travel  
Media & Entertainment  
Lifestyle & Hobbies  
Shoppers

Hotels/Accommodation  
Air Travel  
Trips to the US  
Women's Apparel

Source: Google Analytics - 04.03.2019



## Our readers

Gender  
Female: 67%  
Male: 33%

Age  
18 - 34: 54%  
35 - 54: 35%

Location  
Germany: 76%  
USA: 8%  
Austria: 6%  
Switzerland: 6%

## Social Media

 1.5K Followers,  
12K views per month,  
650+ members  
in our FB group  
"Wandern in den USA"  
<https://www.facebook.com/safetravels.de/>

 700+ Followers,  
104K visitors per month  
<https://www.pinterest.de/safetravels/>

 740+ Followers  
<https://www.instagram.com/safetravels.de/>

 360+ Followers  
<https://www.instagram.com/safetravels.de/>

# OUR SERVICES



## Partnership Options

- Experiential reviews of your products / services
- Trip reports and social media coverage
- Contests and giveaways
- Travel itinerary planning
- Brand ambassadorship / partnership / advertising
- Content creation
- Video / Photography during trip reports
- Guest postings
- Sponsored posts

### Anything else?

We are always open for new partnership ideas. Just let us know what is in your mind and what we can do for you.

## Ethics

Safetravels is open for collaborations on destinations, products and services that meet our brand and correspond to the focus topics on the blog: travel, plan, shop, hike.

Transparency and fairness toward our readers are self-evident for us. All opinions expressed stay our own. Advertising is designated as such in any form and all links are nofollow.

## References

- Dreamland Safari Tours (Kanab, UT, USA)
- Reiseagentur Funtravel (Berlin, Germany)
- TA Trust Agents Internet GmbH (Berlin, Germany)
- Saal Digital Fotoservice GmbH (Siegen, Germany)



# CONTACT US

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