




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.

Our readers are first time travelers as well as experienced roadtrippers. They love our hints and ideas and get inspired by our 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 or events in our beautiful hometown Hamburg.

Who is Safetravels

Silke & Markus, passionate travellers currently residing in Hamburg, Germany.

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

In our full-time jobs as a business analyst and a business unit manager it is our daily challenge to communicate 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.

We love to tell our travel stories using a variety of different media like our blog, social media, books or live presentations.



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

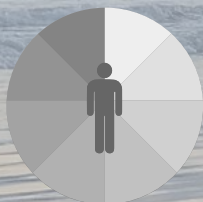
Fresh air, rugged coasts, dazzling sun, red rocks and mile-deep canyons.

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.

BLOG STATISTICS & SOCIAL MEDIA



Blog Coverage (monthly values based on last month)



20.600 Page impressions
8.500 Unique visitors
67% organic

147 Blog posts
37 Blog pages
815 comments

Our Readers



Gender	Location	Age
Female: 64%	Deutschland: 76%	18 - 24: 15%
Male: 36%	Österreich: 6%	25 - 34: 37%
	Schweiz: 6%	35 - 44: 16%
		45 - 55: 16%
		55+: 16%

Interests of our readers

Travel
Hotels/ Accomodation
Air travel
Travel tips North America

Source: Google Analytics - February 2020

Social Media



 1.6K Followers,
700+ Members in our own FB group
"Wandern in den USA"
<https://www.facebook.com/safetravels.de/>

 850+ Followers,
52K Views per month
<https://www.pinterest.de/safetravels/>

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

 380+ Followers
https://twitter.com/safetravels_de

COOPERATION



Partnership options

- Trip reports and social media coverage (advertising your product / destination / service)
- Experiential reviews of your products / services
- Brand ambassadorship / partnership / advertising
- Content creation (fotos, text)
- Sponsored posts
- Presentations / Multi-vision shows

Anything else? Let's talk!

Photo publications

- 360° USA-Western Calendar 2020: two photos
- 360° USA-Western Calendar 2019: one photo
- 360° USA Magazine 4/2019: two-page photo
- 360° USA Magazine 1/2019: reader photo
- America Journal 5/2019: full-page reader's letter including two photos

Previous cooperations

- Dreamland Safari Tours (Kanab, UT, USA)
- Reiseagentur Funtravel (Berlin)
- Los Angeles Touren (Sandra & Dennis, Los Angeles, CA, USA)
- Desert Botanical Garden (Phoenix, AZ, USA)
- TA Trust Agents Internet GmbH (Berlin)
- Saal Digital Fotoservice GmbH (Siegen)
- Bruckmann Verlag (München)
- Travel Slam (VHS Norderstedt)
- Messe Hamburg (Hamburg)

Publications

- Bruckmann Verlag: 100 Highlights Wildes Europa: Die schönsten Naturparadiese und Nationalparks. Kapitel 37: Lava- Wunderwelt - Caldera de Taburiente
- America Journal 5/2019: full-page reader's letter



CONTACT US

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