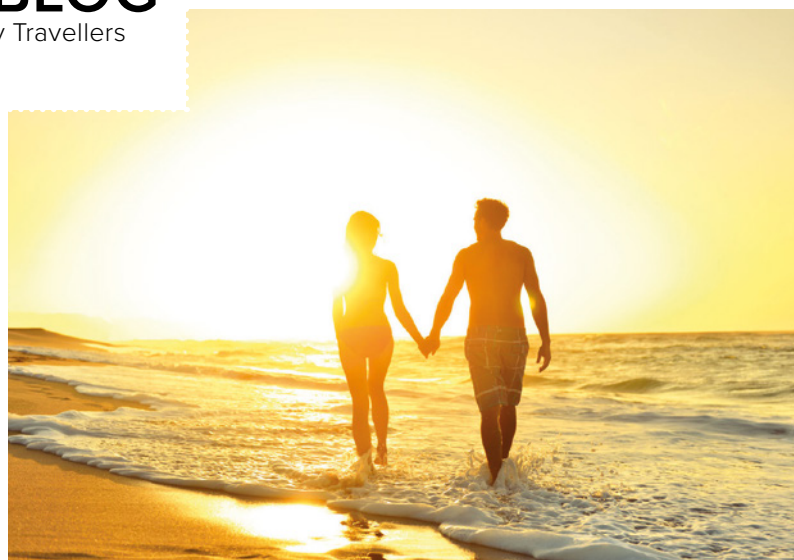




NIEDBLOG
The Luxury Travellers

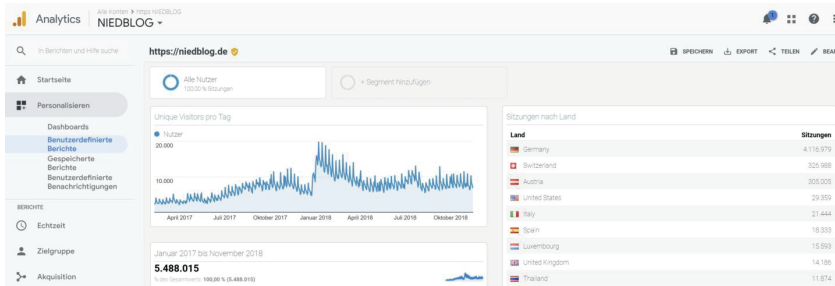




ABOUT

Alexander Mirschel started **NIEDBLOG** in early 2010 and it has since evolved into **one of Europe's most influential travel blogs**. Focussing on handpicked luxury holidays and unique experiences for discerning travelers, **NIEDBLOG** is particularly **popular with couples and honeymooners**. It is renowned as a premium online resource for authentic and inspiring travel stories with high-quality videos featuring the world's most beautiful places and hotels. While **luxury** has become one of the travel industry's most overused

declarations, **NIEDBLOG** provides first-hand recommendations far beyond gold leaf interior decorations and marble suites with personal butler services. We are storytellers with a true passion for the new era of luxury travel: Personalized fulfillment, truly bespoke experiences, sustainable yet immersive encounters, exceptional end-to-end services and memories of a lifetime. We are providing vivid insights for upscale travellers, from popular dream destinations to hidden treasures and adventures.



181.382

unique visitors per month
with more than 290,000 impressions



6:54 min

average session / reading time
with only 6% bounce rate

NIEDBLOG is published in German language, for a very good reasons: Far more than most markets, German-speaking travellers prefer to search for travel ideas, information and inspiration in their mother tongue. So we are highly oriented towards our main target group and much thought is given to uniqueness, accessibility and premium quality of our content.

There are several media outlets that are closely linked to **NIEDBLOG** and part of Alexander Mirschel's travIQ network. This guarantees full access to all marketing resources and engagement with a vibrant online community of more than 1.5 million monthly users, primarily from Germany, Switzerland and Austria. **Currently, NIEDBLOG is considered the No. 1 luxury travel blog in Germany.**





FACT SHEET



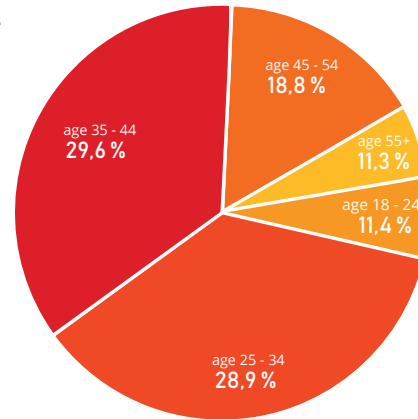
1,600,000+

real video views on

YouTube

Google Pagerank

5



45,000+ *

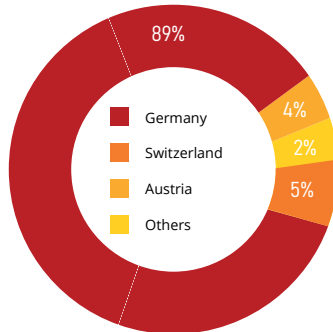


4,000+



2.000+

*35,000+ on main account @niedblog
plus 11,000+ on @julijourneys



CISION says: „**ONE OF THE TEN MOST INFLUENTIAL TOURISM BLOGS IN GERMANY**“

NIEDBLOG has a proven track record of influencing our reader's travel decisions, leading to significantly increased bookings and bed nights from the German-speaking markets for all featured destinations, hotels and other involved partners. From Jan to Dec 2018 our blog articles led to at least **1.293 valid travel bookings with a total volume of 2,984,264 EUR**, tracked through affiliate programs such as holidaycheck and expedia. We also received great feedback from several luxury travel agents about offline bookings as well as direct sales to our partners where guests were referring to our blog.

f /niedblog

📷 @niedblog

🐦 @niedblog



WORK WITH US

There are lots of different ways to work with us, while a partnership will always provide you with outstanding content, inspiring story-telling and an unique possibility to showcase your brand or destination to a highly relevant target audience. Partnerships may include:

- individual trips for editorial research like *destination features, airline/hotel reviews*
- *press and blog trips*
- *social media campaigns* including brand ambassadorships
- *corporate video, photo and text creation*
- *sponsored content, advertorials and competitions*
- *marketing and social media consultancy*
- *display and affiliate advertising*
- features on our *partner websites* (e.g. destination of the month)

We have top notch photography and video gear ready for the best possible *multimedia experience*. Our *travIQ network* includes several other high-coverage travel media outlets. We are also collaborating with United Internet, one of Germany's biggest news networks. This means that we are providing travel articles to a potential readership of *more than 30 million daily users* on websites like Web, 1und1 and GMX.

☎ +49 69 67778075

✉ info@niedblog.de

Alexander Mirschel • Ferdinand-Scholling-Ring 98 • 65934 Frankfurt • Germany

