



NIEDBLOG
The Luxury Travellers





ABOUT

Alexander Mirschel started NIEDBLOG.de in early 2010 and it has since evolved into one of Europe's most influential travel blogs. Partnering with cinematographer and content strategy specialist Marvin Schoenberg, NIEDBLOG is focussing on luxury getaways and travel experiences for discerning couples. It's renowned as a premier resource for authentic and inspiring travel stories as well as prime-quality videos showcasing the world's most beautiful places and hotels.

While luxury has become one of the industry's most over-used declarations, NIEDBLOG provides first-hand recommendations far beyond gold-leaf interiors, candle-light dinners and marble suites. We are storytellers with a passion for true luxury: Slowing down for outstanding experiences, authentic encounters, exceptional services and memories of a lifetime. We are providing vivid insights for elite travellers, from popular dream destinations to hidden treasures.

204.198
unique visitors
per month



327.491
page impressions
per month



7:32 min
average session
duration

NIEDBLOG is published in German language only. For a very good reason. Even more than most markets, German-speaking travellers prefer to research and get inspired in their mother tongue. So we are highly oriented towards our target group and much thought is given to distinguishing features, uniqueness, accessibility and premium quality of our content.

There are several travel media outlets that are closely linked to NIEDBLOG under the umbrella 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.





FACT SHEET



44% 56%

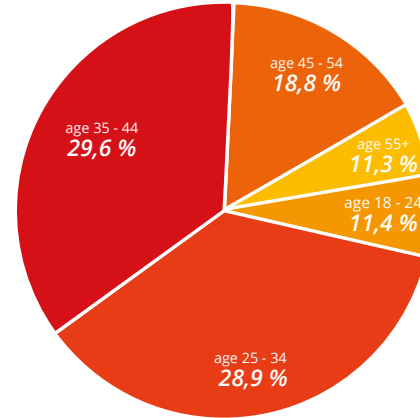


925.000+
real video views on



Google Pagerank

5



61.000+
Social Media Follower



52.000+

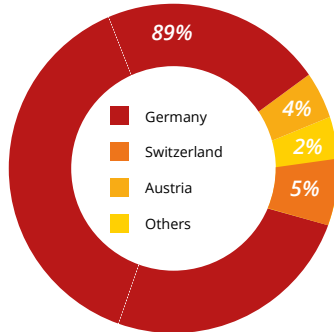


7.000+



2.000+

Numbers combining
@niedblog +
@marvin_schoenberg



CISION votes:

„One of the ten most influential tourism blogs.“

NIEDBLOG has a proven track record of influencing our reader's travel decisions, leading to significantly increased bookings for all featured destinations as well as airlines and hospitality partners. In year 2016 (Jan to Dec) our articles led to 1.659 valid travel bookings with a total volume of 3,231,731 EUR through affiliate programs (tracked with affilinet / zanox). There is a huge additional number of unreported bookings through offline travel agents or email and telephone enquiries that are hardly trackable.

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📷 @niedblog

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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.

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