

## **BOARDING COMPLETED Mediakit – May 2022**

**Founded** by Ralf Johnen in **2011** | Karel Klinkenbergstraat 1P | 1061 AH Amsterdam | ralf@boardingcompleted.me

**Partner:** Stefan Weißenborn | stefan@boardingcompleted.me

**Boarding Completed** was voted number 4 of alle German language travel blogs by SRT (a jury of 179 journalists and bloggers) for the fourth consecutive year.

### **Mediadata May 2022**

**Numer of articles online:** 346

**Visitors per month:** 23 345

**Clicks:** 21 322

**Twitter follower:** 2065 (@board\_completed & @ralfjohnen)

**Facebook Fans:** 733 (Boarding Completed) plus 465 (Ralf Johnen)

**Instagram:** 877 followers

**Collaborations:** with destinations, airlines, operators, hotels, restaurants

**Advertorials,** most recently with Urlaubsguru & Alltours

**Corporate Content,** most recently for Köln Tourismus and Dutch Tourism Board (NBTC)

**Mission:** We like to tell stories. We avoid main routes. Instead, we are looking for adventures. In many places in the world. Sometimes we travel together. Foto stops are shaping our lives. We adore good food and drinks. We love hotels with a story. We don't have any complaints against luxury. But we think that basic travel and simple accommodations deliver good stories, too. Ans last, but not least: we are deeply interested in the future of tourism.

### **About us:**

**Ralf** currently lives in Amsterdam. He has been a journalist for 20 years for different media. He has been a correspondent for news agency *dapd* and worked as an editor for *Kölner Stadt-Anzeiger*, Cologne's daily newspaper. Today, he is the author of more than 40 books. He works as an editor for various monothematic magazines about France, Italy and Germany and for *America Journal*. He works as lector (for *Merian* und *National Geographic*), Blogger and freelance journalist.

**Stefan** lives in Berlin. He works as a freelance journalist for news agency dpa und many print media – most notably *die tageszeitung* (TAZ), *Die Welt* and *Neue Zürcher Zeitung*. He also contributes to *Spiegel Online*, cruise magazine *Azur* and *America Journal*.

**Ralf und Stefan** are members of [www.diereisejournalisten.de](http://www.diereisejournalisten.de), an association of ten German journalists who contribute to various media.

**Recent trips:** In june 2022 **Ralf** will visited Washington State and then he attended IPW in Orlando. By the end of june he will be in the north of France and in July he'll take a trip to Lago Maggiore in Italy.