

BOARDING COMPLETED Mediakit – February 2024

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 January **2024**

Number of articles online: 375, **visitors per month:** 26 339, **Clicks:** 34 180 **Google Impressions:** 1 734 000

Twitter follower: 2065 (@board_completed & @ralfjohnen)
Facebook Fans: 744 (Boarding Completed) plus 505 (Ralf Johnen)
Instagram: 920 followers

Cooperations: with destinations, airlines, operators, hotels, restaurants

Advertorials, most recently with Urlaubsguru & Alltours

Corporate Content, most recently for Marketing Oost (Netherlands), Köln Tourismus and Dutch Tourism Board (NBTC)

Target Audience: Women and men 35-55 ys in Germany, Austria, Switzerland

Content mainly from: US, Netherlands, Germany, Italy, France, Portugal, Spain, South Africa, Australia

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.

Target group: Sophicated individual travelers with a knack for outdoor activities, great food, history, arts and architecture

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 (for newswire dpa).

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 newswire *dpa*, *Spiegel Online*, cruise magazine *Azur* and *America Journal*.

Ralf und Stefan are members of www.diereisejournalisten.de, an association of ten German journalists who contribute to various media.

Next trips: In April 2024 **Ralf** will attend Discover New England summit. Later in April he'll be in Oregon and Los Angeles.