

## **BOARDING COMPLETED Mediakit – April 2025**

**Founded** by Ralf Johnen in **2011**, Boomsuiterskade 246, 2511 VJ Den Haag, Netherlands

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**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 March 2025**

**Number of articles online:** 406, **visitors per month:** 16 452, **Clicks:** 20 125 **Google Impressions:** 1 970 000

**Twitter follower:** I stopped using X when Elon Musk took over

**Facebook Fans:** 744 (Boarding Completed) plus 505 (Ralf Johnen)

**Instagram:** 930 followers

**Target Audience:** Sophisticated travelers with high education between 35-65 years in Germany, Austria, Switzerland

**Content mainly from:** Netherlands, Germany, Italy, France, Portugal, Spain, South Africa, Canada, US, 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 The Hague, Netherlands. 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](http://www.diereisejournalisten.de), an association of ten German journalists who contribute to various media.

**Next trips:** **Ralf** recently visited Japan for the first time. In April he will visit St. Maarten and in June he will attend IPW in Chicago.

## How to work with Boarding Completed?

**Boarding Completed** is a travel blog by Ralf Johnen. I have been working in **web publishing since 2011**. Since 2000 I have been working as a **journalist** for **leading newspapers, magazines** and **Germany's news agency DPA**. There are several ways how to work with Boarding Completed.

Those who work with me can rely on input of **the highest journalistic quality**. I also **advise destinations** on a range of topics. In addition, I design and write consumer publications for destinations such as [Visit Cologne](#), [Explore Louisiana](#) and [Washington State Tourism](#).

The range of publications extends from brochures to entire books. I have designed and written **over 40 works** for Merian, Marco Polo, DuMont, ADAC and Polyglott.

## Paid collaboration with Boarding Completed

All collaborations are marked at the end of the text and are therefore **transparent**.

In the case of a paid collaboration, we agree that I or a member of the editorial team will receive **a fee** from the collaboration partner. For this, I charge a **fair daily rate**, which I will provide **upon request**. For an individual trip, we occasionally travel in pairs if the workload (research, photos, interviews, transfers) cannot otherwise be managed.

In return, I will publish one or more stories on a **mutually agreed topic** about a destination. The stories are professional, **independent and without a promotional undertone**. Representative examples of collaborations have been developed with the Dutch Tourism Board, Visit Fyn (Denmark), the city of Zwolle (Netherlands), Chur (Switzerland) and Rivierenland (Netherlands).

**Additional services:** photos, storylines, brochures

In addition to stories, I also offer **a fresh look** at destinations. My view is trained by **almost 20 years as a travel writer**.

By agreement, I provide the destination with my **on-site photos** for a fee. **My photos** have appeared in **news agencies, glossy magazines** and **daily newspapers**. Of course you will also find a representative selection **in the blog**.

I can also develop **suitable storylines** for **two tourist markets**: the **German market**, where I am at home, and the **Dutch market**, where I feel just as much at home after five years in the country. Last but not least, I am happy to **record my analysis** on video, which can be shown **at conferences and trade fairs**, for example. The analysis also includes an elaboration of the destination's **strengths and weaknesses in comparison to the competition**.

## It's important that it clicks

The **best results** come from collaborations that are based on a **good and trusting personal relationship**. This is still the best prerequisite for stories that people talk about and that stand out from the rest.

## Sponsored links and advertorials

Sponsored links and advertorials are possible on Boarding Completed. The main requirement is **that the content is appropriate for Boarding Completed**. Important: delivered content

must be unique in terms of its usability in search engine optimization. I will be happy to send you a **price list on request**.

## **Print publications**

Since I work for many print publications, **additional** publications are possible after the trip. However, this depends on my availability and the market situation. Important: **Paid services** for Boarding Completed are **always clearly** separated from my **editorial services for third parties**.