



THE  
TRAVEL  
BOOK

• MEDIA KIT •



## • A B O U T U S •

We are Karoline and Rasmus, and we are the owners of the eco-friendly lifestyle & travel blog, TheTravelBook.

We are a young couple and we have traveled all around the world to exotic destinations with a black climate footprint.

But now it is time to change - and we want to prove that it's possible to change bad habits without compromising on either quality or luxury.

We have been together for 6 years and we are both very passionate about traveling. We want to make sure that we are able to show our future kids as many incredible places as we have been lucky enough to see. This is why we back in 2018 decided to focus on sustainability.

During all our travels we've discovered that all the great initiatives we find around the world, also can be implemented in our daily lives - which is why our focus now involves sustainable lifestyle as well as eco-friendly traveling.



Karoline



Rasmus

• I N S T A G R A M •



Photos you will find on our instagram @thetravelbook

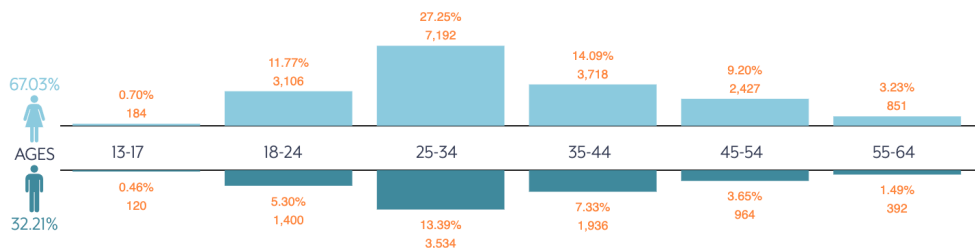




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Country	Audience
Denmark	45.98%
United States	8.50%
Germany	3.67%
Italy	3.23%
Netherlands	2.97%

City	Audience
Copenhagen	14.73%
Aarhus	3.87%
Odense	1.91%
Aalborg	1.48%
Frederiksberg	1.03%

+200.000

INSTAGRAM WEEKLY REACH

+500K

YOUTUBE VIEWS

+10K

MONTHLY PINTEREST VISITORS

+2.5K

MONTHLY UNIQUE VISITORS ON BLOG



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