

A scenic view of a European city, likely Lucerne, Switzerland, featuring a large church with two prominent domes and a lake in the foreground. The scene is captured in a warm, golden light, possibly during sunset or sunrise. The church's reflection is clearly visible in the water. The background shows a row of white buildings with dark roofs, typical of the city's architecture. The overall atmosphere is peaceful and picturesque.

THE
TRAVEL
BOOK

• MEDIA KIT •

• A B O U T U S •

Hi! We are Rasmus and Karoline, the owners of the blog The Travel Book.

We create content by travelling the world, taking photos and videos, capturing moments and writing travel recommendations to inspire our followers. We are very passionate about traveling and photography, and our dream is to inspire others to travel and experience the world.

We quickly realized how much our readers enjoyed following our way of traveling and trusted our identity and recommendations. Every week we receive enquiries about our tips from our travels, and we love to share our findings through blog posts or direct message.

Our number of followers is escalating! Although we are a new blog, we are becoming more and more popular among travellers and we gain about 500 new followers on Instagram every week and engage between 50.000 and 100.000 Instagram users on a weekly basis.



Two photos you will find on our Instagram [@thetravel.book](https://www.instagram.com/thetravel.book)



A V E S T A P R I V A T E V I L L A S

OUR LATEST SPONSORED TRIP

On our Facebook, Instagram, Youtube and Blog we focus on showing our followers the extraordinary travel experiences that have affected our lives and contributed to our knowledge about traveling the world. We seek authentic culture experiences in the countries we travel to, because we want to truly feel the people, the culture and the atmosphere at the destinations.

We try to capture and describe these exact moments, and our communication as The Travel Book reflect our experiences.

The photos on the next pages are from our latest trip to Greece and Avesta Private Villas, who sponsored our stay.

A V E S T A P R I V A T E V I L L A S



A V E S T A P R I V A T E V I L L A S



• I N S T A G R A M •



Photos you will find on our instagram @thetravel.book



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DEMOGRAPHY



43% females
57% males



Primarily from Europe
and USA

50,000+

INSTAGRAM WEEKLY
REACH IMPRESSIONS



5K FOLLOWERS

500+

INSTAGRAM
MONTHLY GROWTH



10K FOLLOWERS

325,000+

YOUTUBE VIEWS



2K FOLLOWERS

SERVICES

- SPONSORED POSTS
- BRAND AMBASSADORSHIP
- PRODUCT PLACEMENT
- TRAVELS
- GIVEAWAYS
- AFFILIATION

PARTNERSHIPS

