



ESCAPE FROM REALITY.  
TRAVEL. SHORT TRIPS.  
FESTIVALS.

## PR & MEDIA KIT



## ABOUT ESCAPE FROM REALITY

The Travel Blog Escape from Reality (**german language**) thrives to inspire its readers - from travelling near and far to short breaks, as a solo traveller or with a travel group.

No matter if adventure tours with heaps of activities, overlanding, short and city trips, beach holidays or well-ness, excursions on the doorstep or music festivals - each journey, each escape from reality can become a unique memory. Because even in front of your own doorstep great and small adventures await you - and they are worthwhile to experience.

[escape-from-reality.de](https://escape-from-reality.de)



## OPPORTUNITIES OF COOPERATION

- Blog and media trips
- Long-term cooperation, e.g. as a brand ambassador
- Reports on destinations, hotels, small group travels, festivals
- Advertorials, Sponsored Posts
- Guest articles
- Product tests
- Raffles

You have got an idea for a cooperation with Escape from Reality? Feel free to contact me!

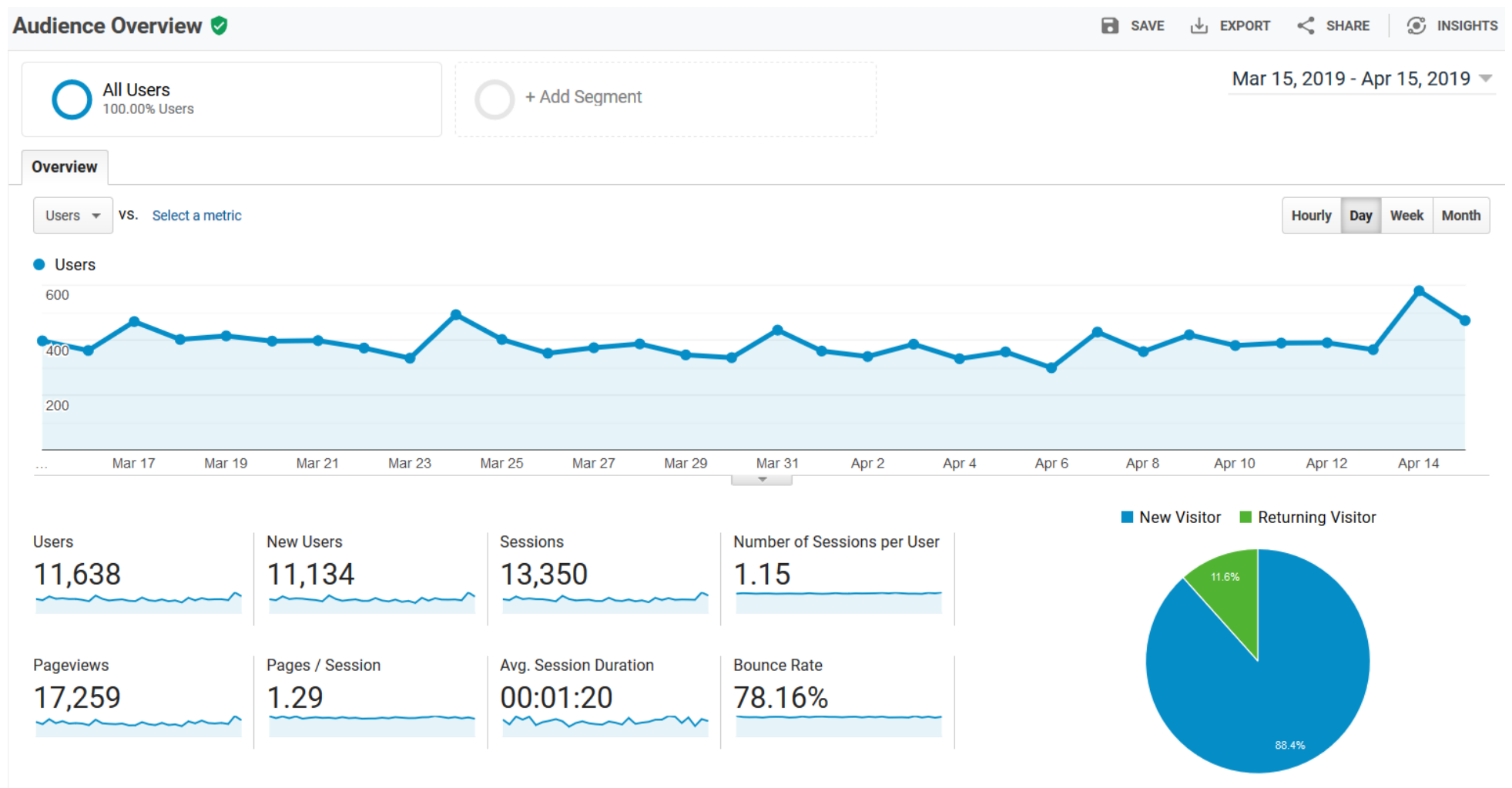
E-Mail:

[marion@escape-from-reality.de](mailto:marion@escape-from-reality.de)

*I follow the Blogger Kodex - therefore a distinct labeling of advertising as well as the publication of received support can be taken for granted.*

BLOGGER  
KODEX

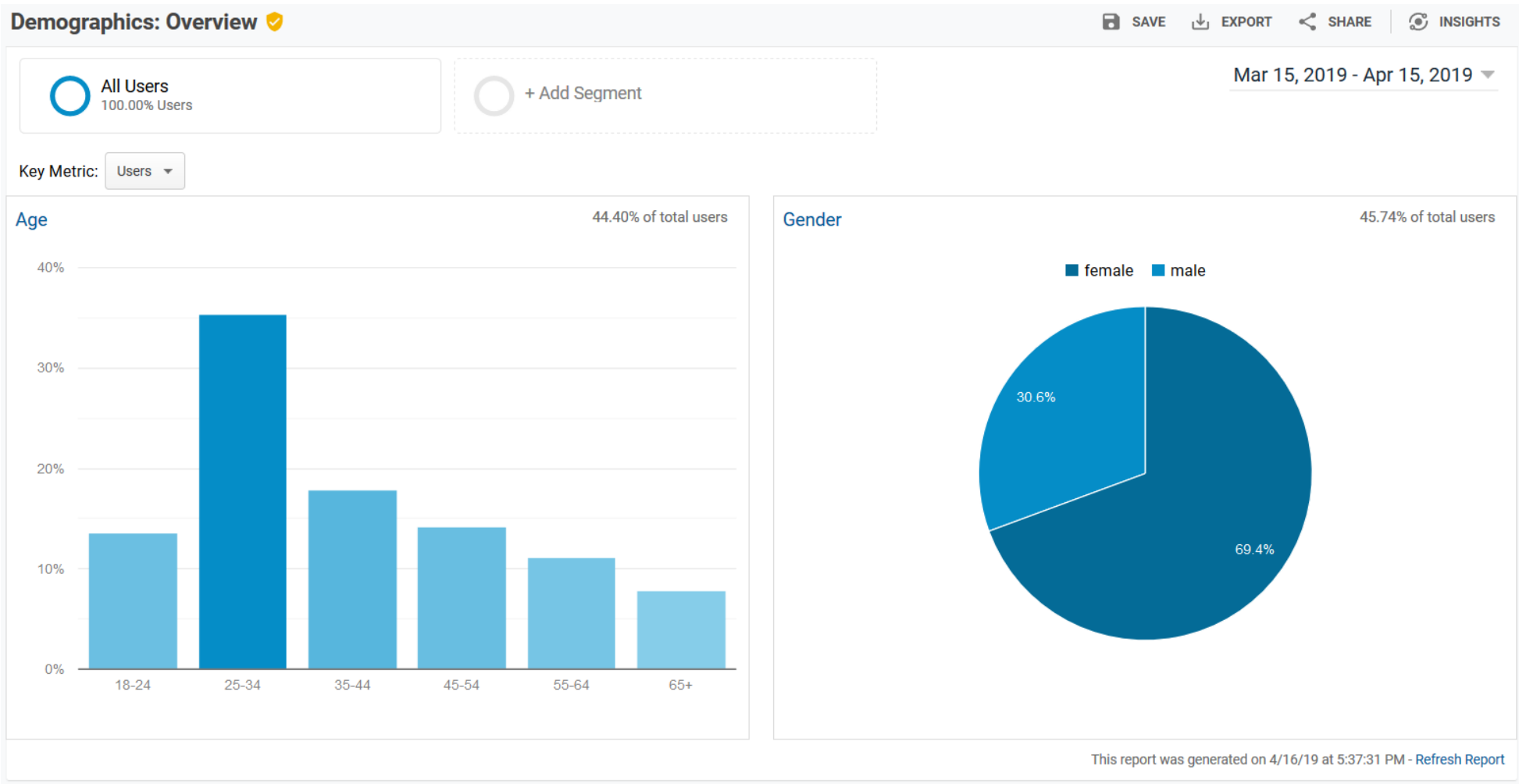
# TRAFFIC



Source: Google Analytics (30 Days from 15.03.2019 to 15.04.2019)

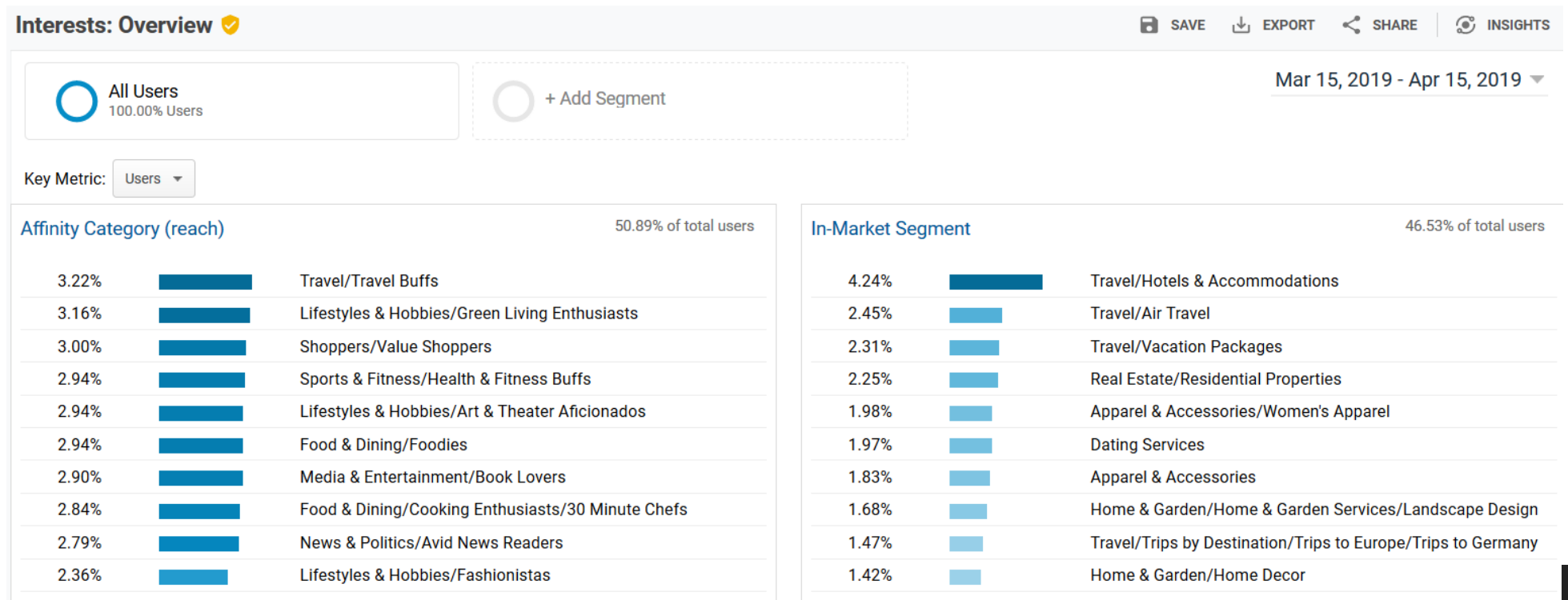
# TARGET GROUP - DEMOGRAPHICS

69.4% of the readers are female, 30.6% are male. 13.6% are aged between 18 to 24 years, 36.4% are aged 25-34, 17.8% are aged 35-44 years, 14.2% are 45-54, 11.2% are 55-64 years old and 7.8% are over 65.



## TARGET GROUP - INTERESTS

The readers of Escape from Reality have many interests, e.g. travel (e.g. Hotels, Destinations, Air Travel), food & cooking, health & fitness, lifestyle, media and so on.



Source: Google Analytics (30 Days from 15.03.2019 to 15.04.2019)

# MORE FACTS & FIGURES AT A GLANCE

As of: 15.04.2019

Blog:

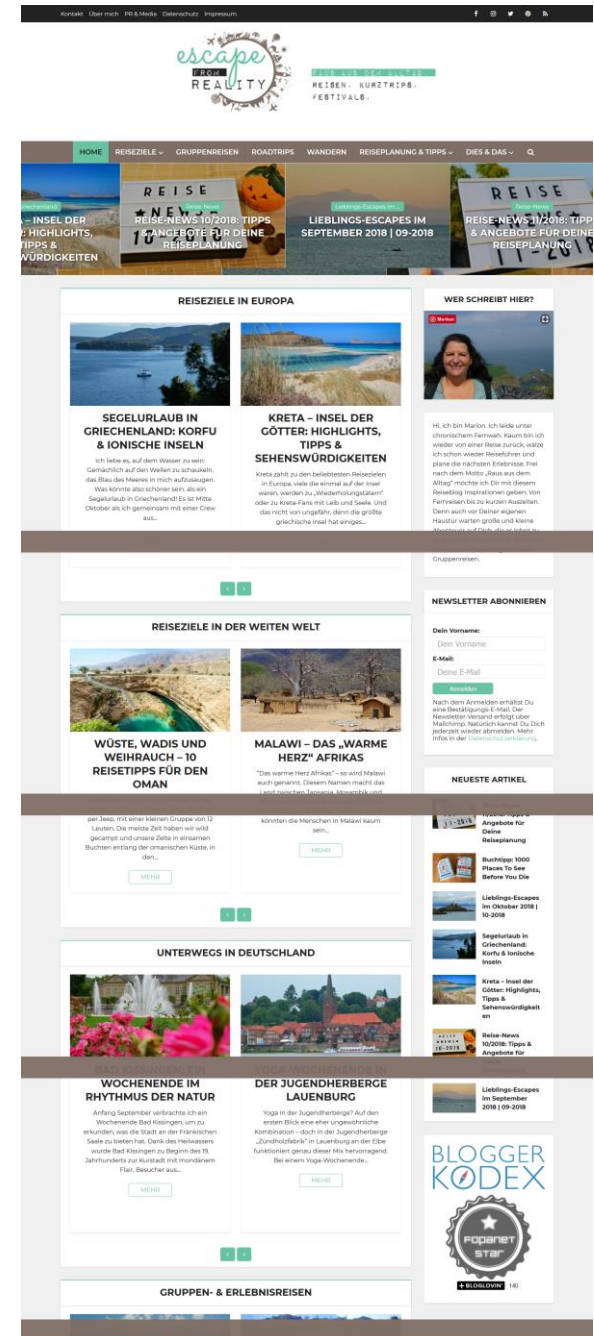
Blog Launch: 06.04.2015

Active Articles: 127

Comments: 831

Social Media - in total +5,295 contacts:

facebook.com/escapefromreality.de	+935 Follower
instagram.com/escape_from_reality_de	+1,600 Follower
twitter.com/escaperealityDE	+1,540 Follower
pinterest.com/escapefromr0377	+1,220 Follower



## WHO WRITES ON ESCAPE FROM REALITY?

I am Marion. And I am chronically suffering from wanderlust. As soon as I return from travelling, I am flipping through guide books again and dreaming myself to the most different corners around the world. In real life I am working in Marketing of a Software company. Which is often quite stressful, the more important to me are the time-outs, the great and small escapes from reality.

## HOW I TRAVEL

To be honest: I don't want to settle for a certain type of travelling. Depending on desire, mood or country it may be an **adventure tour with a lot of activities**, a **city short break** or a mere **beach holiday** to soak up some sun.

A special spot in my little traveller's heart belongs to **group and adventure travel**. When thinking about „group travel“ many people have in mind a horde of chitty-chatty tourists, wildly taking photos on literally everything and following a flag swinging tour guide from one tourist sight to another. But aside these clichés there are real alternatives - even for individual travellers: adventure tours in small groups with local guides, travellers who are eager to look behind the scenes and who want to experience a country and its culture.

**Experiences in my home area** are a sweetening my everyday life: excursions through my home region (Karlsruhe, Black Forest, Palatinate, Alsace etc.), hiking, bicycle tours, experiencing nature and local specialities.

Especially in summer **music festivals** are a part of my little escapes from reality. A microcosm on its own, in which music plays the leading part.



## SHORT VITA

- **1999 until today:**  
Working full time in the marketing department of an IT company in the areas of Content Marketing, Campaigns, Online Marketing, Public Relations
- **1996 to 1999:**  
Business studies (Cooperative State University)

## BLOG COOPERATIONS

Among my cooperations so far are:

