



ABOUT

Fernwehsarah is a luxury travel blog run by the German travel couple Sarah and Markus. Sarah is the "frontwoman" of Fernwehsarah while Markus is busy taking all of Sarah's pictures and videos while they travel the world. Sarah and Markus have been to over 55 countries together and they plan to bring that number to 100 one day.



Hi, I am Sarah! Together with my husband Markus I travel the world in the search of the perfect beach, friendly locals and unique experiences. We love to travel in style while experiencing authentic activities around the globe.

STATISTICS

45K+

Total social
media followers

5%

Average
Engagement

50K+

Blog monthly
page views

10K+

Email
subscribers



36K
Followers



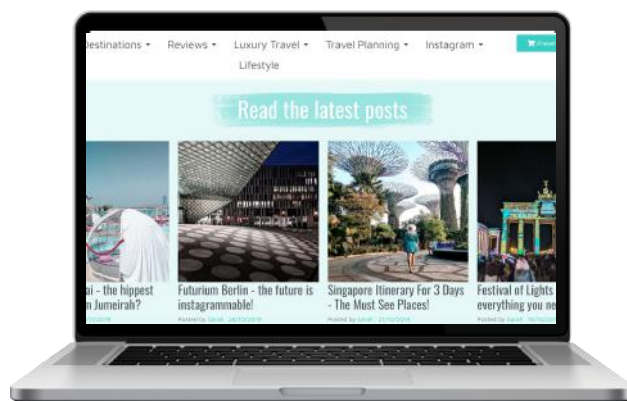
3.2K
Followers



5.5K
Followers



400K
Monthly views



www.fernwehsarah.com

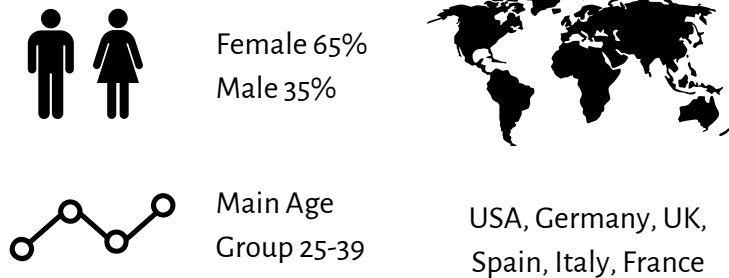


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DEMOGRAPHICS



TARGET AUDIENCE

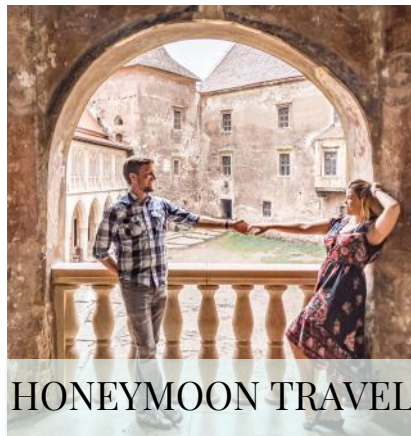
Our main audience are what we call “the new type of luxury travelers” or “millennial luxury travelers”. Affluent millennials are different from the “traditional luxury travelers” as they are seeking authenticity and local experiences along with traveling in style. They do not book standard all-inclusive holidays but are looking for individualized offerings at “instagrammable” destinations. We do have a thorough understanding about what drives our readers/ followers and are able to market your product or destination to them in the best way possible.



THE MISSION

Our mission is to inspire others to travel the world. We want to show them how they can do this in style while making the most of their time abroad. Since we both come from a background in management consulting we know exactly what affluent millennial travelers are looking for. We love to work with luxury brands around the world to showcase their offerings to our audience and meanwhile, produce high-quality content for our partner brands.

OUR TOPICS



COLLABORATIONS

We have worked with various media agencies, tourism boards, luxury hotels, and local tour operators around the world as well as fashion and lifestyle brands.



SERVICES

Influencer marketing & Content Creation

We love working with brands from the travel, lifestyle and fashion niche. Our main focus is travel, however Sarah is actively promoting Body Positivity as well as a healthy lifestyle across her social media channels

- Instagram Feed Post: 300€
- Instagram Stories (3 Stories): 100€
- IG Takeover: Please inquire
- IGTV Video: Please inquire
- Sponsored blog post: 250-400€

We can also offer you a custom package if you are looking for more Instagram posts or a combination of blog posts and Social media content



Advertising / Brand Ambassadorships

Please get into contact with us if you would like to advertise on our blog directly. We offer a variety of services from sponsored posts to sidebar and in-content advertising for brands we love. As we enjoy working with our partners long-time, we are also offering Brand Ambassadorships that include a variety of advertising + social media content.

Hotel reviews

One of our key focus areas for the blog are luxury and boutique hotel reviews. Being seasoned travelers with a lot of expertise in luxury hotels, we bring value to both hotels as well as our readers by thorough hotel reviews on our blog. We can also create interactive 360° 3D tours for hotel rooms that can be integrated in our review as well as your homepage!



Strategic brand consulting

Coming from a background of top management consultancy, we can assist you with a customized social media strategy. We can help you set up your channels as well as help you identify and understand your customers better. Our particular focus is on affluent millennial travelers and we can definitely support you in targeting the needs of this audience!

Speaking at conferences

Sarah is also happy to speak at your conference about working with bloggers and content creators. She has already spoken on international travel fairs such as ITB Berlin and is able to provide you with a fully planned speaking session, including presentation. Please inquire for more details.