

Media Kit

travelettes

The logo for 'travelettes' is written in a white, cursive script. Below the text is a stylized graphic element consisting of a thick, curved line that starts under the 't', loops under the 'e', and ends under the 's', resembling a swoosh or a stylized arrow pointing to the right.



PROFILE

The Travelettes are a group of 11 female travelers, writers and photographers aged 24 to 36. We come from all corners of the world and it is our goal to inspire, inform and motivate young women to travel more.

Approximately **80% of all travel-related decisions are made by women**. Despite this, there are very few online portals dedicated to this vast yet under-represented target group with the majority of travel websites being non-gender specific. Female travelers often find it difficult to find answers to their specific questions and concerns. They want information regarding personal security, honest information about the opportunities abroad, and answers to a plethora of general questions like, “Where will I stay?“, “What should I bring?“, “What can I do there?“.

Women love to plan ahead and use the web to gather information on a potential or upcoming journey. Travelettes.net is their solution.

Travelettes.net not only aims to answer the above questions in a hip, young and personal way, but to also share the authentic experiences of its authors who are all actively traveling and reporting back to the reader in real time. The Travelette is their girlfriend who’s been there, done that, and is always happy to give advice.





REACH



Unique Monthly Visitors - **147.000**
Monthly Page Impressions - **352.000**

Facebook-Fans - **312.000+**
Twitter-Followers - **9.000+**
Bloglovin'-Followers - **210.000+**
Instagram-Followers - **52.000+**
Pinterest-Followers - **6.900+**
Newsletter Subscribers - **7.500+**

Google PageRank: 5/10
Domain Authority: 45

Female Users - 70%
Male Users - 30%

Visitors from 207 countries include:
USA - 25%
Germany/Austria/Switzerland - 19%
UK - 10%
Canada - 5%
France - 5%

TARGET GROUP

Travelettes.net readers are typically female and between 16 and 40 years old. They are active, worldly, curious, with a higher-than-average education and an extensive and varied list of interests. They enjoy traveling alone as much as traveling with a partner or friend and they love a big round-the-world adventure as much as a romantic weekend in Paris.



TOPICS

1 .

Personal experiences and field reports

2 .

Recommendations for restaurants, hotels, nightlife, tours and shopping

3 .

Tips and tricks related to all things travel

4 .

Information on special events, competitions and projects

5 .

Tests and evaluations of various destinations, hotels,
ways of transportation and travel accessories

UNIQUE SELLING PROPOSITION

- ! **European market leader** in the field of young female travel
- ! Balance between the well-researched, informative content of a magazine and the subjective approach of a blog
- ! **High quality content** and visual presentation
- ! Particular understanding of and strong relationship with the reader, as a result of the target group being reflected within the team of authors
- ! The Travelettes are **opinion leaders** in the field of female travel and are perceived and consulted as such by their readership



IN THE PRESS

“Unconventional and authentic travel stories from young women on the road” - [Blonde](#)

“Traveling in style, the Travelette way” - [NBC News](#)

“A kind of travel blog, half way between intimate log book and *Guide du routard 2.0*” - [Glamour \(France\)](#)

“These girls backpack in heels. Respect!” - [Cosmopolitan \(UK\)](#)

“A great network to connect female travelers all around the world” - [Buzzfeed](#)



SPONSORED CONTENT

Advertorials, link placements and reviews are generally possible. We offer a range of options from personalized blogposts informing about an event, a competition or product, to package deals including social media advertizing on all our available outlets such as Facebook, Twitter and Instagram.

Clients can choose between advertorials based on generic press data or custom-made photos and video produced by the creative heads at Travelettes. Our team consists of professional writers, photographers and videographers who can tailor original content specific to your wishes.

In the past Travelettes has worked with brands such as [Contiki](#), [Nissan](#), [Asus](#), and [Sony](#), hotels such as [Suitehotel Pincoffs](#) in Rotterdam and [Pranamar Yoga Retreat](#) in Costa Rica, and destinations such as [New Zealand](#), [South Africa](#) and [Iceland](#).

Find some of the videos we produced for clients [here](#). Please contact us to discuss your project.



TESTIMONIALS

“ASUS ZenPad was our second project with Travelettes. Since the first experience was highly positive we decided to collaborate with Travelettes again. They are very professional and reliable - which makes working with them really easy and fun. They came up with good ideas and very authentic content - definitely recommended.” Sarah Stoffel, ASUS ([Advertorial Jan 2015](#) and September 2015)

“We decided to collaborate with the Travelettes because we just knew that it would be a safe bet - and we were right. Their work is best defined with the words professionalism and efficiency. They are travel experts and know everything about the world of tourism. Nowadays it is essential to work with good content - and that's what the Travelettes certainly offer.” - *Only-apartments* ([Advertorial, April 2015](#))

“We took the decision to work with Travelettes as we felt they effortlessly embodied our values of spontaneity, enjoying life and discovery - whether that be on a global or a local level. Partnering with them in a way that highlighted our brand in an authentic and inspiring way for consumers, was a key pillar in our decision making process, and they delivered perfectly on that brief.” - *Elliot Adams, HotelTonight* ([Advertorial, April 2015](#))

'A great collaboration: creative ideas, reliable work and friendly, personal communication. Thanks Travelettes for a great project!' - *Sonja Schewe, HotDot Communications* ([Photobox Collaboration, Juli 2015](#))

“My shop and Facebook page have been exploding with attention since the ad was posted. Working with Travelettes was a very successful marketing decision, and communication was super easy and friendly - I will definitely work with them again.” - *Tobris - The Travel Tree* ([Facebook collaboration, April 2015](#))

CONTACT

Katja Hentschel

Gerichtstr. 12, 1. Hof links

13347 Berlin

mobile: +49 (0)160 9146 7731

katja@travelettes.net / hello@travelettes.net

www.travelettes.net

