



Julias Journeyz – a Travel and Minimalism Blog

Blog: <https://juliasjourneyz.com>

Instagram: [@juliasjourneyz](https://www.instagram.com/juliasjourneyz)

Facebook: [@juliasjourneyz](https://www.facebook.com/juliasjourneyz)

Twitter: [@JuliasJourneyz](https://twitter.com/JuliasJourneyz)

Pinterest: [@juliasjourneyz](https://www.pinterest.com/juliasjourneyz)

LinkedIn: [Julia Beatrice Theiler](https://www.linkedin.com/in/julia-beatrice-theiler)

Tik Tok: [@juliasjourneyz](https://www.tiktok.com/@juliasjourneyz)

RSS: <https://juliasjourneyz.com/feed/>

Hi,

I'm Julia Beatrice and I've been blogging on Julia's Journeyz for 2 years.

My motto is

Life is short & the world is wide.

I inspire others to make the most of their lives and discover the world. But there are so many forms of travel like sand by the sea. Does your idea match mine? To make it easier for you to answer, I'll summarize my main topics for you:

- ★ Individual travel
- ★ Roadtrips
- ★ Travels for nature lovers
- ★ Beach Holiday

My second focus is minimalism. By this I mean making fundamental decisions about what I really need. For me, I relate the concept of a minimalist lifestyle predominantly to the reduction of material abundance, but also to focused thinking and action. Since 2020, I've been creating tips for owning less on the path to more personal freedom in my Minimalism Challenge. I partner with brands that promote sustainable lifestyles, such as plastic-free stores and green platforms.

Services

Individual research trips, Press trips/blogger trips in Germany and worldwide

For destinations, city marketing, travel regions, tourism associations, initiatives, hotels and providers of travel activities, concepts as well as solutions, I write informative and authentic articles on my blog and share them on social media (links = dofollow; labeling as [advertising] according to the guidelines of the German media authorities; remuneration preferably monetary according to written agreement - but at least by covering travel, hotel and entry costs). On a fee basis, I also create content for your website, such as guest articles or focus pages.

Affiliate Marketing

Via platforms like Awin I support your products and campaigns with the help of affiliate links. Here I pay attention to the quality of our affiliate partnership by regularly and in detail looking at your offers and always including the latest and trendiest products & campaigns from you.

Publication of links and guest articles on Julia's Journeyz

I publish guest articles and links exclusively against monetary compensation, as long as it is not a cross-linking with another blog.

Another important requirement is the relevance of the topic for my readers. I check the thematic fit in each individual case to see whether the content of the advertorial/link is seamlessly integrated into my topics. Only then are (possibly time-limited) dofollow links possible.

Content Creation

As an influencer, I support brands on social media through content creation, tagging and/or linking in exchange for compensation (as well as, if thematically appropriate: presentation of individual coupons in exchange for commission (min. 15%), no product tests without a commission model; labeling as ad/advertisement according to the guidelines of the German media authorities as well as the respective social network).



Target groups

My main target group is Generation X, Y and Z: more than 33% of my readers are 25 to 34 years old, 21% are 35 to 44 years old and 13% are 45 to 54 years old. Generation Z between the ages of 18 and 24 represents more than 17% of my readers. My readers are travel buffs, media-savvy, with a particular enthusiasm for social media. They like to learn about new things and are therefore open to new products. They are brand-conscious and value-driven

customers (value shoppers). Their special interests are related to time off in nature, outdoor activities as well as indoor sports. The target group also emphasizes environmentally friendly living (green living enthusiasts), travel, as well as a healthy lifestyle.

Countries

Most of the people on my blog are from Germany, Austria and Switzerland (93% in total). On Instagram, my community is also mostly from Germany, followed by the USA, UK and France.

Dialogue

Concerning natural limits of Google Analytics and Facebook/Instagram Insights, I learn from the constantly dialogue with my readers and followers, that they definitely like:

- Traveling in Germany, within Europe and far away
- Stress compensation to challenging jobs
- Landscapes/Panorama/Beach/Lakes
- Walking/Hiking/Outdoor experiences
- (Amateur-)Photography
- Latest Trends
- Green Living



Reach:

On March 25, 2022, I reached the milestone of more than 3,500 clicks in Google organic search with my blog. The number of unique visitors:inside is 4,500 in Analytics. Reference value is the whole month march (2022).



Instagram: 2100 Follower

[previous cooperations](#)



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