



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 2.5 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 (labeling as [advertising] according to the guidelines of the German media authorities; remuneration monetary according to written agreement – additionally 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.

Content Creation

As an influencer, I support brands on social media through content creation, tagging and/or linking in exchange for compensation (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 23% of my readers are 25 to 34 years old, 19% are 35 to 44 years old and 19% 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 (91% 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:

The number of unique visitors is 7,718 per month (as of August 2022). Page views were 9,570 in the month of August. The average interaction time (reading time on the respective pages) is currently 1 minute and 37 seconds. The article with the best reading time records 4 minutes and 13 seconds.

As an SEO expert, most of my readers come to my blog via Google search. I have several TOP5 rankings on Google and articles with over 100 to 2,000 readers per month. On August 24, 2022, I reached the milestone of more than 6,000 clicks in the organic search on Google with my blog.



Instagram: 2350 Follower

[previous cooperations](#)



„Life is short, and wide is the world.“

Julia Beatrice Theiler
Ollnsstr. 20
25336 Elmshorn, ↓ Hamburg
0174/3852880
jb.theiler@gmail.com