



WANDERSPIRIT

MEDIAKIT

As of December 2023

- German blog about hiking -



WANDERSPIRIT

Start

Generell

Ausrüstung ▾

Outdoor

Berichte

Wege ▾

Wanderstory

Über



Barfußschuhe für Wandern im Winter | 8 Modelle in 2023

12. November 2023

Auch in der kalten Jahreszeit soll es leichtfüßig gehen – Diese Barfußschuhe sind fürs Wandern im Winter geeignet.



GR 52 Wanderung | Fotoreportage

1. November 2023

Hier gibt's einige Fotos unserer GR 52 Wanderung zu sehen. Lehn dich zurück und komm mit auf ein Abenteuer in den französischen Alpen.



Hey hey!

Als ich im Sommer 2020 einmal durch Deutschland gewandert bin, habe ich beschlossen, mich noch intensiver mit dem Thema Gehen zu beschäftigen. Über Wanderspirit möchte ich dich mit auf den Weg nehmen.

Patrick



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ABOUT ME

Patrick Fischer

32 years

Freiburg im Breisgau



After hiking 2000 km once through
Germany, I founded Wanderspirit.

I live at the edge of the Black Forest and try
to hike as often as I can. My camera is always
with me.



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CONTENT

Photo reports

Equipment

Stories

Hike reports

Long-distance
hikes

wanderspirit.de

Outdoor

Photography

Trekking

Outdoor kitchen

Day hikes

Walking

Barefoot shoes



WANDERSPIRIT

VALUES

Sustainability

I have been living as sustainably as possible for many years and I also transfer this to Wanderspirit. This can be seen in the recommended equipment, in the way I travel to the hikes and in the way I treat our environment during the hikes. The website runs on a climate-positive server.

Open-mindedness

There is no right or wrong with Wanderspirit. Everyone has to find the path that suits them. I also learn something new every day.

Simplicity

The world has become complicated enough. At Wanderspirit, things are approached simply and with a certain ease.



DEMOGRAPHY

AGE*

18-24: 14,25 %
25-34: 26,27 %
35-44: 19,77 %
45-54: 18,99 %
55-64: 12,29 %
65+: 8,44 %

USERS PER COUNTRY*

Germany: 84,39 %
Austria: 6,07 %
Switzerland: 4,88 %
Italy: 0,72 %
France: 0,52 %
Rest: 3,42 %

GENDER*

♀ 58,7 %
♂ 41,3 %

USERS PER LANGUAGE*

German: 94,86 %
English: 3,87 %
Rest: 1,27 %



REACH

PAGEVIEWS

2023: 72.236

2022: 15.970

USERS

2023: 45.451

2022: 9.518

GOOGLE IMPRESSIONS*

1,23 Mio.

USER SOURCES*

Organic search: 88,04 %

Direct: 10,90 %

Referral : 0,96 %

INSTAGRAM FOLLOWER

1.173

DURATION OF USE*

1:43 minutes

*last 12 months



WANDERSPIRIT

COOPERATION

Hiking Trail Promotion

I hike a trail in your destination, take high-quality photos and write about it on Wanderspirit.

Travel Report

I walk a hiking trail and create a detailed report about the experience and provide photos that you can use in your media.

Equipment Test

I test an outdoor product from your company that matches my values and write an honest review about it on Wanderspirit.

Photos

I hike in your destination and take professional photos that you can use freely.

Instagram Content

I create posts or stories for Instagram about your company. It is also possible to publish posts together.

Ads

I offer a place on my website for an advertisement about your product or company.



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CONTACT

Would you like to talk to me about a possible cooperation? Simply send me an e-mail to arrange an appointment.

patrick@wanderspirit.de

I look forward to your inquiry!