

ETAPPEN-WANDERN

Wanderblog über Fernwanderwege Europas

Etappen-Wandern (means: stage hiking) is a hiking blog for backpackers between coast and mountains. Favorite destinations: Germany, Alps and Europe. I prefer soft mattresses and local culinary delights. Long distance? Many summits? Count me in! Etappen-Wandern is for modern hikers who love quality content and inspiration.



WHAT CHOOSES ME

I really enjoy what I do, I love nature, minimalism and walking. I convey this **POSITIVELY** and **AUTHENTICLY** in my texts and my readers appreciate this.

I can get excited about almost every destination when it's in nature. I am **CHEERFUL** and **CONVINCING** - even when the weather is bad, I am charmed by small details that can be discovered along the way.

On the mountains I'm **TOUGH** and **AMBITIOUS** - but not only on the mountain! Also from my texts, videos and pictures I always try to get the best out of it.

ABOUT ME

Without my hiking boots I'm the boss of a PR agency for health issues, horse lover, foster mother and young author, living in a small half-timbered village near Hannover, Germany. With hiking boots I am nature lover, mountain crazy, adventurer and freedom lover. I can excite others, that's why I'm blogging since 2018.

MY READERS

90% between 18-54 years

from Germany and Austria

women and men alike

hikers & naturelovers & hikers with dog

CONTACT

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HEIGHT PROFILS

BLOG:

Monthly page impressions: 11.816 / Visits:
7.911

FACEBOOK:

Subscribers: 2.700 / Reach per post: 5.800

INSTAGRAM:

Subscribers: 780 / Reach per feed: 1.300

TWITTER:

Subscribers: 310 / Reach per tweet: 660

PINTEREST:

Subscribers: 420 / Views per month: 250.000

YOUTUBE:

Subscribers: 150 / Views per month.: 1.700

AWARDS



Winner

Writing contest Blogger Hiking



READERS:

Not convinced yet? Let readers convince you:

"Compliments for your nice blog and the sympathetic tour descriptions ..."

"You realize that you love hiking!"

"I found your blog by chance and almost hike after you ..."

"... Thanks to you, I have now completely changed my plan and I will hike the Meraner Höhenweg."

"Thank you also for your great reports and information. The way comes to my to do list"

"Absolutely great"

"... would like to hike with you"

"I am enthusiastic about your stories about the Meraner Höhenweg. I was overcome with wanderlust ..."

"A really heartwarming contribution I would like to get to know you!"

"Great report, well prepared tours and great photos!!"

"By chance landed here! I'm totally excited and could start right away! Such a great report, and the video is great too. I would like to do a stage walk with my dog; Unfortunately, my husband don't like hiking. It does not help, I have to start it alone. I notice reading your report / blog that I want to have this experience in my life. "

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MERANER HÖHENWEG (ALTA VIA MERANESE) - EXAMPLE

July 2018 / 10 days

473.530 reached people

43.363 interactions

7.263 feedback

FACEBOOK

17 posts

111.047 reach

13.460 interactions

2.901 feedback

TWITTER

23 tweets

41.695 reach

2.311 interactions

INSTAGRAM

21 feeds

10.505 reach

3.079 interactions

BLOG

Hiking in Meraner Land – my 10 most beautiful hikes

Meraner Höhenweg hiking with dog

Meraner Höhenweg the stages and highlights

Southtyrol – Meraner Höhenweg – most important informations

PINTEREST

27 pins

287.839 reach

1.769 repins



YOUTUBE

1 video

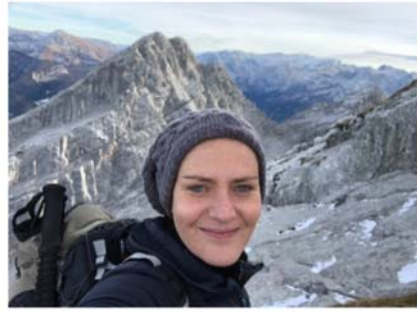
5.321 reach

37.837 minutes playing time



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LAKE GARDA / ITALY

BERCHTESGADEN / BAVARIA

HARZER HEXENSTIEG / HARZ MOUNTAINS

October 2018 / 6 days
144.210 reached people
15.218 interactions
2.814 feedback

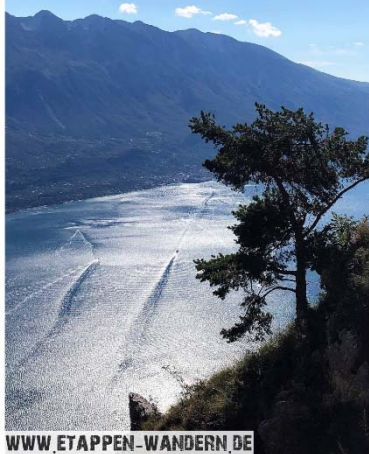
November 2018 / 1,5 days
62.923 reached people
12.355 interactions
1.375 feedback

January 2019 / 6 days
91.165 reached people
14.068 interactions
3.367 feedback

Still running!

WANDERN AM GARDASEE

ALLES WAS DU WISSEN MUSST ÜBER
WEGE, HÜTTEN UND HIGHLIGHTS



WWW.ETAPPEN-WANDERN.DE

WINTERWANDERUNG



ALLEIN AM WATZMANN
EINE NACHT IM WINTERRAUM



HARZER HEXENSTIEG

IM WINTER

WWW.ETAPPEN-WANDERN.DE

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COOPERATION

My #favoriteplace is nature! I do not participate in city trips or culinary trips without reference to outdoor. I am looking forward to individual trips encompassing hiking, especially hiking trails. I am also open to other outdoor activities such as horse riding, canoeing, paragliding, ski tours or snowshoeing. Please note that I only write in German.

Press/Blogger trips

You invite me on a journey, I report in my usual scope on my blog and social media channels. We discuss together what you want and I present the ideas.

Takeover social media channels

For the duration of the press trip, I take over one or more of your social media channels, reporting to your followers daily, up close and emotionally about my experiences.

Test equipment

Very rarely do I test equipment. When I do this, the test products must meet my sustainability, weight and quality needs.

BLOGGER KODEX

Cooperations are always marked as such by me. Basically, cooperation with companies or organizations in no way influences my reporting. I will always provide my honest and personal impressions.

Tester for long-distance hiking trails / multi-day tours

Would you like to open a long-distance hiking trail? Then let me test it. I'll share the information with my readers who are most interested in this topic. You will receive valuable feedback and, on request, texts and images for your own means of communication.

Hiking guide

In 2019 I will be writing a hiking guide for the renowned German publishing company Rother Bergverlag. Provided that you have a good concept, this is also possible for your long-distance hiking trail. Also a hiking book with daily stages is conceivable.

If you want to release your own german language hiking guide, I could be the right author for it.

Text and photos

After the trip, I create descriptions of the tours according to your specifications for your website or other media, also SEO-optimized. If you like pictures, you can purchase them by appointment.