



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.



ABOUT ME

Without my hiking boots I'm the boss of a PR agency for health issues, dog 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.

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.

MY READERS

90% between 18-54 years
from Germany and Austria
women and men alike
hikers & hikers with dog

CONTACT

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HEIGHT PROFILS

BLOG:

Monthly page impressions: 45.000 / Visits:
24.000

FACEBOOK:

Subscribers: 3.570

INSTAGRAM:

Subscribers: 2.800

TWITTER:

Subscribers: 740

PINTEREST:

Subscribers: 2.000 / Views p. month: 440.000

Komoot:

Subscribers: 4.700

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. "

AWARDS



Winner

Writing contest Blogger Hiking



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. Love long term Cooperations.



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 2020 my first hiking guide published 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.