

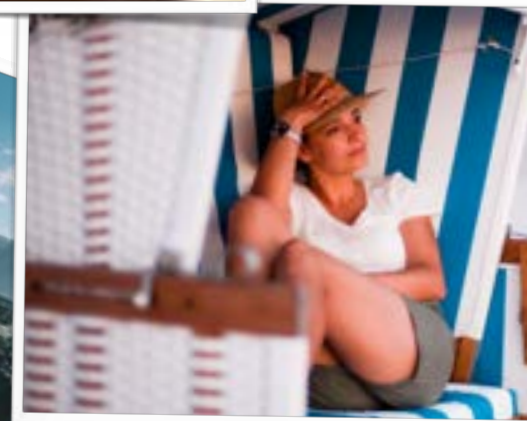
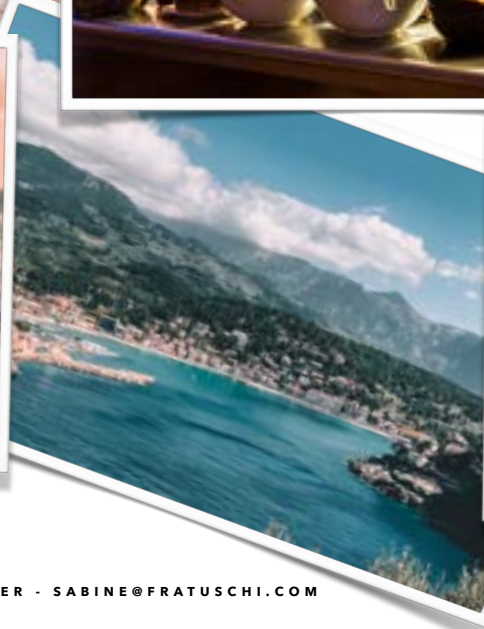
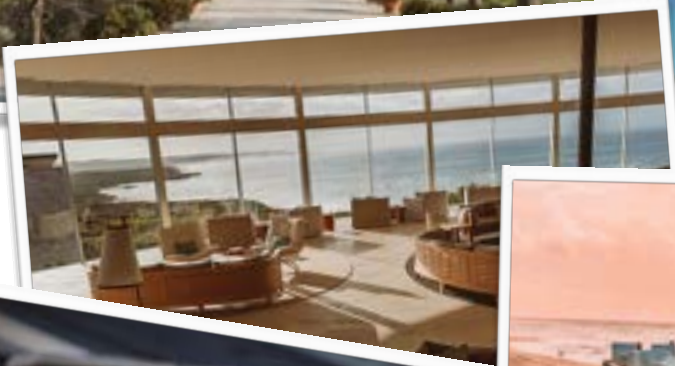
# FRATUSCHI

— LUXURY TRAVELS —



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# FROM THE TARGET GROUP FOR THE TARGET GROUP

Fratruschi is one of just a few German-language travel blogs specializing in premium segment international luxury journeys. Fratuschi is a travel magazine that caters to adults with high quality tastes. My articles are serious and empiric, but with a pinch of humor.

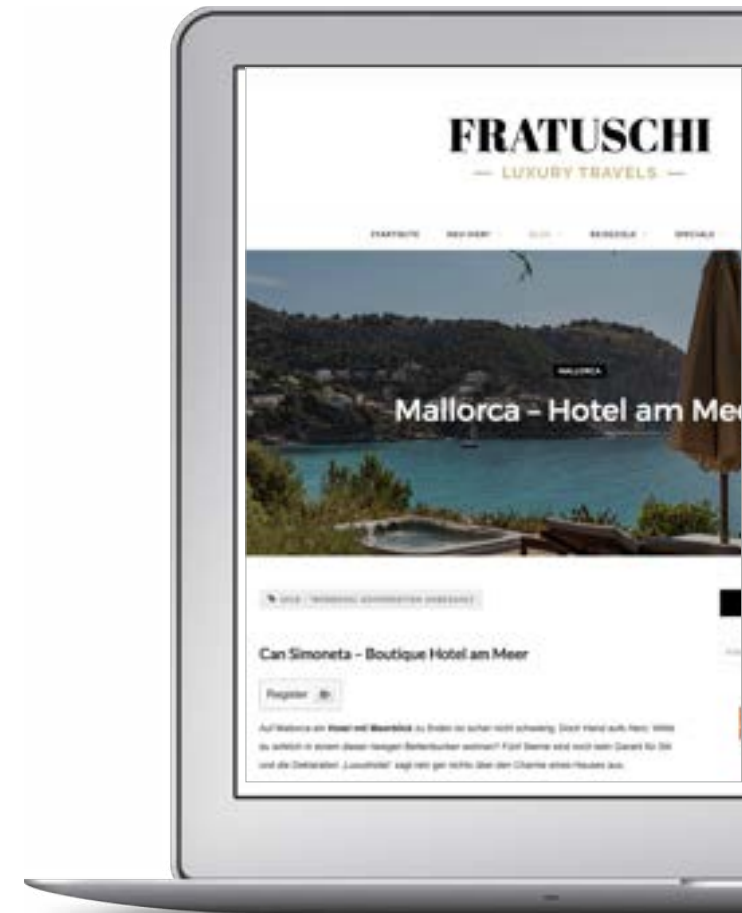
Fratruschi offers **travel inspiration, information**, concrete tips and destination recommendations. I showcase special hotels, extraordinary experiences and exclusive restaurants. In this way, Fratuschi is precisely what luxury travelers need.

A new era of luxury travel has begun: consumers now increasingly spend disposable income not on material goods, but on travel & experiences. Demand for luxury travel—individual travel experiences with VIP service and guaranteed privacy and security - is outpacing the travel industry as a whole. (Source: Shaping the Future of Luxury Travel- Future Travel tribes 2013, Amadeus; Oxford Economics, May 2016)

63% of the German luxury travellers book their trips well in advance, and only 31% strictly adhere to their planned budgets. 58% of luxury travellers prefer and seek out trendy bars and restaurants. (Source: YouGov, January 2018) On Fratuschi, readers find everything from gourmet tips for the exclusive Gourmetsalon in the castle of Kronberg to restaurant recommendations on Sylt and the only 2 star restaurant in Mallorca.

Worldwide, 47% of luxury travellers travel 2-3 times a year, and 26% travel more than 4 times per year. 65% prefer exclusive boutique hotels as their type of accommodation. (Source: Pangaea Network, Luxury Travel Trends 2017, December 2017)

Fratruschi specializes in boutique hotels, lodges, grand hotels and resorts with that special something.



# FRATUSCHI - READERSHIP

- 89% of travelers use the internet to obtain vacation information and travel inspiration.

(Source: Daten & Fakten zum Online-Reisemarkt 2018 Verband Internet Reisevertrieb; FUR, März 2018)

- Internet influencers and experts are a credible source for product recommendations. They're more trusted by the public than newspaper articles, magazine advertisements or TV commercials.

(Source: INFLURY ; BVDW, Bedeutung von Influencer -Marketing in Deutschland 2017, November 2017)

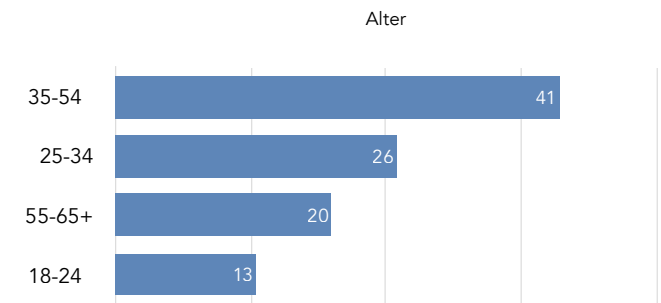
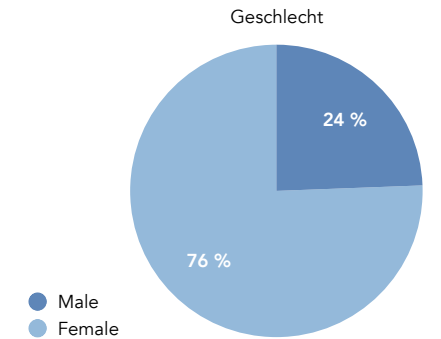
- Laut According to one 2018 study, "70.4 percent of digital users - that is 40.96 million people (in Germany) - show interest in travel and holiday destinations. This preference is particularly pronounced among women, users over the age of 30 and people with a higher income."

(Source: AGOF facts & figures „Reise“ - Arbeitsgemeinschaft Online Forschung e.V. July 2018).

This group of people has the largest readership on Fratuschi.

- According to Google Analytics, the majority of Fratuschi readers are 35 - 65+ years old and predominantly female.

- About 86% of Fratuschi readers visit the site from within the DACH region - 79% of them in Germany.

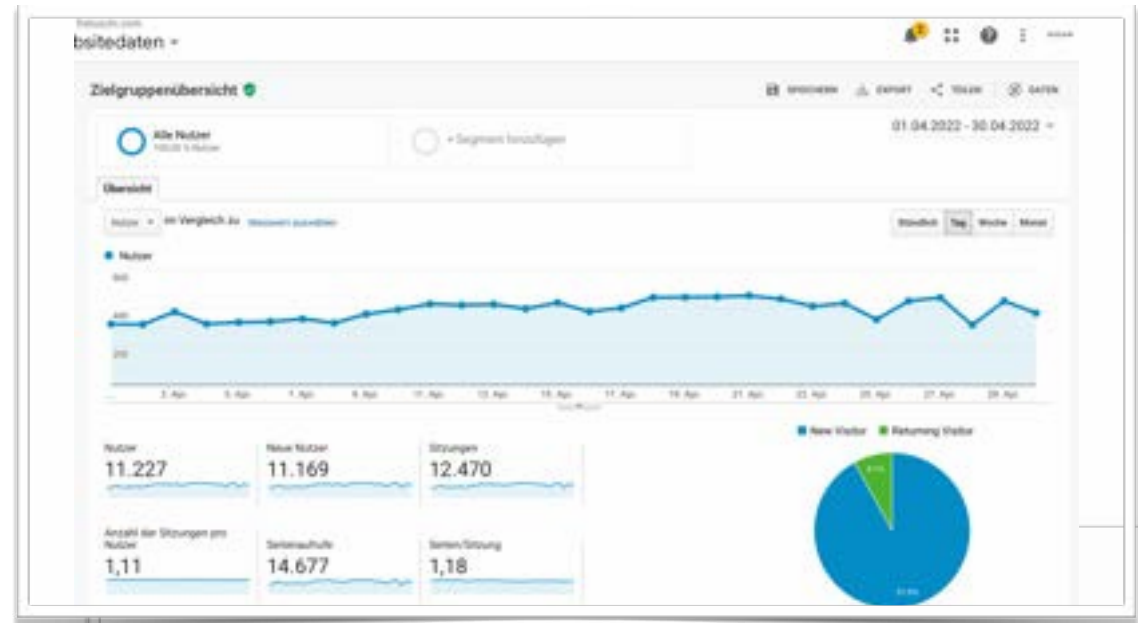


Land	Nutzer	% Nutzer
1.  Germany	9.852	81,88 %
2.  Austria	1.016	8,44 %
3.  Switzerland	325	2,70 %

# FRATUSCHI - ZAHLEN

- Official Blog Launch: 01/2016
- Since 03/2018 many articles are also available in an English version.
- Unique visitors, who have agreed to statistics, per month:  $\approx$  11.000 (April 2022)
- Real unique visitors per month::  $\approx$  17.000 (April 2022)\*
- Page views (only after consent statistics cookies), per month:  $\approx$  15.000 (April 2022)

\* Checked by cookie plugin Borlabs.



# FRATUSCHI - KOOPERATIONEN



## Offer:

- Press Trips
- Brand-, Product-, Hotel-Reviews
- Content creation Online & Print
- Social Media References
- Advertisement

I write exclusively about brands, products and services which fit to my blog and are assigned therefore to the premium area.

Please note: to ensure absolute transparency with my readers, all advertising is marked as such.

## Examples:

- Tourism Australia
- City of List /Sylt
- Media Planet
- Go City
- Birlingo
- Selektion Deutscher Luxushotels
- Edeltravel
- Elegant Travel
- Luxury Dreams
- Emissa Travel
- Luxury Lodges of Australia
- Hotel Rungholt / Sylt
- Porsche Camp 4 / Finnland
- Severin\*s Resort & Spa / Sylt
- Living Houses / Mallorca



# WER STECKT HINTER FRATUSCHI - PASSEN WIR ZUSAMMEN?

Fratuschen's focus is on luxury travel and exclusive experiences, preferring boutique hotels with charm or grand hotels with history.

A decisive argument for the choice of a hotel for us is always the location and the view. We pay special attention to the fine details of the customer experience. Service quality, friendliness and a feel-good atmosphere are more important to us than image, size and perfection.

We look for the real gems for my readers: a Rome vacation in a five-star hotel is wonderful but listening to a private concert in the Sistine Chapel is unique. Seeing Uluru in the outback is impressive, but waking up with a view of the sacred rock is unforgettable.

We travel out of curiosity and with the joy of consciously enjoying the beautiful moments - this is exactly what Fratuschi conveys.

Long before the idea for this travel magazine, we were regular guests on the international luxury stage. Decadence or arrogance are far from our minds. Sustainability and consideration, especially towards nature, are always in the foreground - as a matter of course and without a raised forefinger.

I usually travel with my husband, who has worked in the field of customer experience for decades and is also an excellent photographer.

I myself work in online marketing and specialize in SEO, content marketing and Pinterest Ads.



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