



Live beautifully. Work beautifully.

## Media Kit

2024





## *About me*

My name is Barbara Riedel, I'm a travel blogger, author, and photographer living the digital nomad lifestyle since 2014. With my award-winning travel blog, Barbaralicious, I inspire laptop warriors to begin their own journey of freedom with this location independent lifestyle. I love writing about my travel and work experiences highlighting the ease of working on the road.

## *The story behind Barbaralicious*

Barbaralicious is the no. 1 travel blog for digital nomads. I've been working location independent since 2014, traveling with my laptop to more than 70 countries. I love this lifestyle and it's my mission to inspire others who work online to get out of their comfort zone, hit the road, and work from around the world true to my motto, which is: Live beautifully, work beautifully!



## *What does Barbaralicious stand for?*

Barbaralicious was born in 2013. Writing has always been one of my greatest passions and, at some point, a friend of mine suggested to start blogging. When I became nomadic the year after, in 2014, it was clear that my focus had shifted. Barbaralicious became a true travel blog focusing on world traveling, longterm traveling and digital nomadism.

Things that are important to me:

- Authenticity (I don't advertise what I haven't tested or don't approve)
- Getting to know a place and its people
- High quality contents

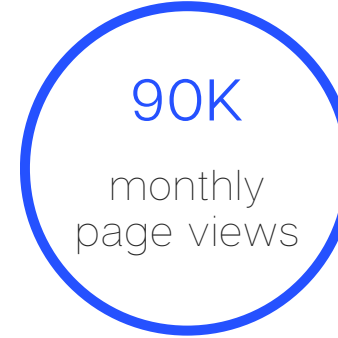
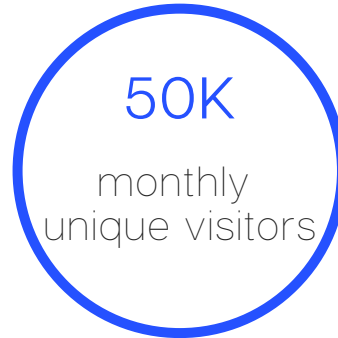
With time and my experiences on the road, other topics started playing a role when choosing destinations and travel equipment:

- Eco-consciousness, sustainability, and the reduction of plastic waste
- Fair, social, and in the best case also vegan production





## Statistics - Blog



80% of my readers are from Germany, 15% from the US, 2% from the UK

## Statistics - Social Media

With all my social media channels combined, I reach around half a million people per month. This is the number of followers I have in each network:



88 K



60 K



3 K



3 K



5 K





## Insights - Instagram

500K+

accounts  
reached/  
month

65K+

content  
interactions/  
month

800K+

impressions/  
month

My followers are:

- 28% from Germany | 10% from the US | 7% from Brazil
- 48% Women | 52% Men
- 28% 18 to 24 years | 35% 25 to 34 years | 20% 35 to 44 years

## Stories and Reels

With my stories, I reach up to **9,000 views**. My reels have a reach of up to over **1M people** and up to **4M plays**.



## *Collaborations*

### **Blog trips/Press trips/Fam trips**

I test your destination, your service or your offer and write about it on Barbaralicious or your own blog.

### **Product tests**

I test products and write a product test on Barbaralicious. As an option, I can also do Insta Stories during the test.

### **Advertorials/Sponsored Posts**

I write advertorials and sponsored posts. The difference between a product test and an advertorial is that I really test your offer and write about my experience while a sponsored post can be about any topic.

### **Social Media collabs**

I'm happy to plan a social media campaign with you or to take over your social media channels for a time we agreed on to take your and my followers with me when testing your product.





## *Blog Collaborations*

### [Blog Post on Barbaralicious \(Advertorial\)](#)

I write a blog post on Barbaralicious about a topic that fits my target group and includes advertisements for your company.

From 850 €\*

### [Blog Post on Barbaralicious \(Product Test\)](#)

I test your product and write a review on Barbaralicious.

From 800 €\*

### [Blog Posts on Your Blog](#)

I'm happy to help make your blog come alive. I can write a single blog post or contribute constantly to your blog.

500 €\* per post

I offer a discount for packages of 5 or 10 posts

**\*If a trip is needed in order to collaborate:**

Plus a rate of 500 € per night

Plus costs for travel expenses, accommodation, and food.



## *Social Media Collaborations*

### Instagram

I will post one Reel and a story including four to six slides with a link.

900 €\*

### Social Media

I will post one video (Reel) on Instagram, Tik Tok, Facebook, Youtube, Threads, and X.

1050 €\*

### TakeOver

I'm happy to take over your Instagram account for a specific timeframe.

300 €\* per day for stories only

550 €\* per day for stories and a feed post

650 €\* per day for stories and a Reel

**\*If a trip is needed for the collaboration:**

Plus a rate of 500 € per night

Plus costs for travel expenses, accommodation, and food





## *Packages*

### Silver

2x Reel / Stories

1.750 €\*

### Gold

3x Reels / Stories

2.600 €\*

### Platinum

5x Reels / Stories

3.990 €\*

### Diamond

5x Reels / Stories / 1x Blog Post on [Barbaralicious.com](https://www.barbaralicious.com)

4.500 €\*

\*If a trip is needed for the collaboration:

Plus a rate of 500 € per night

Plus costs for travel expenses, accommodation, and food



## *Legal Notes for the collaboration*

My content is following the legal regulations, which means that

... I label all sponsored posts with the word

\*advertisement\*

... links in sponsored posts on my blog are always no-follow

... sponsored blog posts have transparency notes, in which I explain what's included in the collaboration

Also, in the above mentioned prices, usage licenses for my photos are NOT included. Please, reach out to me if you want to license my photos and I will send you a custom offer.



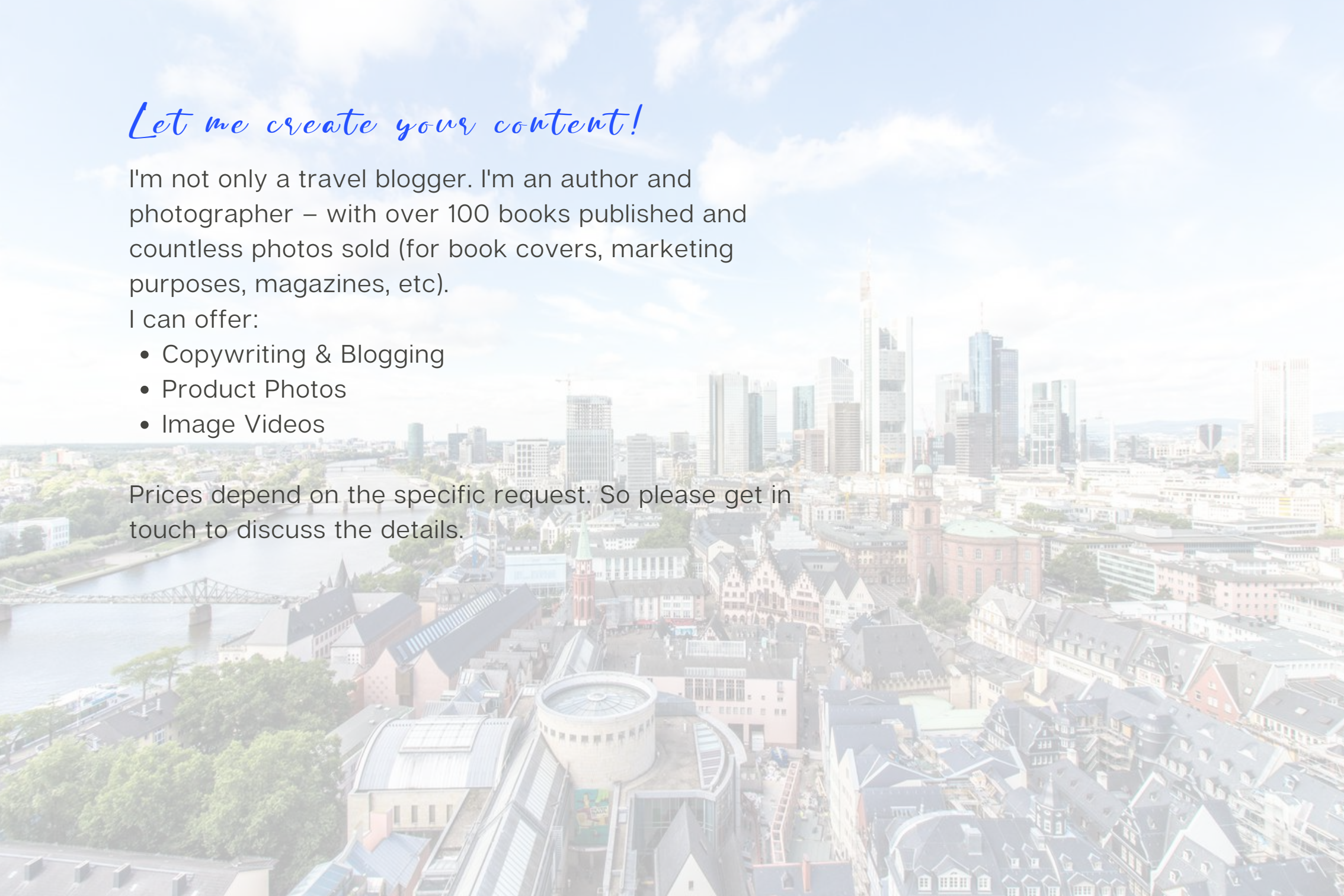
## *Let me create your content!*

I'm not only a travel blogger. I'm an author and photographer – with over 100 books published and countless photos sold (for book covers, marketing purposes, magazines, etc).

I can offer:

- Copywriting & Blogging
- Product Photos
- Image Videos

Prices depend on the specific request. So please get in touch to discuss the details.

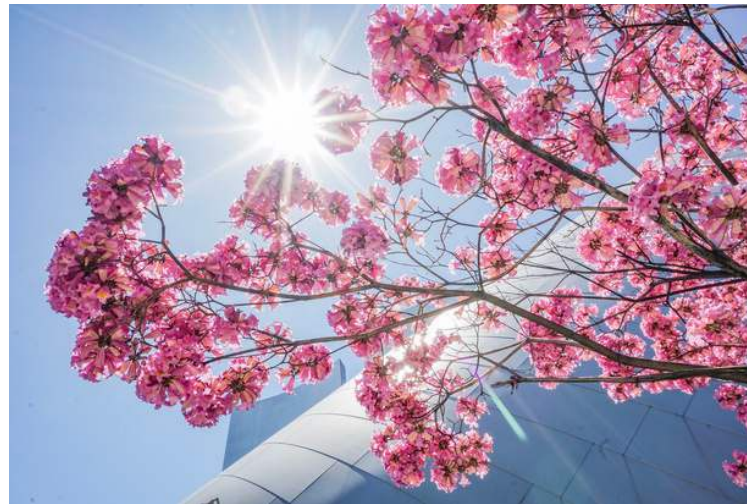




## *Some examples of my photos*

Photography is one of my biggest passions. I mainly cover the following topics:

- Landscapes
- Urban Photography
- Reflections
- Sunstars
- Sunrises
- Focus
- Abstract Forms





Companies I've Worked with...



Frankfurt am Main



Rheinland-Pfalz **.Gold**



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<https://instagram.com/barbaralicious>



<https://x.com/bbarbaralicious>



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<https://tiktok.com/@barbaralicious>