Barbaralicious

Live beautifully. Work beautifully.

Media Kit

2026





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 Barbralicious

Barbaralicious is the no. 1 travel blog for digital nomads. I've been working location independent since 2014, traveling with my laptop to around 100 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

15K+
Monthly Unique Visitors

25K+
Monthly Page Views

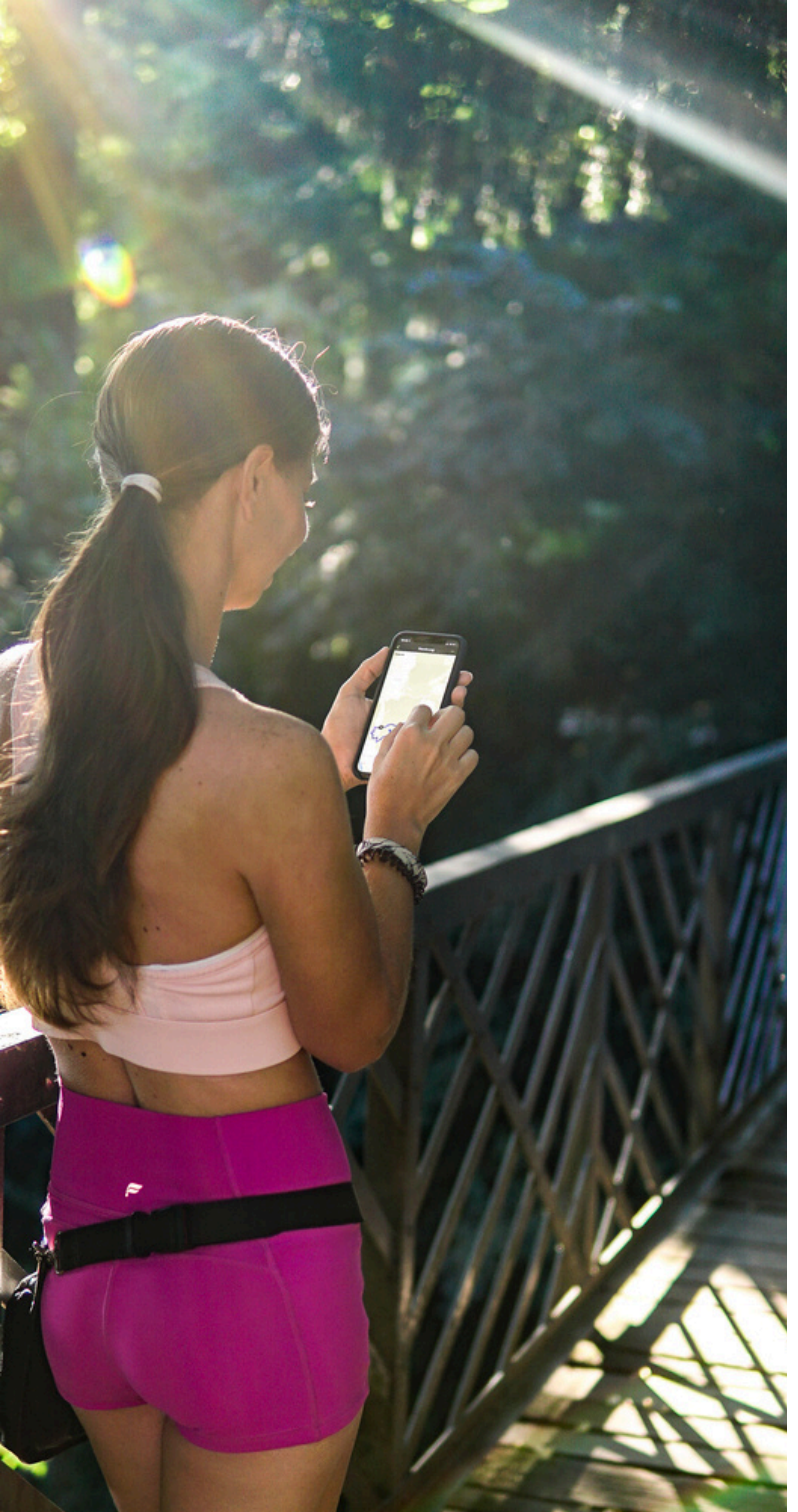
600+
Email Subscribers

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:

81K	55K	10K	5K	3K	3K



Insights - Instagram

110K+
Accounts Reached/ Month

10K+
Content Interactions/ Month

250K+
Views/ Month

My followers are:

- 30% from Germany | 11% from the US | 7% from Brazil
- 50% Women | 50% Men
- 9% 18 to 24 years | 35% 25 to 34 years | 26% 35 to 44 years

Stories and Reels

With my stories, I usually reach around **2.5K views** with up to **10K views**. My reels usually reach around **10K views** with up to over **4M views** for my best performing reel.



Insights - Threads

10K+
Followers

8K+
Content Interactions/ Month

1M+
Views/ Month

My followers are:

- 75% from Germany | 6% from the US | 1,5% from UK
- 37% Women | 46% Men

Threads

With my posts on Threads, I reach up to 500K views.



Insights - Podcast

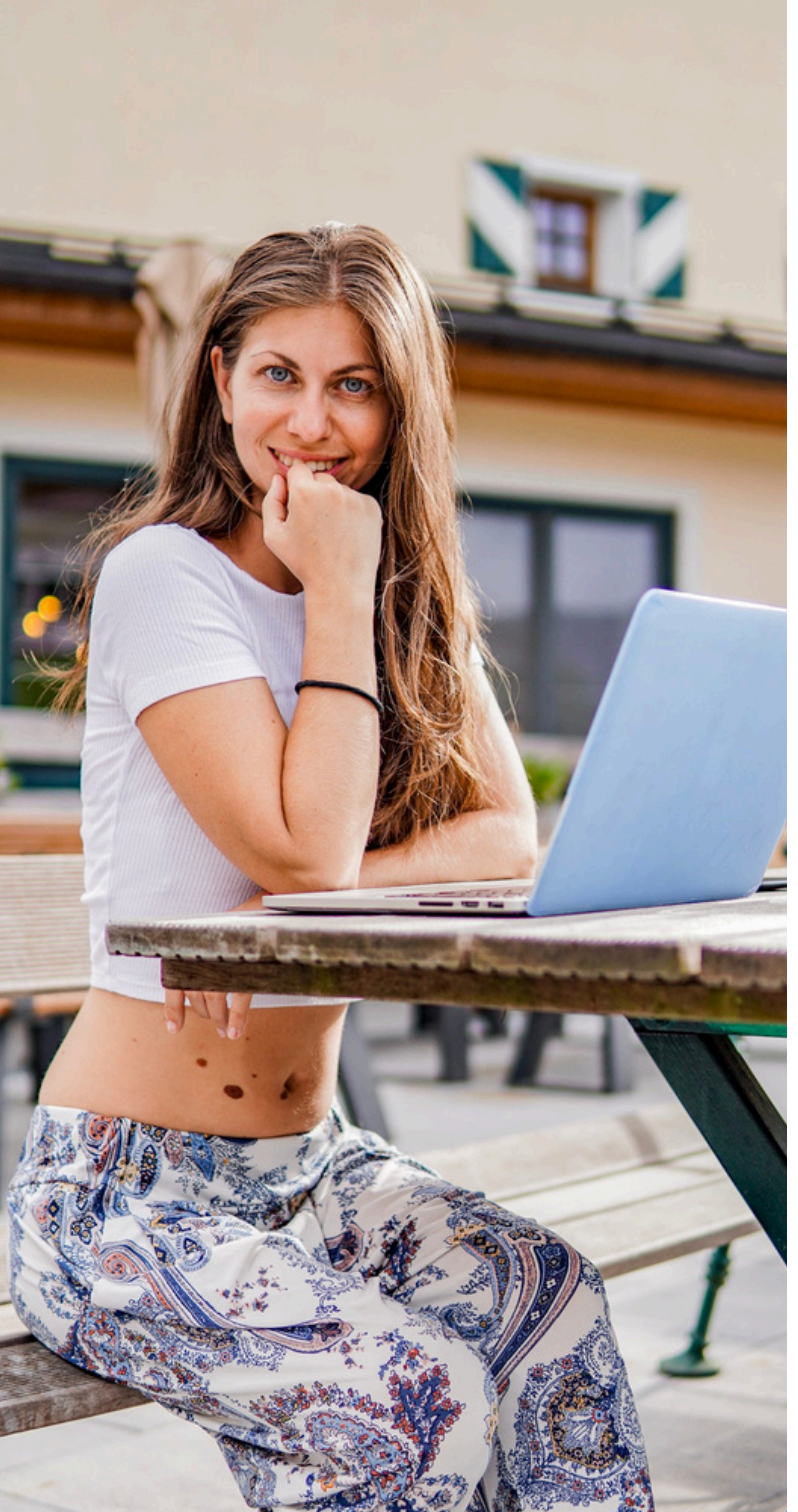
In Spring 2025, I launched the Proud Nomad Vibes Video Podcast, which is available on platforms like Youtube, Spotify & Apple Podcasts.

100+
Feed Subscribers

200+
Downloads/ Month

400+
Views/ Month

In my video podcast, I talk about digital nomad topics as well as about destinations that are suitable for living the location independent lifestyle.



Collaborations

Blog trips/Press trips/Fam trips

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

Case Study

Collaboration with Amazing Thailand

In November '22 I had my 6th collaboration with Amazing Thailand. I have done with them before:

- A press trip to Chumphon and Ranong.
- An article for the German Amazing Thailand print magazine
- Three articles for the German Amazing Thailand blog
  - Mae Hong Son
  - Mae Klong Train Market
  - Loy Krathong

In 2022, I have worked with them again to promote Thai Airways, Phuket, and the event TBEX, a travel bloggers' conference that took place in Phuket. I delivered:

- 1 blog post about Phuket (5,000 views)
- 31 Instagram story slides (67,700 views)
- 6 Instagram reels (185,000 views)

Check out the social media stats here: Authentic Stats.





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 750 €*

Blog Post on Barbaralicious (Product Test)

I test your product and write a review on Barbaralicious.

From 700 €*

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.

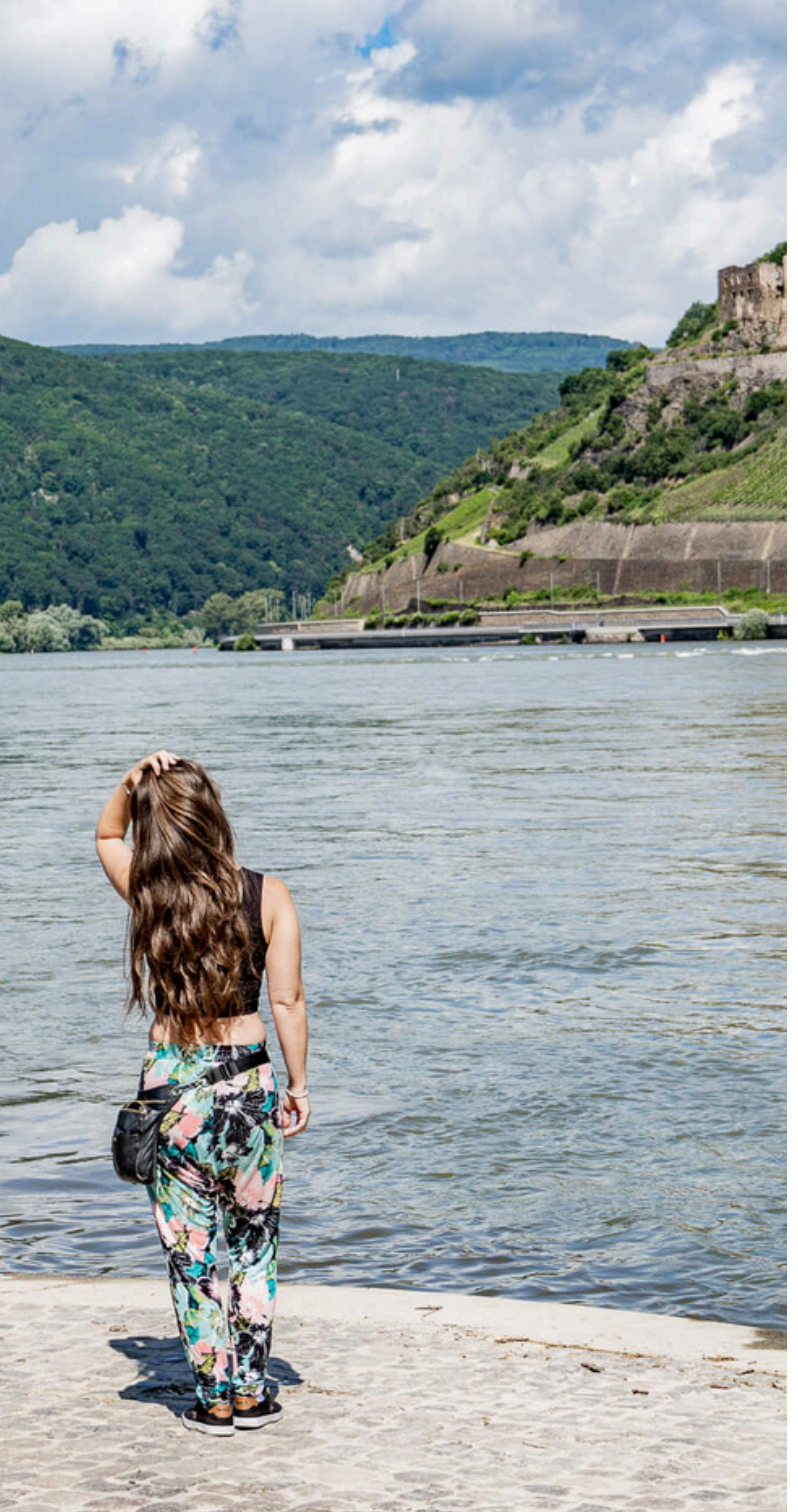
500 €* per post

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 post (Reel or carousel) and a story including three to six slides (optional: with a link sticker).
850 €*

Social Media

I will post one post (Reel or carousel) on Instagram, Tik Tok, Facebook, Youtube, and Threads.
1150 €*

TakeOver

I'm happy to take over your Instagram account for a specific timeframe.
350 €* per day for stories only
650 €* per day for stories and a feed post
750 €* 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 posts / Stories

1.550 €*

Gold

3x posts / Stories

2.250 €*

Platinum

5x posts / Stories

3.890 €*

Diamond

5x posts / Stories / 1x Blog Post on Barbaralicious.com

4.250 €*

*If a trip is needed for the collaboration:

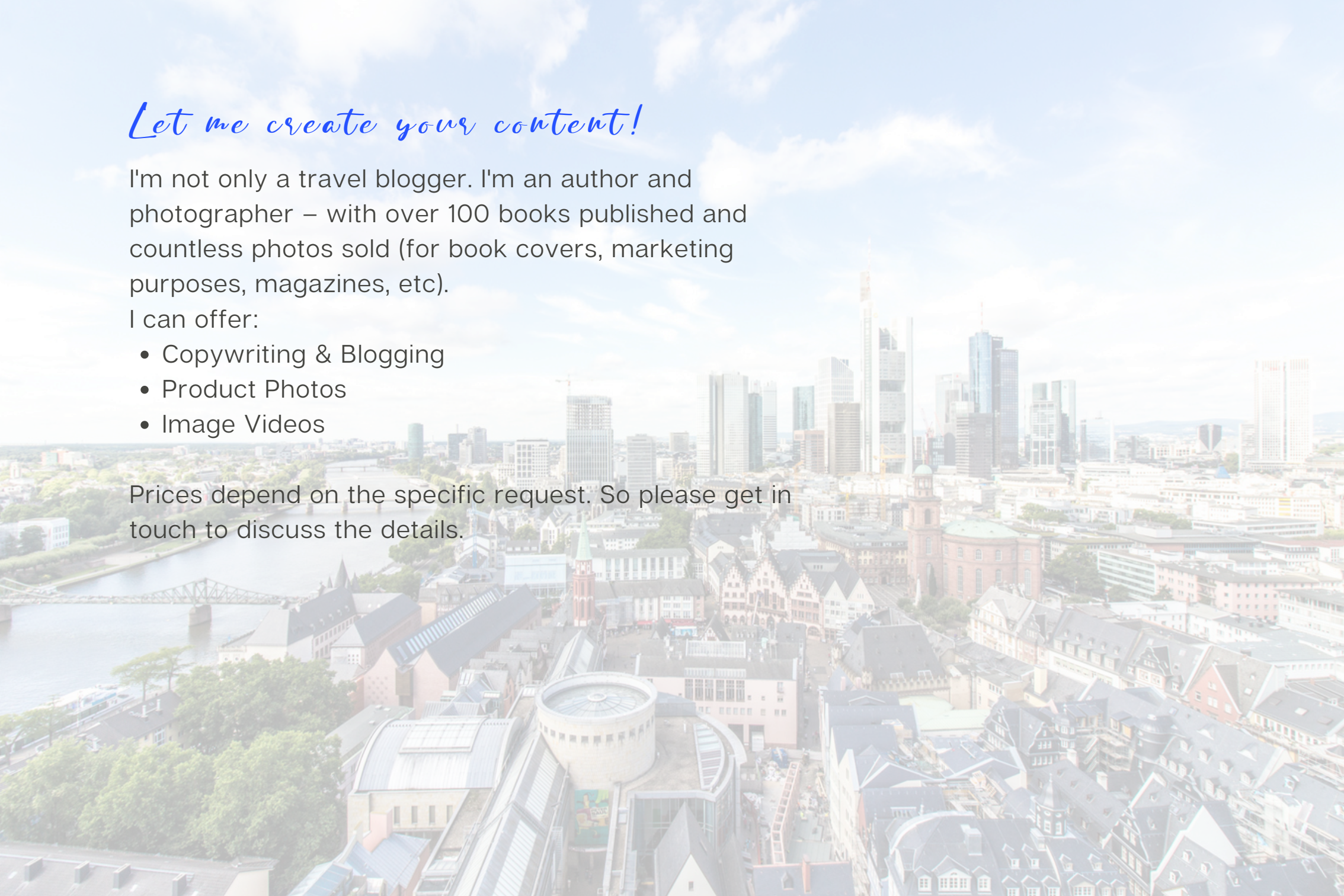
Plus a rate of 500 € per night

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
... 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 or videos are NOT included. Please, reach out to me if you want to license my content 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:

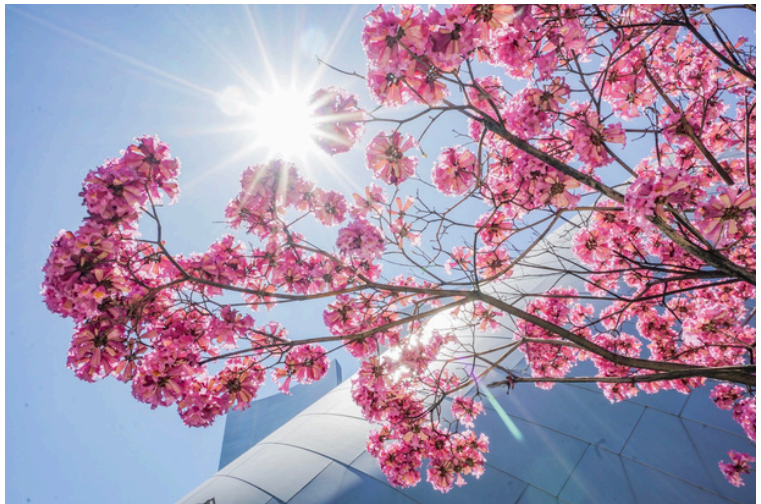
- Landscapes
- Urban Photography
- Reflections
- Sunstars
- Sunrises
- Focus
- Abstract Forms







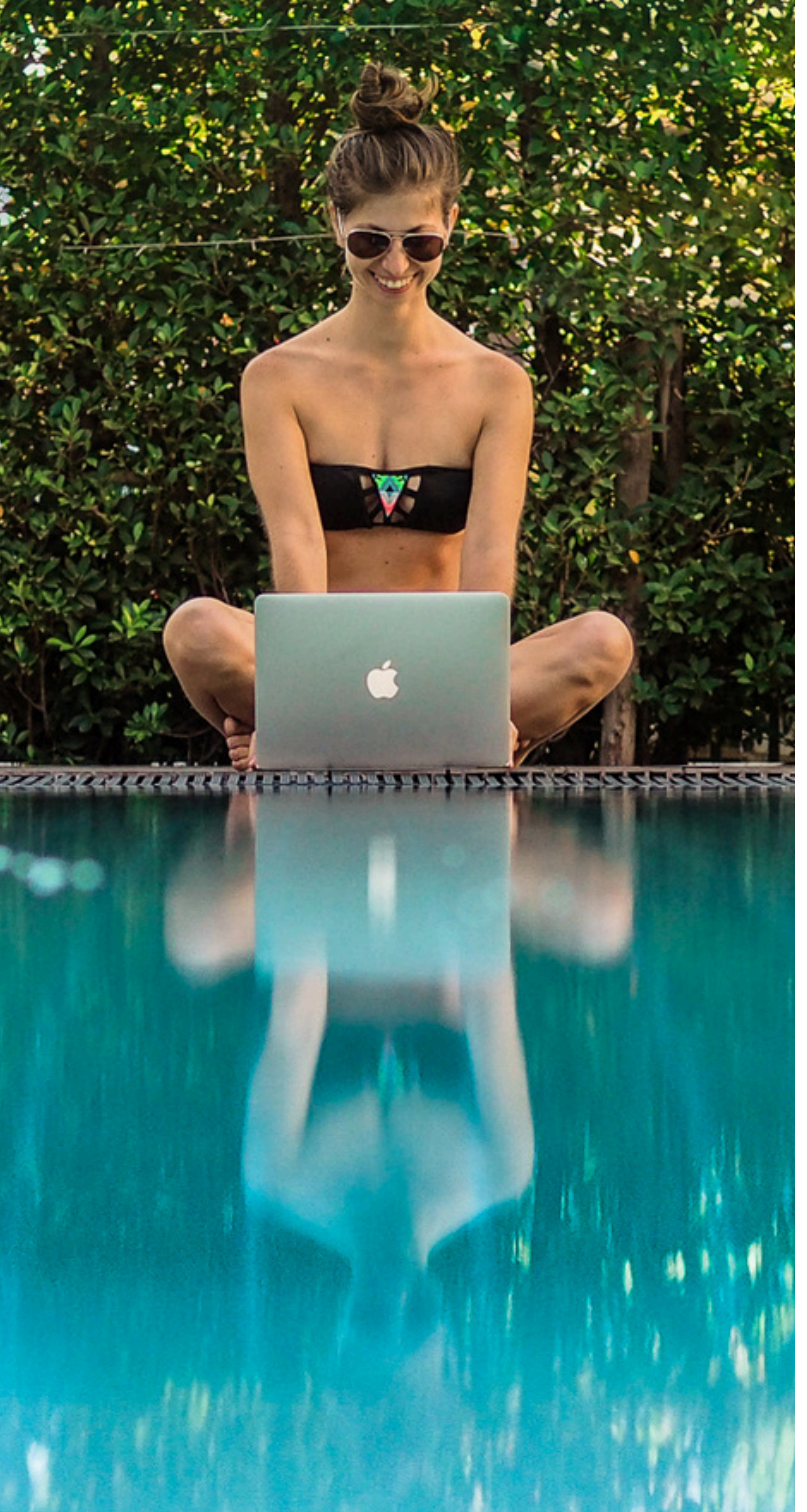






Companies I've Worked with...





Barbaralicious

Live beautifully. Work beautifully.

Barbara Riedel
+49-172-6982273
https://barbaralicious.com
babs@barbaralicious.com
Zoom: barbara@barbarariedel.com

https://facebook.com/BarbaraliciousBlog

https://instagram.com/barbaralicious

https://threads.com/barbaralicious

https://pinterest.com/bbarbaralicious

https://tiktok.com/@barbaralicious