
GREEN TRAVEL BLOG
by green pearls® – curated partners for sustainable impact
Media Kit
STATISTICS | AUDIENCE | COLLABORATION

Welcome!

The Green Travel Blog is one of the leading travel blogs focused on sustainability.

For years, we've been inspiring our readers with tips, real insights, thoroughly researched articles, and conversations with pioneers and experts in sustainability, tourism, and hospitality.

On these pages, you'll find everything you need to know about partnering with us. Whether it's blog posts or newsletters, we'll place your content exactly where an interested and sustainability-minded audience can find it.

We look forward to introducing your brand, ideas, company, and products to our audience.

Your contact person:

Laura Farag
laura.farag@greenpearls.com



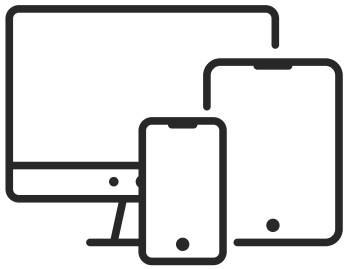

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Traveling. It leaves you speechless, then turns you into a storyteller.
IBN BATTUTA

Facts and Figures

The Green Travel Blog has earned the trust of readers and travelers worldwide and also enjoys high page authority with search engines and AI-powered search tools.

425,000	1,873,000	Ø 30 %	100 %
Unique Visitors per month	*Page views per month*	*Open rate of our B2C newsletter*	*Organic results*

33 % Desktop



3.5 % Tablet

63.5 % Smartphone

Top Devices

3.4 % Pinterest

89 % Google

1.9 % Ecosia

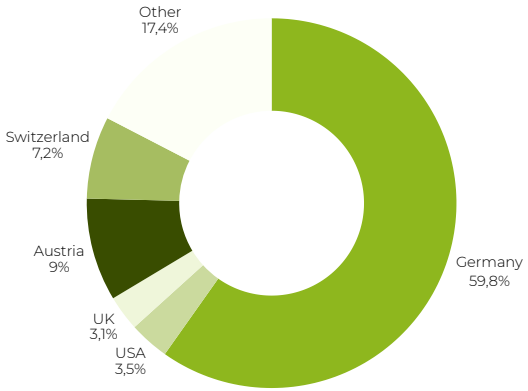
0.3 % AI Assistants

Top Referrers

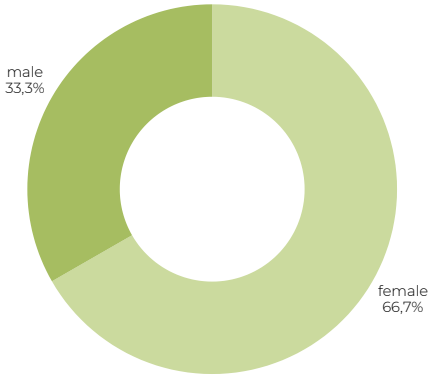
Our Readers

Through the Green Travel Blog, we reach a globally conscious audience that embraces a sustainable lifestyle and strategically invests its budget in responsible experiences and innovative products.

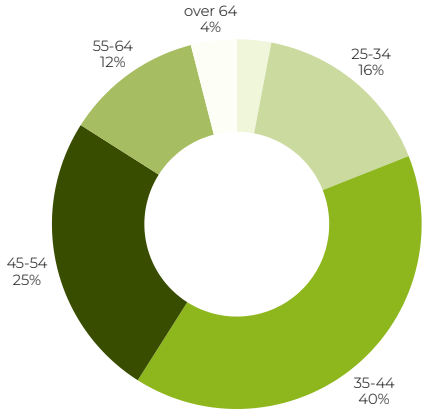
Origin



Gender



Age



Interests of our audience

- Travel
- Sustainability
- Lifestyle
- Hotels
- Destinations
- Culinary
- Architecture

Partnerships for a Sustainable Lifestyle

The blog and our additional formats provide a space to showcase your brand to our audience in a variety of ways within an editorial context.

Blog article

Best-seller

- Advice on choosing a topic
- Writing and publishing an article based on your input
- Custom length, link, and number of images (max. 1,500 words)
- Includes one Pinterest pin (bilingual)
- German and English

from EUR 850.00

Guest article (monolingual)

- Article written by you (in German or English)
- Feedback and suggested corrections from our editorial team
- Custom length, link, and number of images (max. 1,500 words)
- Incl. one Pinterest pin (monolingual)

EUR 250.00

Blog integration

- Advice on selecting a suitable existing article on the Green Travel Blog
- Mention and link in an editorial paragraph
- Custom length, max. 1 image
- German and English

EUR 300.00

Guest article (bilingual)

- Article written by you
- Feedback, suggested corrections, and translation by our editorial team
- Custom length, link, and images (max. 1,500 words)
- Includes one Pinterest pin (bilingual)

EUR 350.00

Additional formats

Even more visibility for your brand. You can choose any of these options (except for the Pinterest option) on their own or in combination with the blog formats.

Dedicated newsletter (B2B or B2C)

- Advice on choosing topics
- Creation and publication of the newsletter based on your input
- Distribution to selected media and hotel contacts or our blog subscribers
- Custom length, link & images (max. 1,000 words)
- Single-language or bilingual (German and English)
- Includes a Pinterest pin

upon request

Newsletter integration

- Mention and link in an editorial paragraph in a thematically relevant newsletter (max. 1 image)
- German and English

upon request

Banner on the home page

- Subject to availability
- Designed by our graphic designer based on your input (2 proposals)
- Portrait or landscape orientation, depending on the position
- German and English

from EUR 400.00

Additional Pinterest pin for your article

Add-on

- Bookable only with a blog post or guest article
- Designed by our graphic designer
- Published on at least 3 thematically relevant boards (including group boards)

EUR 150.00


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Investment in travel is an investment in yourself.
MATTHEW KARSTEN

Why partner with us?

We are convinced that well-researched content inspires informed decisions. Together with you, we help our audience get to know your ideas, brands, and products better.

1. **An engaged and relevant target audience**
   Reach a travel-savvy readership interested in unique accommodations, conscious consumption, and a responsible lifestyle.

2. **Visibility in an authentic environment**
   Showcase your brand on an established travel blog with carefully researched content and a strong presence in search results and AI responses.

3. **International reach**
   Take advantage of our German- and English-language coverage and reach readers across national borders.

We look forward to working with you to find the right partnership opportunities for your brand.

Your contact person:



Laura Farag
laura.farag@greenpearls.com

FAQs

1. **How long does an article stay online?**

   Our blog posts don't have an expiration date and generally stay online for at least 3 years. Many posts become true evergreens and continue generating organic traffic years later. Should legal requirements change (such as the EmpCo Directive in 2026), we will proactively contact you to work together on an update.

2. **Can we have a dofollow link added?**

   No, in most cases, as required by Google, we will label the link as a “sponsored link.” This ensures transparency for search engines, just as labeling the entire article as a “guest article” or “sponsored article” ensures transparency for our readers. We reserve the right to decide otherwise in individual cases.

3. **What payment methods do you offer?**

   You can pay us via traditional bank transfer or through a PayPal link. We offer other payment methods only in exceptional cases.



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Ready for more visibility?

Have you decided to increase the visibility of your brand or company through the Green Travel Blog? Then get in touch with us.

laura.farag@greenpearls.com

WWW.GREEN-TRAVEL-BLOG.COM