



# KATHI DANIELA

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**travel writer + digital storyteller with focus on  
mindful traveling, food + wine & the outdoors**

MEDIA KIT 2024



**GET IN TOUCH**

KATHRIN NUMIC

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# ABOUT ME

I am Kathi – an expat, marketing strategist, journalist, and digital storyteller living in Sarajevo, Bosnia, and Herzegovina. In the last six years, I have also called Denmark, South Africa, Germany, and the Czech Republic home.

With my blog and social media profiles, I hope to inspire people to get out into the world – be it as a traveler or expat who decides to make a new place home.

I explore countries more in-depth, and want to learn as much as I can about cultures and traditions. While traveling, I always keep in mind what impact our travels have on the country we visit, the environment, and the local communities.

On my blog and social media, I encourage my audience to dive in deeper, stay longer, and really experience a place.





## **I put my heart into creating content that tells the authentic story of a place**

As a naturally curious expat and traveler, I love telling stories about places & people and creating compelling content highlighting the unique selling points of a travel brand, a unique accommodation, or a delicious restaurant.

The art of digital storytelling comes naturally to me. I combine SEO-optimized blog posts with dynamic video content and photography that gives a feel of the place and share them with an engaged community of like-minded individuals.





# SOCIAL STATISTICS

## KATHI DANIELA



@kathi.daniela

**18.5k**

Instagram followers



@kathi.daniela

**3.5k**

TikTok followers



@kathidanielablog

**3.5k**

monthly unique visits

**6.5 %**

engagement rate

**700**

monthly profile visits

**1.4**

sessions per user

**100k**

monthly reach

**25k**

monthly video views

**1.5m**

engagement time

## AUDIENCE DEMOGRAPHICS



female: 68 %  
male: 32 %



25-34: 32 %  
35-44: 38 %

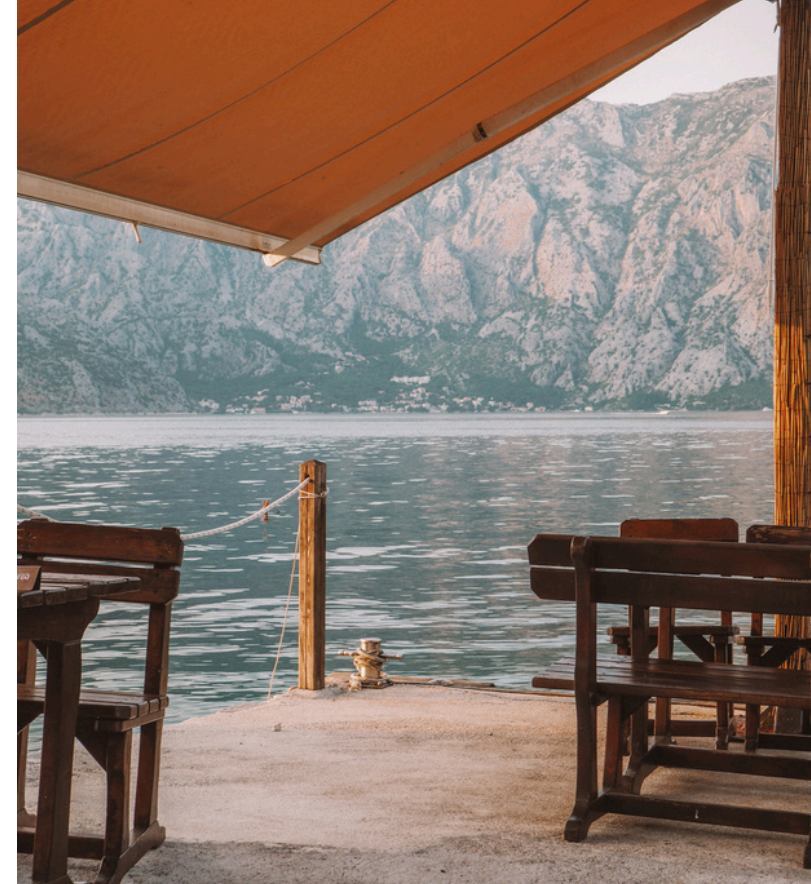


BiH: 17 %  
DACH: 25 %  
USA: 14 %

















# WHAT I OFFER

## *as a digital storyteller & travel writer*

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- Press Trips
- Sponsored blogposts
- Reviews of hotels and activities
- User-Generated content creation & fitting social media strategy
- Social Media Takeover
- Long-term or affiliate partnerships
- Short-form video content (reels, tiktoks)

I can also be hired as a freelance travel journalist and content writer. [You can find my portfolio here.](#)





# BRANDS I HAVE WORKED WITH

*Experience!*  
**SERBIA**

**Travellers**✈  
INSIGHT

**Herceg**  
*Hercegovina*

**中国**  
美丽  
*Beautiful China*

**lonely planet**

**Flo****k**

**omio**



CAMPS BAY RETREAT  
PRIVATE NATURE RESERVE

**GET YOUR GUIDE**







# PRICE LIST (EUR)

## *for digital storytelling & writing services*

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### *Instagram*

- In-Feed Post: 280 EUR
- Reel: 350 EUR
- Story (4-5 slides + sticker): 140 EUR

### *Content Writing*

- Blog Post: from 350 EUR
- Instagram Captions: from 40 EUR

### *Photography*

- For social & print: from 160 EUR
- Licensing fee: negotiation basis



# LET'S CREATE MAGIC MOMENTS!



## GET IN TOUCH

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Let's discuss your needs and wishes for our collaboration. I can't wait to hear from you!

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 [hallo@kathi-daniela.com](mailto:hallo@kathi-daniela.com)