

Reisen in die USA.

New online magazine for the
DACH-market

Going live in July of 2026.

Inspiration.
Service.
News.
Background.

But most of all:

Travel stories
written by experts.



www.reisenindieusa.com



New online magazine for US fans.

01

Firsthand Travel Stories

“Reisen in die USA“ (“Travel to the USA”) is a new online magazine featuring stories and videos that are **independently researched**, written, and—for the most part—photographed by the authors themselves, published weekly.

“Reisen in die USA” focuses on travel stories from all parts of the country. The stories offer **inspiration for future trips**. At the same time, they are so engaging—both in terms of text and visuals—that they make for enjoyable reading even without a specific travel plan.

Classic topics include **city breaks**, Americana, family vacations, **national parks**, state parks, snowbird vacations (Florida, Arizona), nature, sports, **cuisine**, theme parks, culture, **hotel recommendations**, and, of course, road trips. **Shopping**, company profiles, trends, and American cultural traditions such as “tailgating” at football games are also covered.

However, **service-oriented articles** are also important to us. These focus on proper preparation for the trip, as well as **reliable information on important topics** such as ESTA and visas, **immigration**, rental cars, driver’s licenses, and similar matters.

News and deals.

02

Travel News

We also want to establish “Reisen in die USA“ as the **leading platform** for **travel news from the U.S.** What’s new? What should I see? Where can I have a unique experience? What kind of lodging is right for me? And how can I make the most of my vacation?

The Best Travel Deals

What matters most are the right offers. That’s why, once the site is up and running, we’d like to keep our readers informed about **new flight routes**, great deals on lodging, rental cars, and **package tours**.

Community

With the magazine “Reisen in die USA“, we aim to build a community for all fans of the U.S. who regularly return to the site to find **inspiration for their favorite country**.

To that end, we also plan to feature this content on select social-media channels such as Instagram, Facebook, WhatsApp, Bluesky, and TikTok, where we’ll present it in creative ways.

Newsletter

Users have the opportunity on the website to subscribe to the “Reisen in die USA” newsletter. We will send this out at regular intervals once we reach 500 subscribers, aiming for an open rate of more than 40 percent.



Objective and Target Audience.

“Reisen in die USA” aims to become the leading German-language online platform for travel to the USA.

We focus in particular on people who travel to North America time and again—whether independently or through a tour operator. Either way, these are tourists between the ages of 30 and 70 who **enjoy traveling independently**, have extensive travel experience, and a **medium-to-high budget**.

“Reisen in die USA” is not political, but the editorial team stays informed about political developments.

In the first twelve months, we aim to achieve mid- to high-five-figure monthly click counts.

To this end, we use traditional search engine optimization (SEO) for all content, **advanced webdesign**, post original content on social media channels, and promote selected articles.

We are **building a community of genuine U.S. fans** and leveraging our contacts in the travel industry to raise awareness of the portal. The high level of reader engagement helps to firmly establish reisenindieusa.com in the market over the long term.



03



Motivation.

The number of media outlets is declining rapidly. That is why we have decided to launch our own media outlet to publish stories about the United States.



By Fans, For Fans

As a fan of the U.S., **founder Ralf Johnen** has already **traveled to 42 states**. He has many stories to tell about the country that have little chance of being published in today's media landscape. That's why he decided to launch his own media outlet about the country with a small team. This also allows him to pursue his latest passion: producing short films about destinations.

More about Ralf Johnen

Ralf Johnen has been to the U.S. **more than 50 times**. A trained **daily newspaper journalist**, he studied American Studies and writes for leading German-language media outlets such as DPA. At **IPW 2025 in Chicago**, he received the **Writers Award** from the US Travel Association for the best travel story. At the International Media Marketplace in Berlin in March 2026, he was shortlisted among the best travel journalists. His blog, **Boarding Completed**, is a perennial contender among the top German-language travel blogs (SRT voting).



Why we should collaborate.

1. Authentic storytelling instead of advertising. Our content is created through our own travels, research, and production. Your destination or product is integrated organically and authentically into a modern web design.

2. High thematic relevance

We cover all relevant U.S. travel topics, including:

- Road trips & national parks
- Cities & culture
- Cuisine & Lifestyle
- Family Travel
- Outdoor & Activities

-> Perfect for content partnerships and themed campaigns

3. Multichannel reach

Distribution via:

- Website (SEO-driven)
- Social media (Instagram, TikTok, Facebook, etc.)
- Newsletter (under development)

-> Content resonates across multiple touchpoints

4. Combination of Inspiration & Conversion

In addition to storytelling, we offer:

- Practical travel tips
- Deals (flights, hotels, rental cars)
- Service content (visas, planning, etc.)

-> Direct influence on travel and booking decisions



Collaboration Opportunities

We offer flexible, combinable formats:

1. Destination Features

- In-depth features on regions, cities, or other topics
- **Integration of partner offers**
- Multimedia implementation (text, images, video)

2. Advertorials (clearly labeled)

- High-quality production
- Embedded in an editorial context

3. Themed campaigns. For instance:

- “Winter in Florida”
- “Great American Road Trips”
- “Hidden Gems in the Deep South”

4. Distribution packages

- Social media integration
- Newsletter placement
- Long-term visibility via SEO

5. Affiliate & performance integration

- Inclusion of bookable offers
- Measurable conversion contributions

Our Approach

We see ourselves as the **bridge between high-quality travel journalism and effective tourism marketing.**

Our guiding principles are:

- Transparent labeling of paid content
- Clear separation of editorial content and sponsorship
- Focus on long-term credibility

Financing.

Reisen in die USA is an editorially independent magazine that makes its own decisions regarding content. We accept both **advertorials** and **affiliate links**, and we're happy to create customized offers.

In the medium term, we also plan to offer **subscriptions** for a small monthly or annual fee. Subscribers will have access to curated Google Maps with personal tips, road trip itineraries, and travel schedules.

Collaboration Opportunities

We offer various packages consisting of at least one advertorial and several editorial articles. Videos and social media clips are only available in case of on-site research.

XS: one editorial story (at least 750 words and 5 images) plus 1 advertorial

S: one feature story (more than 1,500 words, 15 images), one story plus 1 advertorial

M: one feature story, three stories, and one advertorial

L: one feature story, 5 stories, one destination film (5 minutes), two social media clips (maximum 60 seconds), and one advertorial

XL: two feature stories, 10 stories, social media clips, and one advertorial. Optional feature films

E-Books: We also offer complete E-Books.

Prices upon request.



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