

# Media Kit

Follow us on our journey



# At a glance

Nähfrosch is an online magazine with the topics family, traveling, sewing, photography and lifestyle. We report authentically from our lives, tell from our short trips as well as long-distance travel with our kids, and current challenges in education. We inspire with our sewing projects and create tutorials.

Doing that, we recommend destinations or brands / products that we are convinced of.

Our readers trust us, and our credibility influences decisions in the areas of family travel with children, shopping and day-to-day life.

The screenshot shows the homepage of the Nähfrosch website. At the top, there is a navigation menu with links for Blog, Nähen, Familie, Reisen, Fotografie, Lifestyle, About, and Shop. The main content area features a large banner for 'Familienblog NÄHFROSCH' with a photo of a family on a beach. Below the banner, there are several featured articles and products, including a 'DU FÜR DICH AM Donnerstag' link party, a 'FREEBOOK Babyhose RAS' with a colorful patterned pair of pants, and a 'Der große Nähsucht-Test'. The footer includes social media icons for Facebook, Twitter, and Instagram, along with a 'ÜBER MICH' section.



# This is us

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We are Katja and Stefan, married couple, parents, creative team from Germany. We share our passion for traveling and photography. Together with our two kids we explore the world.

Nähfrosch has started (as the name implies) as a sewing blog in 2013. With the birth of our two children, it has grown with more than over 430.000+ page views per month into an influential magazine with topics regarding family, traveling with children, sewing and photography.

# Katja

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Katja, creative mom and mathematician, gives insights into the colorful family life.

In addition to many tutorials, readers can find DIY ideas, travel tips with children and many stories about our adventures in our everyday life. The blog is as interesting, exciting and multifaceted as life itself. Katja is supported by her husband Stefan.



# Stefan

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As a professional photographer, Stefan captures Katja's creative projects and the experiences of his family with his camera.

On the blog he writes about his passion photography. Furthermore he gives a male point of view on family related topics.



# Facts

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## VISITORS

Our blog has **430.000+ page views** and **100.000+ visitors** per month.

**Facebook:** 6.000+

**Instagram:** 6.800+

**Pinterest:** 793.000/M.

Our target audience consists of parents, especially mothers with children, travel-loving families, and people interested in photography as well as those who enjoy sewing.

## COOPERATIONS

We offer campaigns of products and services that impress and convince us. We only advertise things we love.

Combining our own style with our uncomplicated communication, we have grown into an influential magazine in recent years.

With us you get the whole package: Personality and quality, packed in an authentic way with large social media engagement. You are interested in a cooperation?

Then I would be very happy to hear from you:

[info@naehfrosch.de](mailto:info@naehfrosch.de)

# Selection of former partners

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# Let's do it!

We are looking forward to working with you  
[info@naehfrosch.de](mailto:info@naehfrosch.de)

