



## About 4000mil.se

4000mil.se is one of the largest travelblogs in Sweden. It was started in 2013 and is run by the married couple Gunilla and Christofer Yourstone. The blog was appointed the fourth best travelblog by Sweden's largest newspaper *Expressen* and also as "one of the most inspiring travel blogs right now" by the Swedish travel agency *Resia*.

## Content

We write about travel all around the world, price range medium to luxury. Most trips are done by us as a couple, but sometimes we also write about family-trips together with our children/teenagers. We travel to both classic destinations as well as "of the beaten track".

There is a clear focus on activities and exploring. The blog has a special section for hiking and another one for hotels with that something extra.

## Readers

Our readers are 30-60 years and interested in travelling. They are independent travellers and like us they like to explore and travel in an active way. A majority of the readers are female. We often get comments from readers saying they just booked a similar trip as in our blog.



## One of the leading travelblogs in Sweden

Unique visitors/month:  
35.000

Followers at Instagram:  
+2500

Followers at Facebook: +2300