



About 4000mil.se



**One of the leading
travelblogs in
Sweden**

Unique
visitors/month:
174.000

Followers on
Instagram:
+4100

Followers on
Facebook: +7500

We have doubled our readership during the pandemic, now 174.000 unique readers/month

4000mil.se is one of the largest travelblogs in Sweden. It was started in 2013 and is run by us, Gunilla and Christofer Yourstone. The blog was appointed "one of the best travelblogs" by Sweden's largest newspaper *Expressen* and also as "the second most significant travel blog in Sweden" by Cision.

Content

We write about travel all around the world, price range medium to luxury. 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 40-65 years and very 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 booked a similar trip as in our blog.