



## 4000mil - One of the leading travel blogs in Sweden

<https://4000mil.se>

Unique  
visitors/month:  
100.000

Followers at  
Instagram:  
8000

Facebook:  
Followers: 25.000  
Reach: 20.000 –  
150.000/post

4000mil is one of Sweden's largest and most trusted travel blogs. It was founded in 2013 and is run by us, Gunilla and Christofer Yourstone. The blog has been recognised by Sweden's largest newspaper *Expressen* as "one of the best travel blogs", and by Cision as "the second most influential travel blog in Sweden".

### Content

We cover both well-known destinations and hidden gems, with a strong focus on Europe. Our content often centres on hiking, nature experiences and exploring destinations in an active and sustainable way.

### Readers

Our readers are mainly between 40 and 70 years old and are experienced travellers. They are independent travellers who enjoy exploring destinations actively and in depth. A majority of our readers are female.

Many of our readers actively use our itineraries and recommendations when planning their own journeys.

