

LIFE IN **GERMANY** &  
LIFE IN **DÜSSELDORF**

**DIGITAL PACKAGES**







# ABOUT LIFE IN DÜSSELDORF

Life in Düsseldorf was created in 2016 by Jenna Davis, a Canadian Content Creator living in Düsseldorf. It is one of the city's largest online publications dedicated to English-speaking locals and travelers who want to make the best out of their time spent in Düsseldorf, Germany.

Life in Düsseldorf has a social following of over 58,000 people and reaches more than 150,000 people each month.

We focus on creating inspiring and local content on [the blog](#), [Instagram](#), [Facebook](#), [Twitter](#), and [YouTube](#) in order to encourage visitors and locals to try new things, support local businesses, and live every day to the fullest.



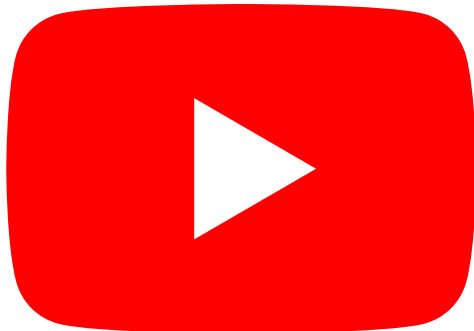
# ABOUT LIFE IN GERMANY

[Life in Germany](#) was established in 2020 as an extension of Life in Düsseldorf in order to offer our extended support to foreigners relocating all over Germany. Readers have the opportunity to download a free relocation checklist or join the paid extensive Welcome Program. Since then, Jenna has created a successful [YouTube channel](#) sharing tips and personal stories about her life in Germany.



# SOCIAL STATS

Here are some stats from our most successful channels. If you're interested in specific numbers from another channel, a particular blog post, or video, feel free to contact us.



**23,500+**  
**SUBSCRIBERS**

[Life in Germany](#)  
[YouTube Channel](#)



**12,000+**  
**MEMBERS**

[Life in Düsseldorf](#)  
[Local Community](#)



**7,600+**  
**FOLLOWERS**

[Life in Düsseldorf](#)  
[Facebook Page](#)



**12,200+**  
**FOLLOWERS**

[Life in Düsseldorf](#)  
[Instagram](#)



**2,400+**  
**FOLLOWERS**

[Life in Düsseldorf](#)  
[Twitter](#)

# WEB STATS

[www.lifeinduesseldorf.com](http://www.lifeinduesseldorf.com)

**USERS: 19,000+**  
**PAGEVIEWS: 35,000+**

**51% FEMALE**  
**49% MALE**

**73% IN GERMANY**  
**27% PLANNING MOVE**



# OUR AUDIENCE

Life in Düsseldorf & Life in Germany both have highly targeted local audiences which consists of 65% English-speakers and 35% German-speakers. A high majority of our readers have a large interest in media/entertainment, food & dining, shopping, beauty & wellness, and are between the ages of 25 and 44. 52% male and 48% female.

# PARTNERSHIPS







# BUNDLE PACKAGES

\*Customized packages are available upon request





# INSTA PACKAGE

[CONTACT US](#)  
[FOR PRICES](#)

## (1) INSTAGRAM STORY

- ✓ 5+ images/video clips
- ✓ Text overlays, tags, GIFS, and emoticons
- ✓ 1 call-to-action (INSTA LINK)
- ✓ Our team will create the storyline (input is welcome)
- ✓ Added to our Instagram Highlights for min. 12 months for longer exposure

+ Share it to our Facebook story for an additional fee

## (1) INSTAGRAM REEL

- ✓ Recreation of Instagram story in a quicker format for Instagram Reels

## (1) INSTAGRAM POST

- ✓ 1-5 images/video clips for feed post
- ✓ Curated description
- ✓ Company tag in image & description
- ✓ "Paid Partnership" Label - allows you to use paid ads to promote the reach

+ Share it to our Instagram story on a different day for an additional fee

## OPTIONAL ON-SITE TEAM

1-2 members of our team can also be on-site to capture the story. An additional fee will be charged. Otherwise, if you have your own imagery that you'd like us to use, this is an option as well.





# SOCIAL POWER PACK

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## (1) FACEBOOK POST

- ✓ 1-10 images **or** embedded video link **or** blog post link
- ✓ Customized text
- ✓ Business tag

## (1) FACEBOOK GROUP POST

- ✓ The same Facebook post as above will be shared in our local community group with over 12,000 members

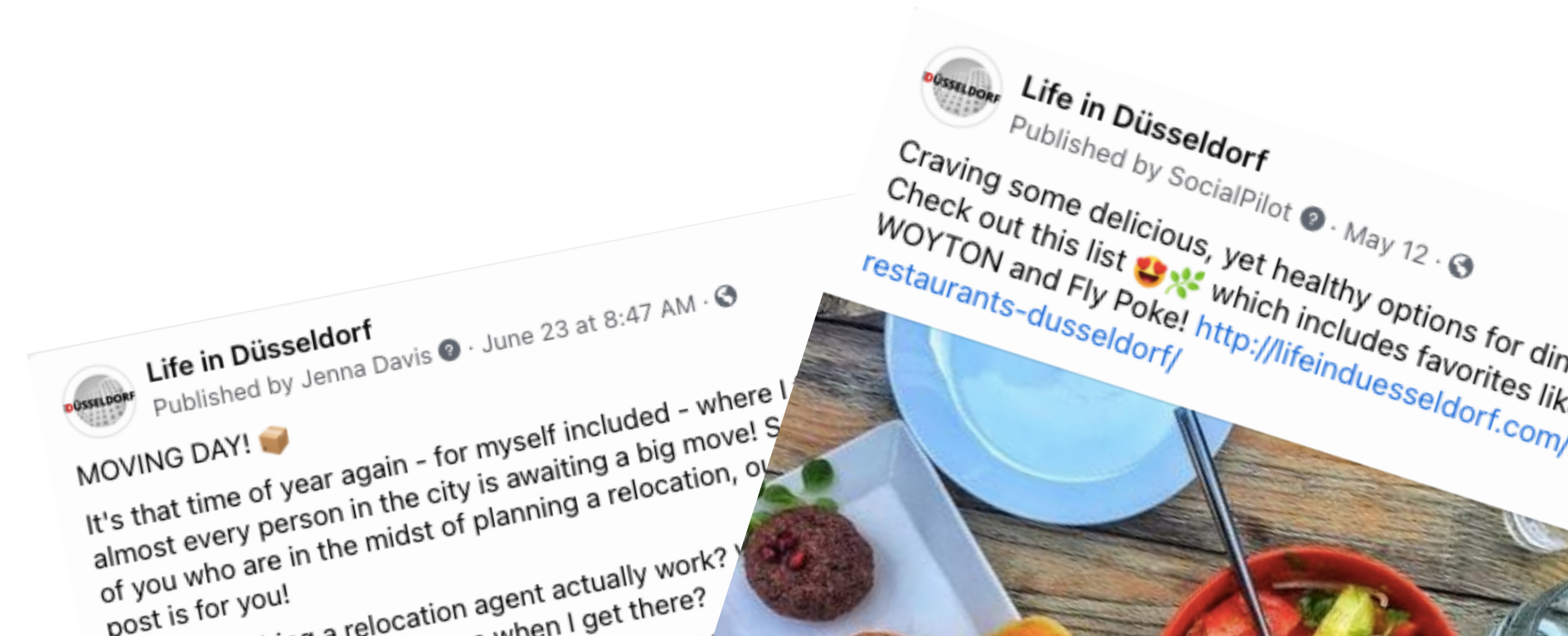
## (3) TWITTER POSTS

- ✓ The same Facebook post as above will be shared 3 times over the course of 1-month to our 2,400 followers on Twitter

## + FULL INSTA PACKAGE

- ✓ Instagram Story (on-site filming available)
- ✓ Instagram Reel
- ✓ Instagram Post
- ✓ Instagram Highlight

+ Add on any of our additional exposure options from the "add-ons" page for an additional reduced fee





# LOCAL SPOTLIGHT PACKAGE

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FOR PRICES

## (1) BLOG POST

- ✓ 1 featured blog post (500-1000 words)
- ✓ Backlinks included
- ✓ Written by our content team
- ✓ Reach 35,000 readers a month

## (1) NEWSLETTER AD

- ✓ 1200 x 328 advertisement
- ✓ Optional ad design
- ✓ Inclusion in 1 monthly newsletter
- ✓ Reach the inbox of more than 2,000 locals

## (1) WEBSITE BANNER

- ✓ 200 x 400 banner ad featured on all blog post pages
- ✓ Duration: 1 month

## + FULL SOCIAL POWER PACK

- ✓ Instagram Story (on-site filming available)
- ✓ Instagram Reel
- ✓ Instagram Post
- ✓ Instagram Highlight
- ✓ Facebook Post
- ✓ Facebook Group Post
- ✓ 3 x Twitter Posts

+ Add on any of our additional exposure options from the "add-ons" page for an additional reduced fee



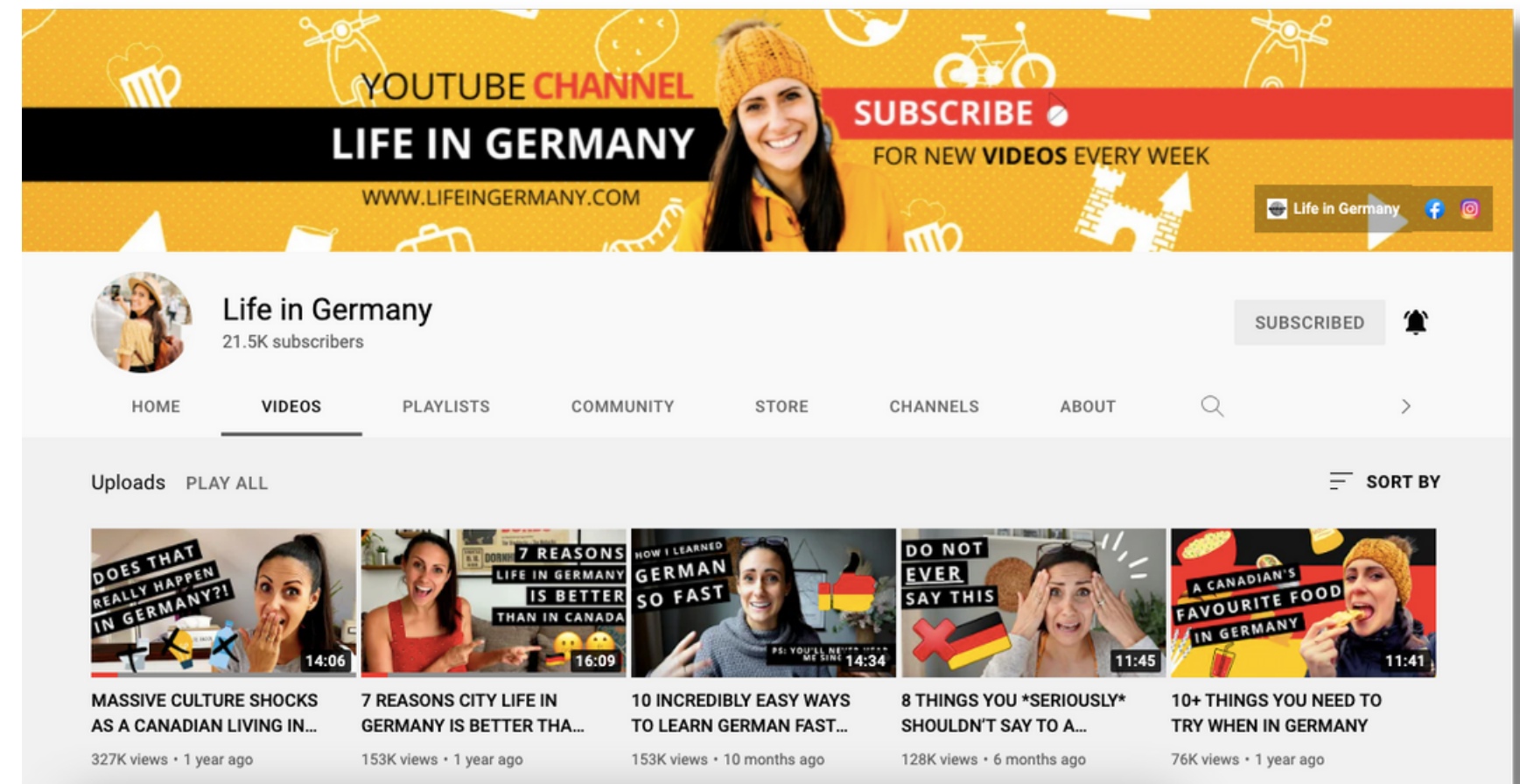
# YOUTUBE ADS

The [Life in Germany](#) YouTube channel was a personal project of Jenna's that was created in 2020 and has since skyrocketed to success.

## PAY PER MINUTE AD

- ✓ Possible screen recordings of your website
- ✓ Inclusion of logo within the video
- ✓ A link to your website and social pages in the video description
- ✓ A clickable link in the video if you choose to pair this package with a featured blog post on Life in Düsseldorf

[CONTACT US FOR PRICES](#)



## EXCLUSIVE REVIEW VIDEO

- ✓ 5 - 10 minutes long
- ✓ Possible screen recordings of your website
- ✓ Inclusion of logo image within the video
- ✓ A link to your website and social pages in the video description
- ✓ A clickable link in the video if you choose to pair this package with a featured blog post on Life in Düsseldorf



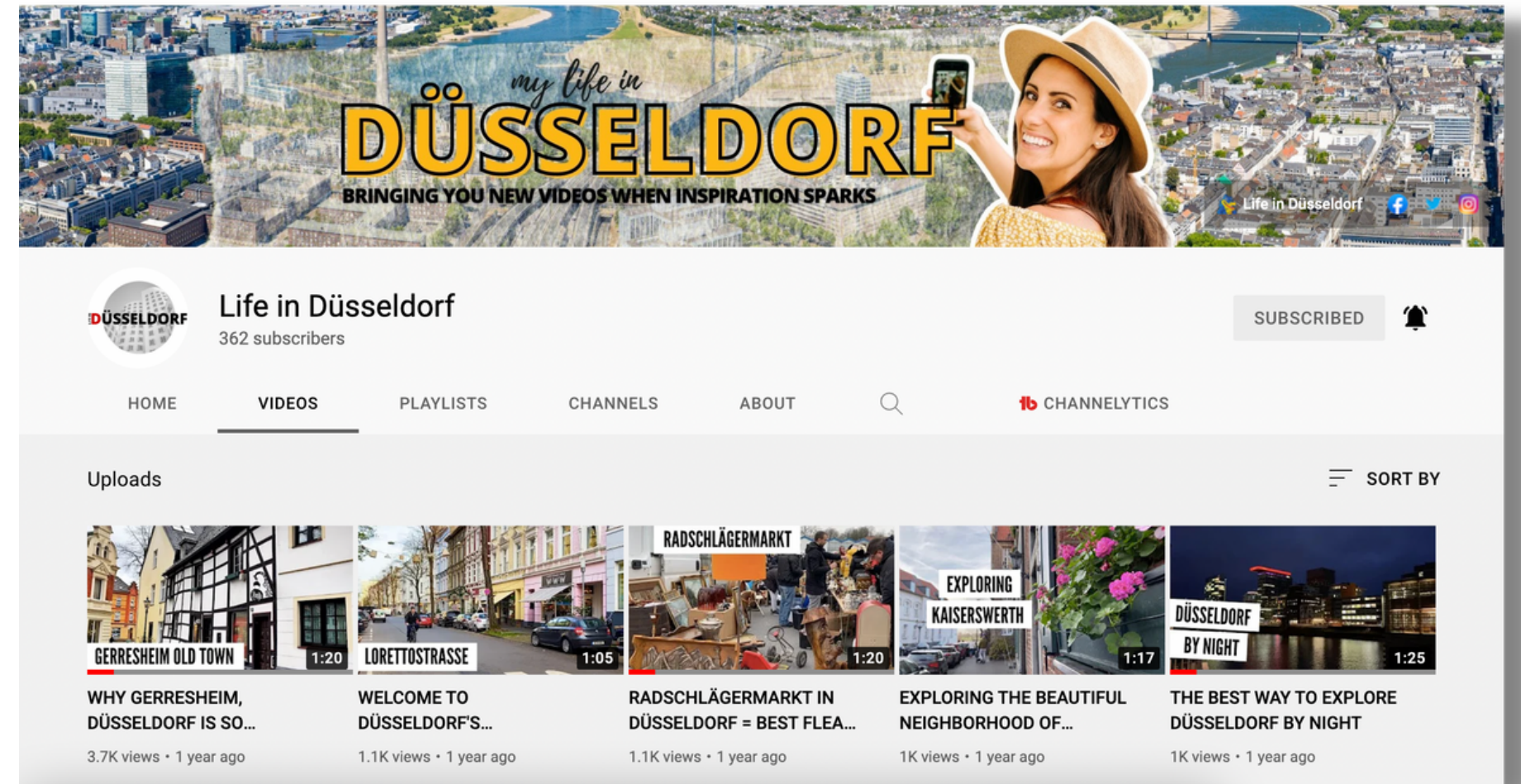
# LOCAL CHANNEL

The [Life in Düsseldorf YouTube channel](#) was created in 2019 to create inspiring and short videos of some of the best places to be in Düsseldorf.

## FEATURED VIDEO

- ✓ On-site filming of your location
- ✓ A tour of your facilities (restaurant, shop, offices, etc.)
- ✓ Pre-planned and approved story production
- ✓ Possible screen recordings of your website
- ✓ Inclusion of logo within the video
- ✓ A link to your website and social pages in the video description
- ✓ **BONUS:** You will receive a copy of the video file for your own business and personal use (eg. Baby Bee Spielraum used [their featured video](#) on their [homepage](#))

+ Add on any of our additional exposure options from the "add-ons" page for an additional reduced fee (recommended with this package - Instagram Story, Instagram Reel, Instagram Post)



[CONTACT US FOR PRICES](#)

# CUSTOMIZE YOUR OWN PACKAGES

Customized packages, individual services, and add-ons are available upon request. A reduction in price is possible when pairing multiple services.

- Instagram Story
- Instagram Story + 12 Month Highlight
- Instagram Reel
- Instagram Feed Post
- Instagram Story Reshare
- Facebook Page Post
- Facebook Group Post
- Twitter Post
- Blog Post
- Newsletter Ad
- Website Banner Ad
- YouTube Ad
- YouTube Video
- Professional Photoshoots & Videos, Event Sponsorship, Affiliate Partnerships, video & text creation for your ads, and much more!

\*For a detailed breakdown of what's included, we can send you our full price list





# LET'S

# CONNECT

- Jenna Davis

- [jenna@lifeinduesseldorf.com](mailto:jenna@lifeinduesseldorf.com)  
[hello@lifeingermany.com](mailto:hello@lifeingermany.com)

- [www.instagram.com/lifeindus](http://www.instagram.com/lifeindus)  
[www.twitter.com/lifeindus](http://www.twitter.com/lifeindus)  
[www.facebook.com/lifeindus](http://www.facebook.com/lifeindus)  
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