LIFESTYLE-2-GO

Jetzt Reisen. Jetzt Leben.

MEDIA KIT 2027

Stories that stay.

TRAVEL · FOOD & DRINK · DESIGN

EDITED BY HUMANS

LIFESTYLE-2-GO.COM · AUSTRIA & GERMANY



AI-GENERATED IMAGE

ABOUT THE MAGAZINE

Inspiration for people who choose with care.

lifestyle-2-go.com is an independent, German-language digital lifestyle magazine for urban, quality-conscious readers in Austria and Germany. We write about remarkable places, stylish hotels, culinary moments and design ideas – personally selected and **edited by humans**.

“Our stories shouldn’t sound like advertising, but like a recommendation you’re happy to pass on.”

— BETTINA PERLOT, PUBLISHER



AI-GENERATED IMAGE



AUDIENCE

People who never confuse quality with volume.

- Urban and well established in life, aged 38 to 59
- Interested in travel, hotels, food, culture and design
- Willing to spend more on comfort, atmosphere and special experiences
- Looking for inspiration before travel and booking decisions
- Travelling with a partner or friends

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Five worlds. One attitude.

01	Natur pur	Mountains, lakes and comfortable retreats
02	City Vibes	Cities, culture, architecture and special addresses
03	Sun & Beach	Coasts, islands and hideaways by the water
04	Gabel & Glas	Food & drink: restaurants, bars and producers with character
05	At Home	Interiors, design and living between trips

BEYOND THAT

Seasonal highlights

Advent, Easter and other seasonal specials – ideal for promotions and giveaways.

Collections

Curated series with a common thread, such as Merano or “Tirol as a local”.

Events NEW IN 2027

Encounters around travel, food and design.

REACH

Reach that works in a clear niche.

~ 50,000

PAGE VIEWS
PER MONTH

Ø 7,000

VIEWS PER PARTNER
ARTICLE IN WEEK ONE

7,000–10,000

REACH PER
SPONSORED REEL

Full attention for every partnership. We publish only two to three new articles per week – so every story takes centre stage on the homepage, in the newsletter and on social media.

Readership in Austria and Germany · Reel reach organic and paid-boosted · As of autumn 2026

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One story. Many touchpoints.

The website is our editorial core. Newsletter, Instagram and YouTube carry the story further.

01

Website

Lasting visibility, an editorial setting and the greatest reach.

02

Newsletter

A curated update every two weeks, straight to our community.

03

Instagram

Reels and stories translate the story into moving images.

04

YouTube

Shorts extend selected content beyond the website.

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Not as loud as possible. As fitting as possible.

Every format is created in our newsroom and **edited by humans**.

I

Signature Story

MAGAZINE

An individually developed story with a personal angle – online for at least 24 months and teased on the homepage.

II

Crossmedia Story

MAGAZINE · INSTAGRAM · YOUTUBE

The Signature Story plus a reel on Instagram and YouTube with ad boost – one story across all channels.

III

Packages

3 OR 6 STORIES · 12 MONTHS

Several stories at a better rate, newsletter included – freely split across several hotels, destinations or clients.

Prices and terms are available in our **Rate Card 2027**.

LIFESTYLE-2-GO
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Reliable from idea to publication.

1

Briefing & Fit

Clarify goals, topic and editorial fit.

2

Story Angle

Develop the angle that engages readers.

3

Production

Text, images and video – edited by our newsroom.

4

Approval

One clearly defined round of revisions.

5

Publication

Clearly labelled, across the agreed channels.

6

Evaluation

Detailed reporting by arrangement.

Paid content is always labelled. Travel and content production costs are charged at cost; usage rights can be agreed individually.

OUR PHILOSOPHY

Travel now. Live now.

lifestyle-2-go is not a blog, not an influencer channel and not the online edition of a print title. We are digital by design and digital in practice – an independent magazine that reaches its readers wherever they are: tailored to every channel and always *on the go*.

It was founded by Bettina Perlot after some 20 years in tourism marketing – with a tour operator, the Austrian National Tourist Office, Tirol Werbung and as managing director of a Tyrolean tourism board.

Edited by humans	AI supports our research and preparation. Selection, writing and stance remain with our editorial team.
Digital & 2-go	Tailored to every channel – website, newsletter, Instagram, YouTube.
Credible	Partnerships are openly labelled and told editorially.

WHY THIS MATTERS TO PARTNERS

“We know the goals, budgets and processes of destinations and hotels – because we have been responsible for them ourselves.”

— BETTINA PERLOT, PUBLISHER

Every article passes through the hands of our editorial team: personally selected, carefully edited, with an eye for detail.

In good company.



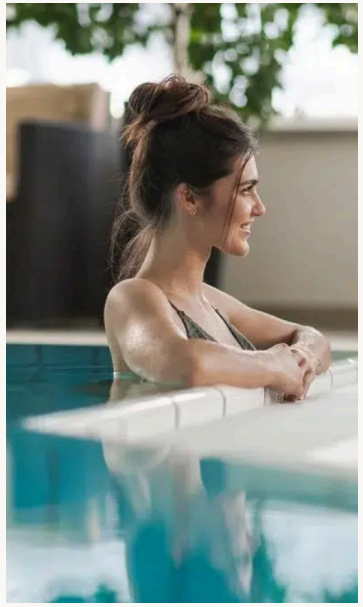
Klösterreich

Stift Geras · © Schoebinger



Urlaub am Bauernhof

Thumeserhof in winter · © Thumeserhof



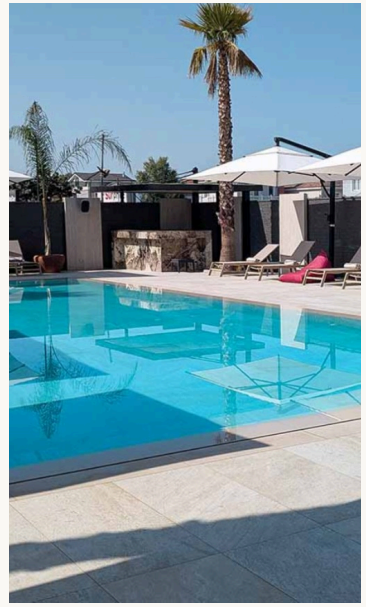
AllgäuTopHotels

Hotel Berwangerhof · © Hotel Berwangerhof



Merano

Dolce vita in Merano · © Daniel Oelz



Best Western Premier

Ark Hotel, Tirana · © Daniel Oelz



Midas Verlag

Dopamine Style · © Midas Verlag

MEDIA & PARTNERSHIPS

Travel now. Live now.

Your turn.

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