

# R RACHEL'S RUMINATIONS

A history and travel blog at [rachelstruminations.com](https://rachelstruminations.com)

## The blog

[Rachel's Ruminations](#) is a travel blog emphasizing independent travel to historical and cultural sights/sites. Most articles focus on one place or experience at a time or a small collection of sights. Each article offers an honest personal perspective as well as useful information. The blog covers many locations, plus occasional travel advice articles, advice about expat life, and a few cornerstone pieces about a whole city.



## Rachel Heller

I am a GenX/boomer writer and blogger. Born and raised in the US and educated at Yale, I live in the Netherlands and have Dutch citizenship. While I've been blogging for about ten years, I left my career in teaching and teacher-training in 2019 to focus on travel and travel blogging fulltime. My first love is history, so I am particularly drawn to historical sites.

40

Domain Authority

20K

Monthly views

9K

Monthly users

75.4%

Engagement rate

<b>Visitors by age range</b>	<b>23%</b> 18-24	<b>28%</b> 25-34	<b>16%</b> 35-44	<b>13%</b> 45-54	<b>10%</b> 55-64	<b>10%</b> 65+
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## Visitors by gender

Male	Female
47%	53%

## Location of visitors

Approximately 50-55 % of readers are in English-speaking countries, including 30-40% in the US. The rest are scattered around the world.

## Acquisition

88% of traffic is organic, with another 8% listed as "none", i.e. referrer unknown.



[rachelstruminations.com](https://rachelstruminations.com)

Contact me at [rachel@rachelstruminations.com](mailto:rachel@rachelstruminations.com)



## Photography

I am a writer first and an amateur photographer second. Having said that, I do my best to create photos that illustrate the subject well for my readers. I do only minimal filtering, since I like photos that portray a location as I really saw it. In this media kit you can see several of my favorites from my last few years of travel.

## Social Media



**Twitter**

[@rachelsruminates](#)

8.4K followers



**LinkedIn**

[@rachelheller](#)

1.5K connections



**Instagram**

[@rachelsruminations](#)

[@bingowingstraveler](#)

(parody)  
1.5K followers



**Facebook**

[@rachelhellerwriter](#)

782 followers  
+511 friends



**Pinterest**

[@rachelheller](#)

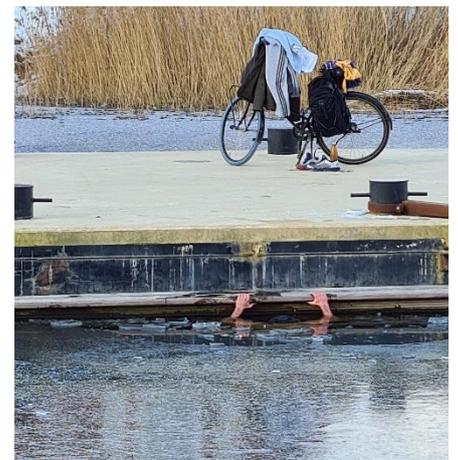
754 followers  
29.6K monthly views

I consider myself a blogger, not an influencer. For me, the purpose of social media is to attract people to read my blog posts, which have far longer staying power than any social media. Please read my article [Don't tar all "influencers" with the same brush](#) to understand my view of bloggers vs. influencers.

## Collaborations

I am available for a wide range of collaborations:

- Sponsored posts
- Travel product or service reviews
- Copywriting for your website or magazine: blog posts, advertorials, social media captions, etc.
- Participation in social media campaigns
- Fam tours
- Photography
- Any other forms of collaboration through writing, the blog, and/or social media.



Member of the international Travel Writers Alliance  
and the Impact Travel Alliance

Contact me: [rachel@rachelsruminations.com](mailto:rachel@rachelsruminations.com)