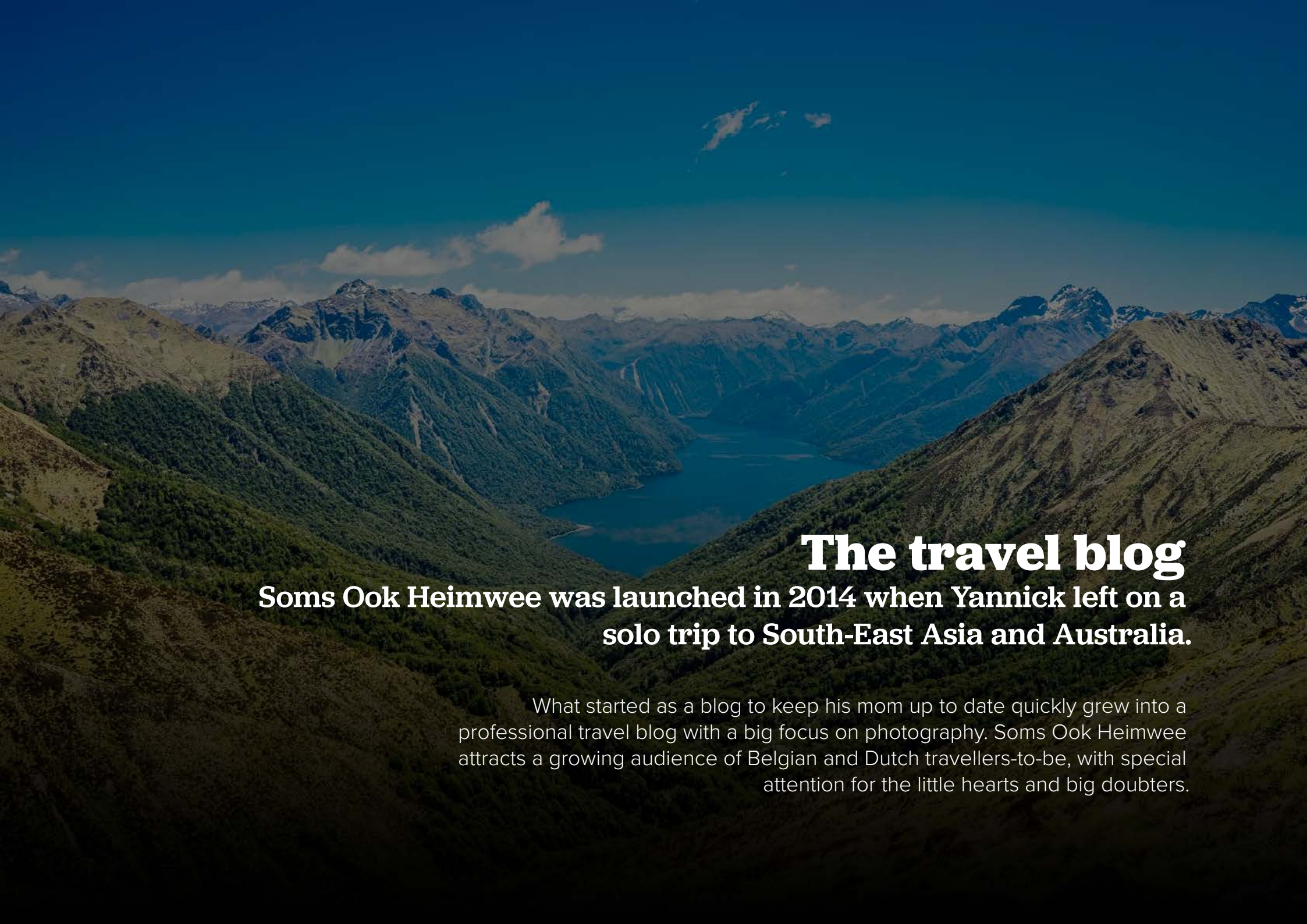


Last updated: **17/06/2023**



Travel blog & photography
Yannick De Pauw

Media Kit ENG



The travel blog

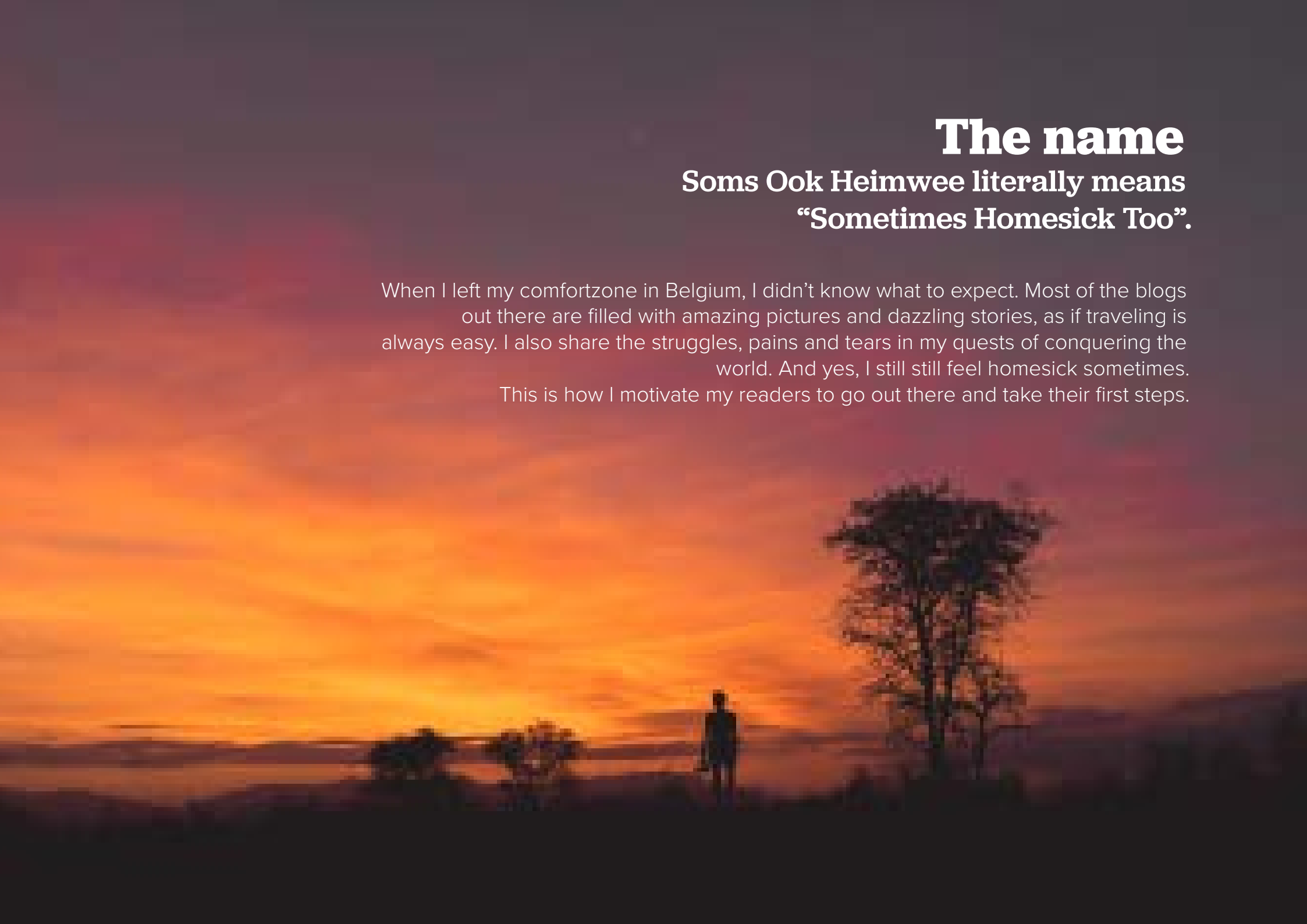
Soms Ook Heimwee was launched in 2014 when Yannick left on a solo trip to South-East Asia and Australia.

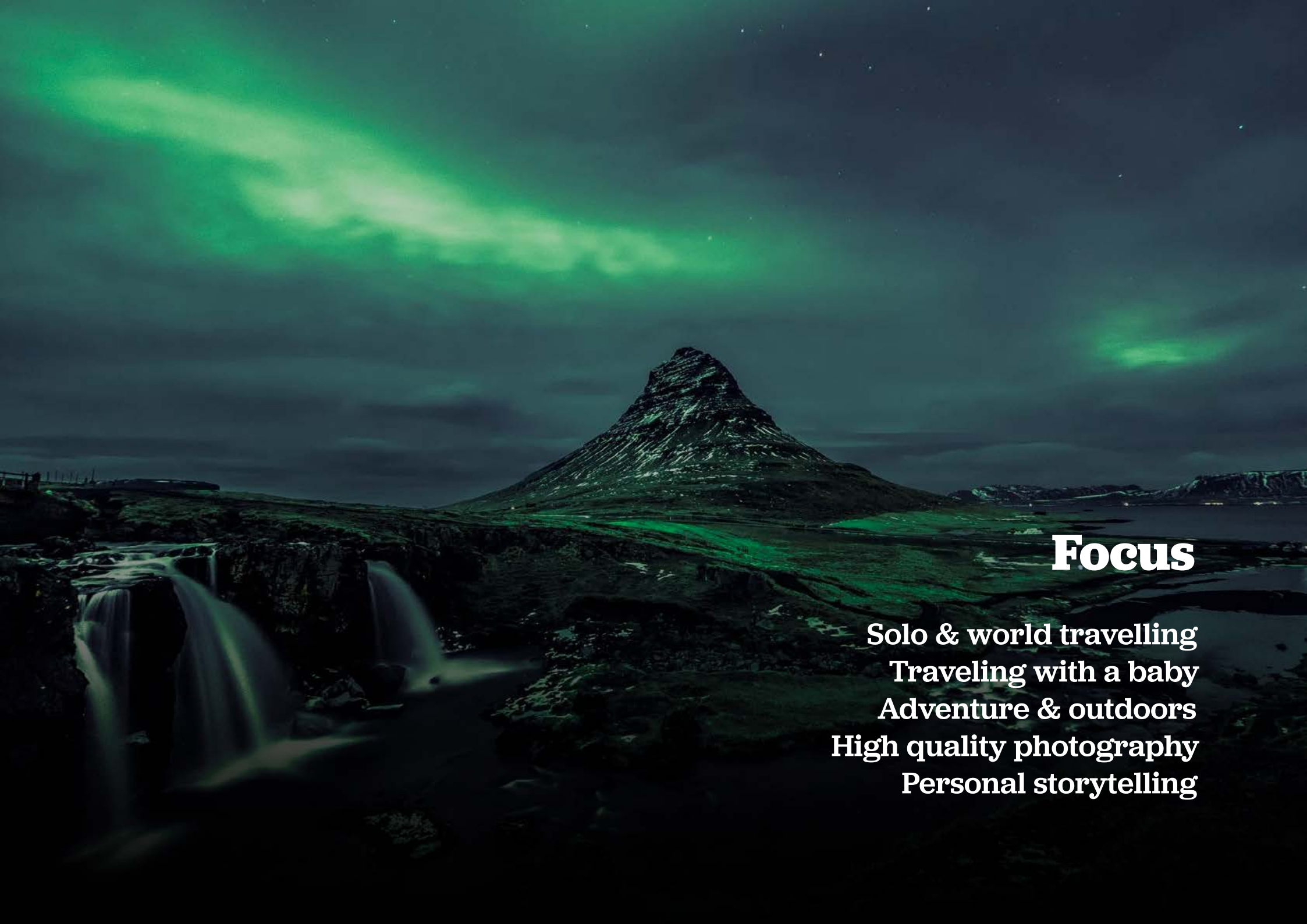
What started as a blog to keep his mom up to date quickly grew into a professional travel blog with a big focus on photography. Soms Ook Heimwee attracts a growing audience of Belgian and Dutch travellers-to-be, with special attention for the little hearts and big doubters.

The name

**Soms Ook Heimwee literally means
“Sometimes Homesick Too”.**

When I left my comfortzone in Belgium, I didn't know what to expect. Most of the blogs out there are filled with amazing pictures and dazzling stories, as if traveling is always easy. I also share the struggles, pains and tears in my quests of conquering the world. And yes, I still still feel homesick sometimes. This is how I motivate my readers to go out there and take their first steps.





Focus

Solo & world travelling
Traveling with a baby
Adventure & outdoors
High quality photography
Personal storytelling



The author

Yannick is a 38 year old Belgian writer & photographer, living in Leuven, Belgium.

When Yannick is not photographing or travelling the world, he works as a marketing specialist at software house madewithlove. Next to that, Yannick has moved over 17 times, loves pizza, and watching too many football games.

Some figures

Soms Ook Heimwee attracts around 5k visitors on average per month, with peaks up to 8k in busy months.

Since 2017, Soms Ook Heimwee started investing time and effort in SEO and proper content. In 2021, Soms Ook Heimwee launched a brand new static website using the latest technology for blazing fast results, proper mobile optimisation and beautiful graphics.

Around **6-9k pageviews/month**

700 email subscribers

70% of visitors come from **Belgium** and 15% from the **Netherlands**

20% are **returning visitors**

40% of my audience is **between 25 and 39 years old**

20% of my audience is **between 35 and 44 years old**





Social Reach

16650 Instagram

@yannickdepauw (10000)

@somsookheimwee (6650)

3550 Facebook

2095 Twitter

@yannickdepauw

@somsookheimwee



Belgian Travel Blog Awards

2018 - nominated 4 times:

Best Outdoor, Winter, Adventure and Roadtrip

2019 - nominated 7 times, won 2 awards:

Best Beach, Hotel, Outdoor, Winter (won),
Adventure, Benelux (won) and Roadtrip

2020 - nominated 3 times, won 1 award:

Sustainable Travel (won),
Adventure and Roadtrip

2021 - nominated 4 times, won 2 award:

Sustainable travel story,
Adventurous travel story

2023 - nominated 3 times, won 1 award:

Best family travel



Meet the team

SOH is growing!

We often work with excellent interns of PXL Univeristy to extend our team. Nymke joined in 2020 to stay on board as a content creator.

In 2021 Michiel Annaert joined our team as a photographer, and in 2023 Daan joined as a videographer and Jens (@belgianwino) joined as a co-partner for Soms Ook Heimwee and TV presenter.

For 2024, there are even bigger plans to come :)




Meet Charlie

Content creator, grammar-girl and chief logistics

My partner in crime

@sjeflogistiek (2200 followers)

Traveling together seems to work quite well.
It results in better pictures, faster content delivery and more creative stories.
If there is a second seat available, she'll gladly jump on board.

A man's head and shoulders are shown in profile, floating in water. The water is dark, and the light reflects off the surface, creating a shimmering effect. The man's head is tilted slightly upwards, and his expression is neutral. The water around him is disturbed, creating concentric ripples that spread outwards. The overall mood is contemplative and serene.

Meet Michiel

Traveling photographer

Fotograaf, bucketlist-afvinker en padeller van voor de grote hype. Een OG als het ware. Mijn doel in het leven? In de voetstappen treden van mijn grote voorbeeld, Dixie Dansercoer. Niet letterlijk dan.



Meet Sam

Columnist, father of two, loves short escapes and staycations

Being a father and teacher, Sam is stuck in Belgium like most of us. He doesn't like faraway and challenging travelling and will always find a humorous way to tell his story. You won't easily forget his visit! Pay a visit to his column on the blog to read his special stories.



Quality microblog

Thanks for taking the time reading this and considering working together. I know I have to compete against the big numbers. You want to attract a broad audience, which I understand. I can't give you those numbers,... but I can give you a real and lasting impression. Not pictures of myself on a filtered beach with a hat under a palm tree.

I chose to play it the hard way: quality first.

I didn't buy my likes or followers and engagement is real.

I don't create articles you've read everywhere else (7 reasons to go to x,...).

I use my own pictures and don't mind sharing them.

Soms Ook Heimwee is real.

A visual appealing website

As a graphic designer I care about how things look.
Quality comes first.

The blog is custom made with a lot of love. Every article gets published
in a unique magazine look with a high focus on big pictures.

In August 2021, the website shifted to a brand new static website with
new branding and better architecture
to further improve usability and user experience.

Dit is een reisblog vol mooie verhalen

Should I stay, or should I go?

Duwtje nodig om te vertrekken? Vind hier jouw reisinspiratie.

 Zoeken

Of, [laat je verrassen door de kapitein](#)



POPULAIRE VERHALEN

1. [Het Hart van Han: onthaasten met 3 generaties](#)

2. [Uitbuiken in Bonaire](#)

3. [Accidentally Wes Anderson in de Oise](#)

4. [Het duizelingwekkende Diest: een citytrip op de grens van het Hageland en de Kempen](#)

5. [De benevelingen van Bonaire](#)

Mijn beste foto's van IJsland in de winter

Het noorderlicht in IJsland, van dichtbij bekeken.

2019-01-01

Soms Ook Heimwee is als een wipplank voor kleine avonturiers

Soms Ook Heimwee staat voor kwalitatieve fotografie en een verhaal met een persoonlijke touch op een attractieve manier gebracht.

Elk artikel is gelinkt aan reizen, accommodatie, activiteiten en mooie bestemmingen, dichtbij of ver weg. Altijd met het idee om mijn lezers te overtuigen om zelf op pad te gaan.





These brands already trusted me















What can I offer?

quality **photography**

television repos

copywriting

original **stories, articles or longreads** on my blog (NL)

The whole **Instagram thing (NL and BE) on two accounts**

newsletter

featured partner on the website

Facebook, Twitter, Instagram **takeovers**

being your **enthusiastic ambassador**

product photoshoots

honest feedback

affiliate and/or **do-follow links**

creating content for your channels (NL-ENG)

I hope to meet you soon

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phone **+32 474 74 26 95**

social **@yannickdepauw**

website **somsookheimwee.be**

From Yannick, with love.