

Mediag Rit

UTA BAUMEISTER

February 2025





ABOUT ME

I'm Uta, * 1965, and have been living in Småland since the end of 2019. I've been visiting Sweden as tourist since 1988 and decided to no longer just use this beautiful country for my travels, rather to live here and integrate myself.

MY CHANNEL

Since 2019 I've been running the YouTube channel *Mein Schwedenleben* as well as accounts of the same name on Instagram and Facebook.

My topics include life in Sweden, tips for excursions and travel destinations, as well as my writing work. My partner, who works as a carpenter in Sweden, and our dog Jocke are involved in this.



VLOG:
1 - 2 Videos
im Monat

immer
sonntags,
um 9 Uhr

Produkt-
tests:
mittwochs



Mein Schwedenleben

@meinschwedenleben
15.600 Abonnenten • 257 Videos

Ich bin Uta und lebe seit einigen Jahren in Småland. Neben Auswandererlebnissen sind Ausflugstipps, meine schriftste ...mehr

mein-schwedenleben.com und 5 weitere Links

Abonnieren



SOCIAL MEDIA



Statistik

2-2025

YOUTUBE

Follower: 15.600+

Targetgroup: ♀ 73,8 %, ♂ 26,2 %

Age: 18 - 65+ / Maingroup 54 - 64 = 40,2 %

Videoviews February 2025: 112.387

Countries: Germany 77 %, Austria 5,4 %, Switzerland 5 %, Sweden 2 %

INSTAGRAM

Follower: 2220+

Targetgroup: ♀ 86,6 %, ♂ 13,3 %

Age: 18 - 65+ / Maingroup 54 - 64 = 37,3 %

Views February 2025: 51.906

Countries: Germany 77,9 %, Switzerland 3,8 %, Sweden 3,8 %, Austria 1,7 %

FACEBOOK

Follower: 800+

Targetgroup: ♀ 67,3 %, ♂ 32,7 %

Age 20 - 65+ / Maingroup 54 - 64 = 30,2 %

Views February 2025: 8.400

Countries: Germany 77,9 %, Switzerland 3,8 %, Sweden 3,8 %, Austria 1,7 %



Advertising on *Mein Schwedenleben*

I offer the following advertising options to companies:

YouTube

- 2 - 3 minute integration in a video
- 15 - 20 minute video about a product
-

Instagram & Facebook

- Content with fotos
- 1 - 2 minute Reel

Prerequisite: The product fits thematically with the channel.

Prices: Prices can vary depending on the effort involved.

Therefore, please contact me directly so that I can give you a fair offer.

Invoices are sent as PDF via email.



Kontakt



UTA BAUMEISTER
MEIN SCHWEDENLEBEN

Kalmar Kommune
Sweden

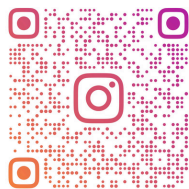
Mail: info@mein-schwedenleben.com

www.mein-schwedenleben.com

[YouTube Mein Schwedenleben](#)



[Instagram Mein Schwedenleben](#)



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