

MEDIA KIT 2026

Julie B. Christensen

*Travel, food and nomadic lifestyle content creator
from Norway*

36.2K 17.1K 28.7M 50+

TIKTOK

INSTAGRAM

TOP VIDEO

COUNTRIES





02 — ABOUT

From Norway to the *world*.

I'm Julie, a Norwegian digital nomad who has explored 58 countries since 2021. I cover solo female travel, and now also couple adventures, delicious colorful food, and the real local moments most creators never bother to find. I am currently based between Stavanger and Paris, where my partner lives. I met him in Kenya by the way! That's one of the amazing things traveling can lead to. Love! I am a proper millennial, born in 1990. Best year ever. Also, I am absolutely obsessed with baked goods and specialty coffee.

For brands, I don't just want to feature a product, I want to weave it into a story that feels natural, beautiful, and worth watching. Real, authentic content that makes brands shine. I prefer working with authentic down to earth brands that stands for something, like a local independent business, something that truly fits my natural vibe. I genuinely want your brand to succeed, and for our collaboration to be a positive experience and a win-win situation. I value clear communication, and I only reach out to and work with brands that aligns with my values!

HIDDEN GEMS

Off-the-beaten-path destinations, local spots, experiences that haven't already been talked about in 10 000 reels.

FOOD FIRST

Food is the best way to experience a destination! From street stalls to fine dining, I find the stories behind every bite.

EXPLORING OVER TIME

TikTok and Instagram content that performs because it feels right and natural on the feed.

50+ COUNTRIES

SOLO FEMALE TRAVEL

FOOD OBSESSED

HIDDEN GEMS

Visual World

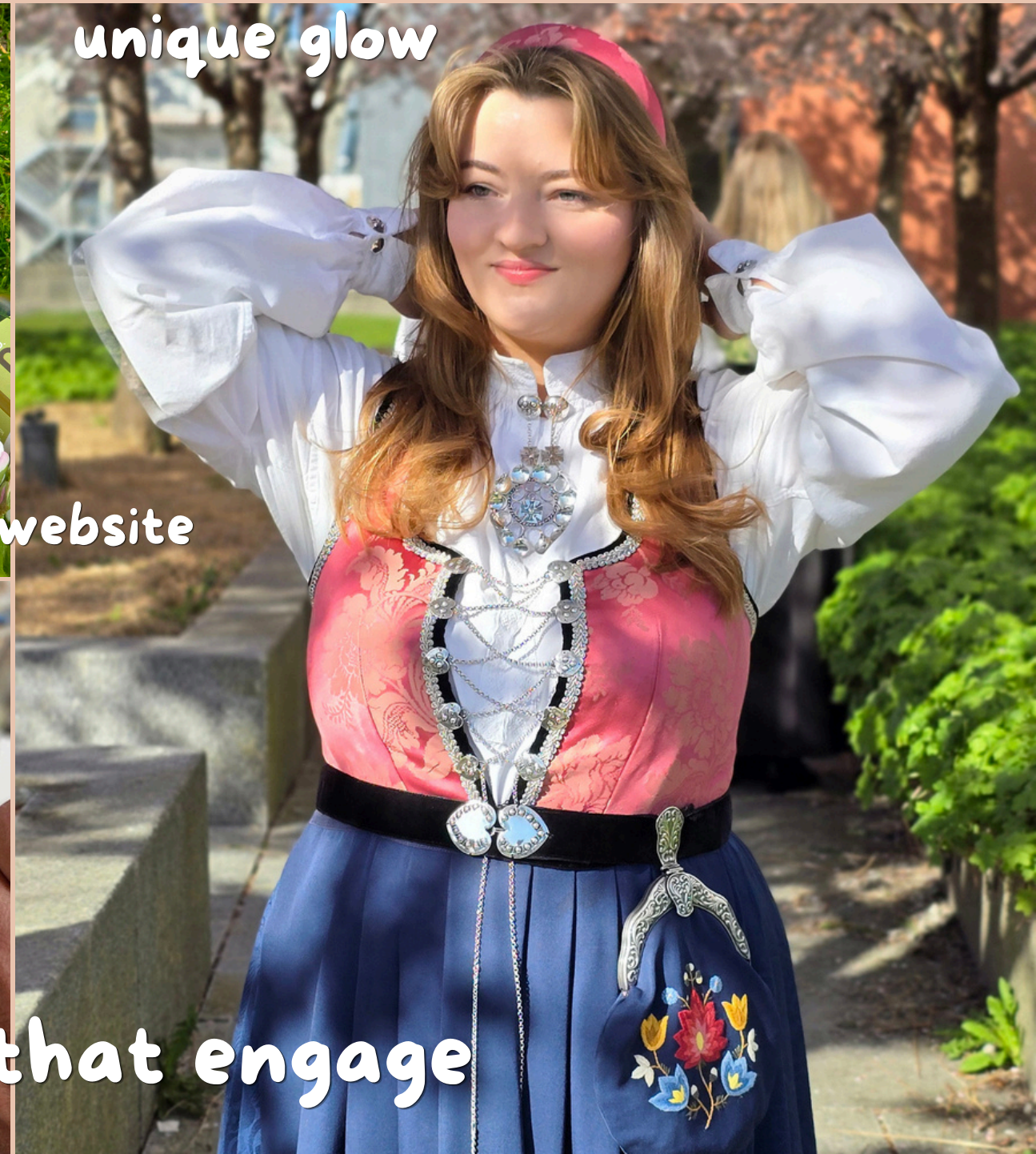


menu shots that makes
you hungry

portraits to
showcase your
unique glow



product shots for your website



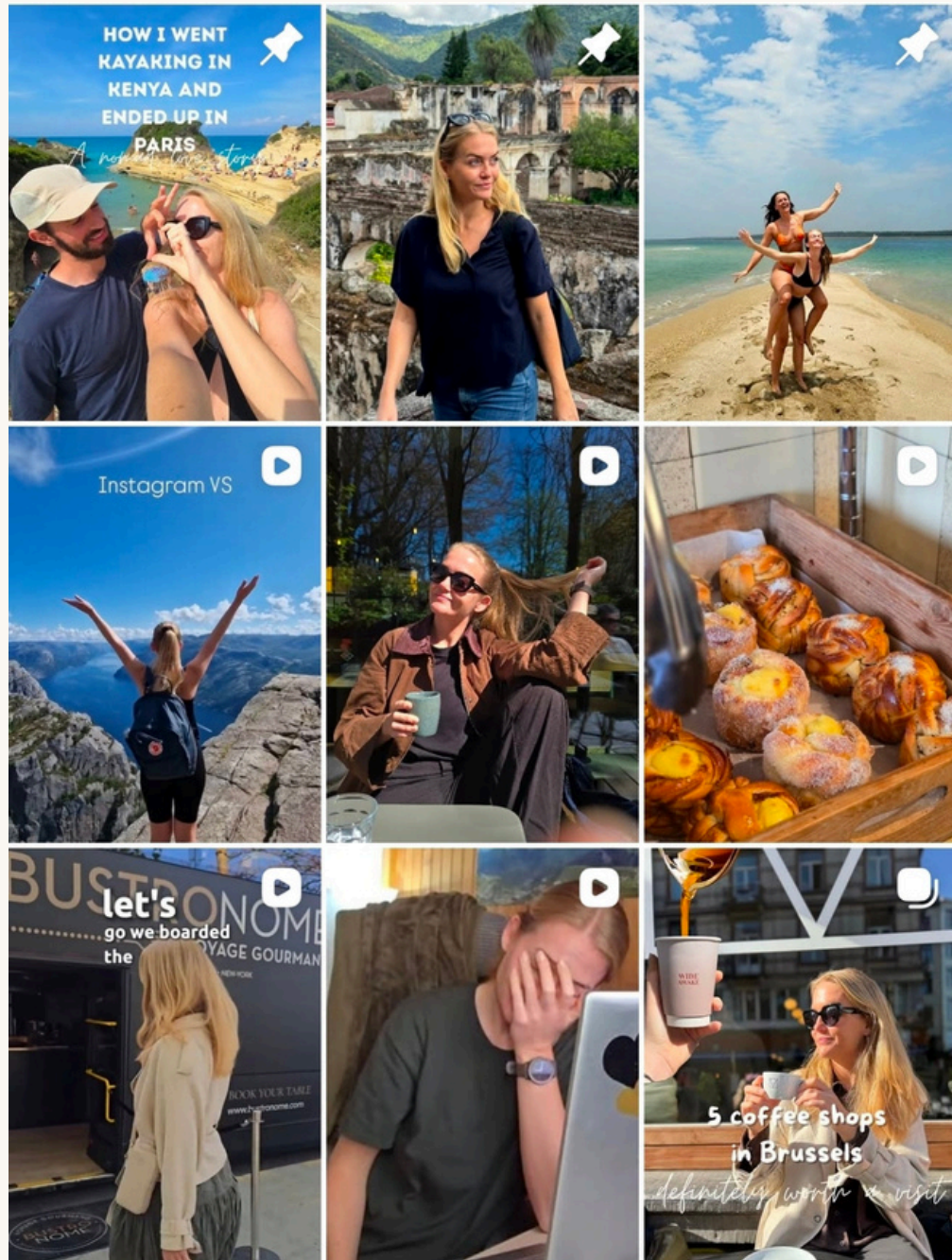
sharing real experiences



videos that engage

04 — INSTAGRAM STATS

let's talk some numbers!



Instagram

@julie.b.christensen ✓ Verified Creator

17.1K

FOLLOWERS

193.5K MONTHLY VIEWS	314K VIEWS (60 DAYS)	92.4K ACCOUNTS REACHED
5.2K INTERACTIONS/MO	56.2% NON-FOLLOWER REACH	66.9K TOP REEL VIEWS

GENDER SPLIT — APR 2026



AGE BREAKDOWN — APR 2026



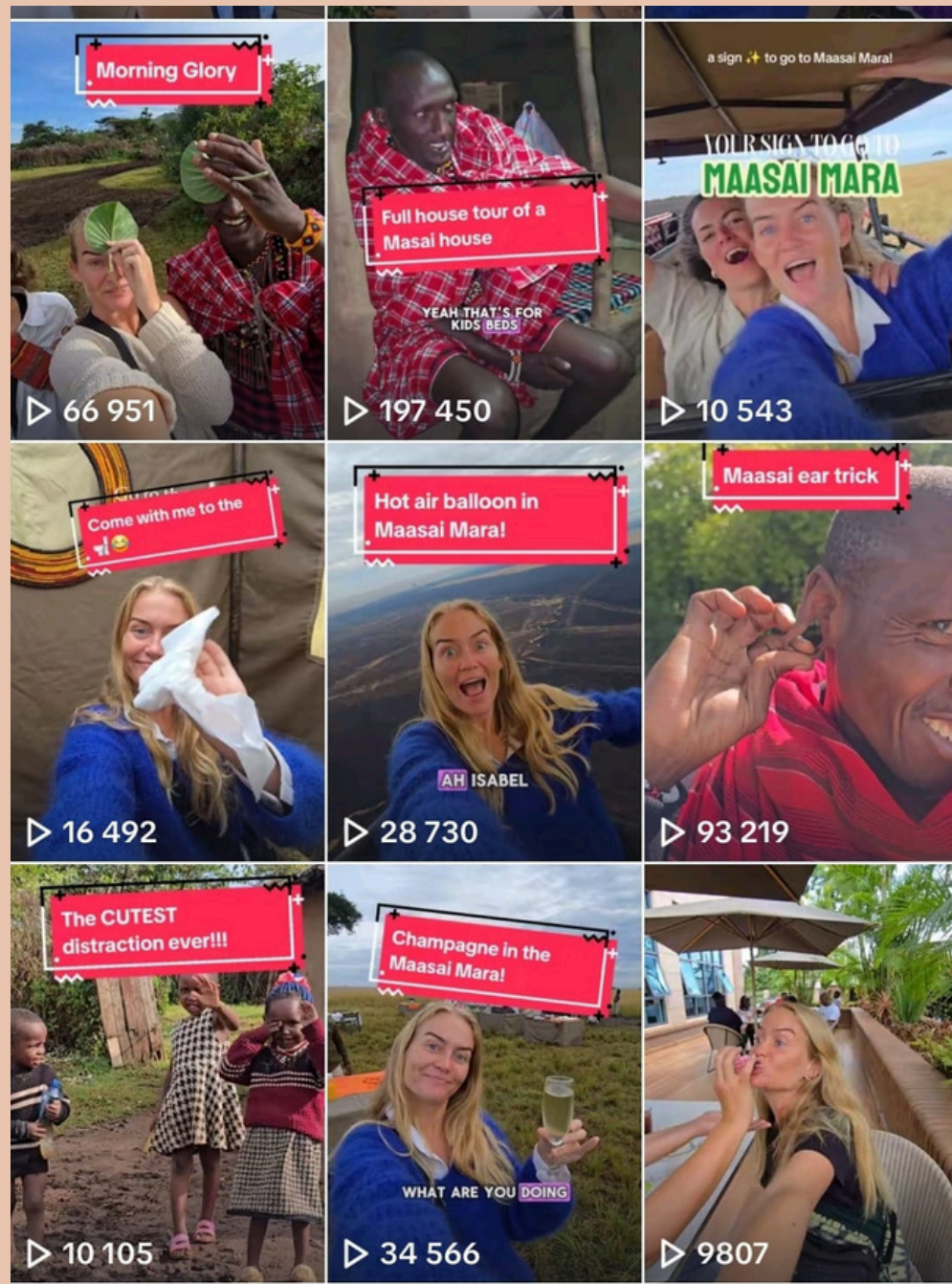
Data period: Apr 1-30, 2026. Peak age group 35-44 (33.7%) — engaged, high-spending travel audience.

05 — TIKTOK STATS



TikTok

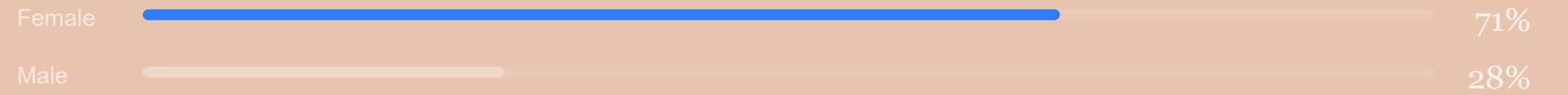
@julie.b.christensen · Julie | Digital Nomad 🌍



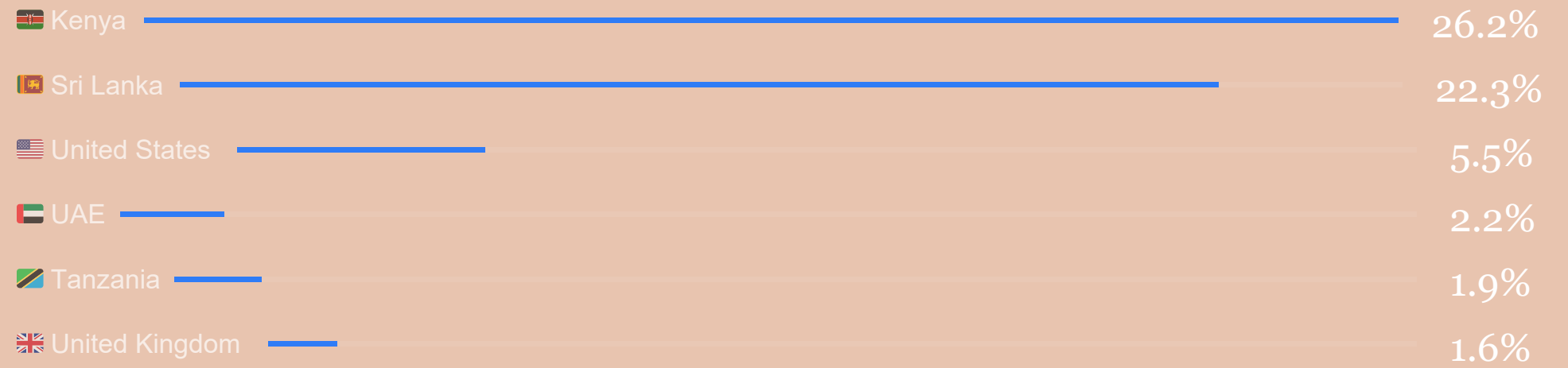
from the
Kenya
series!



VIEWER GENDER



TOP FOLLOWER LOCATIONS



Data: Mar 1 – Apr 29, 2026 (60 days)

36.2K FOLLOWERS	1.8M TOTAL LIKES	182K POST VIEWS 60D
140K TOTAL VIEWERS ↑ +21.2%	103K NEW VIEWERS ↑ +134%	1.1M KENYA SERIES VIEWS

MOST VIRAL HIT: ORGANIC

28.7M

Views on "The Impossible Dubrovnik Challenge"

Who's *watching?*

Women and men aged 25–44 who actually book trips, spend on experiences, and trust creators they follow. They show up, they engage, they share.

61.8%

WOMEN 25–44 ON INSTAGRAM

The exact traveller tourism boards and hospitality brands want to reach.

71%

FEMALE TIKTOK VIEWERS

Strong female-majority audience, ideal for solo travel, food & lifestyle brands.

56.2%

NON-FOLLOWER REACH (IG)

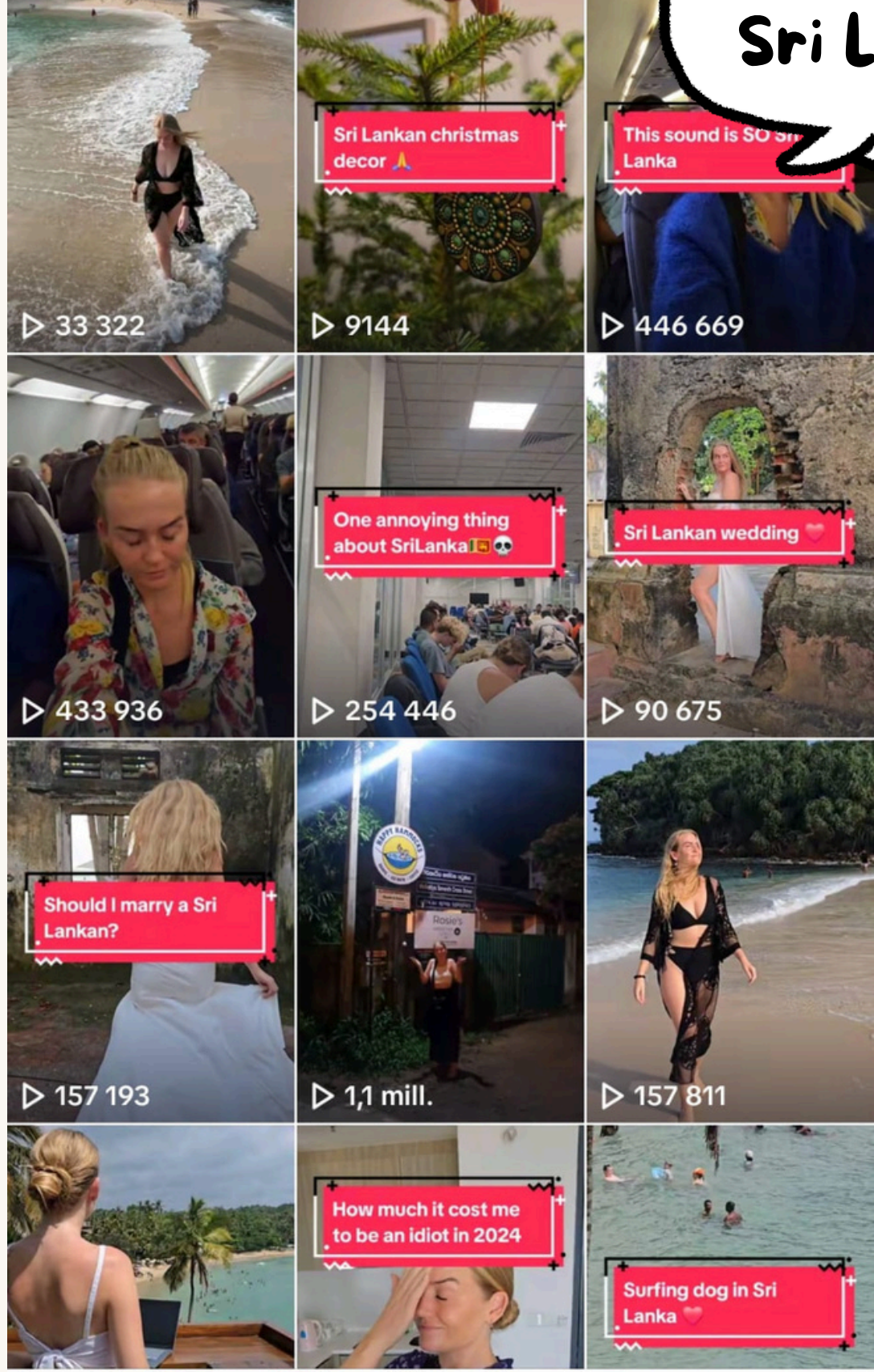
Organic discovery beyond the existing audience.



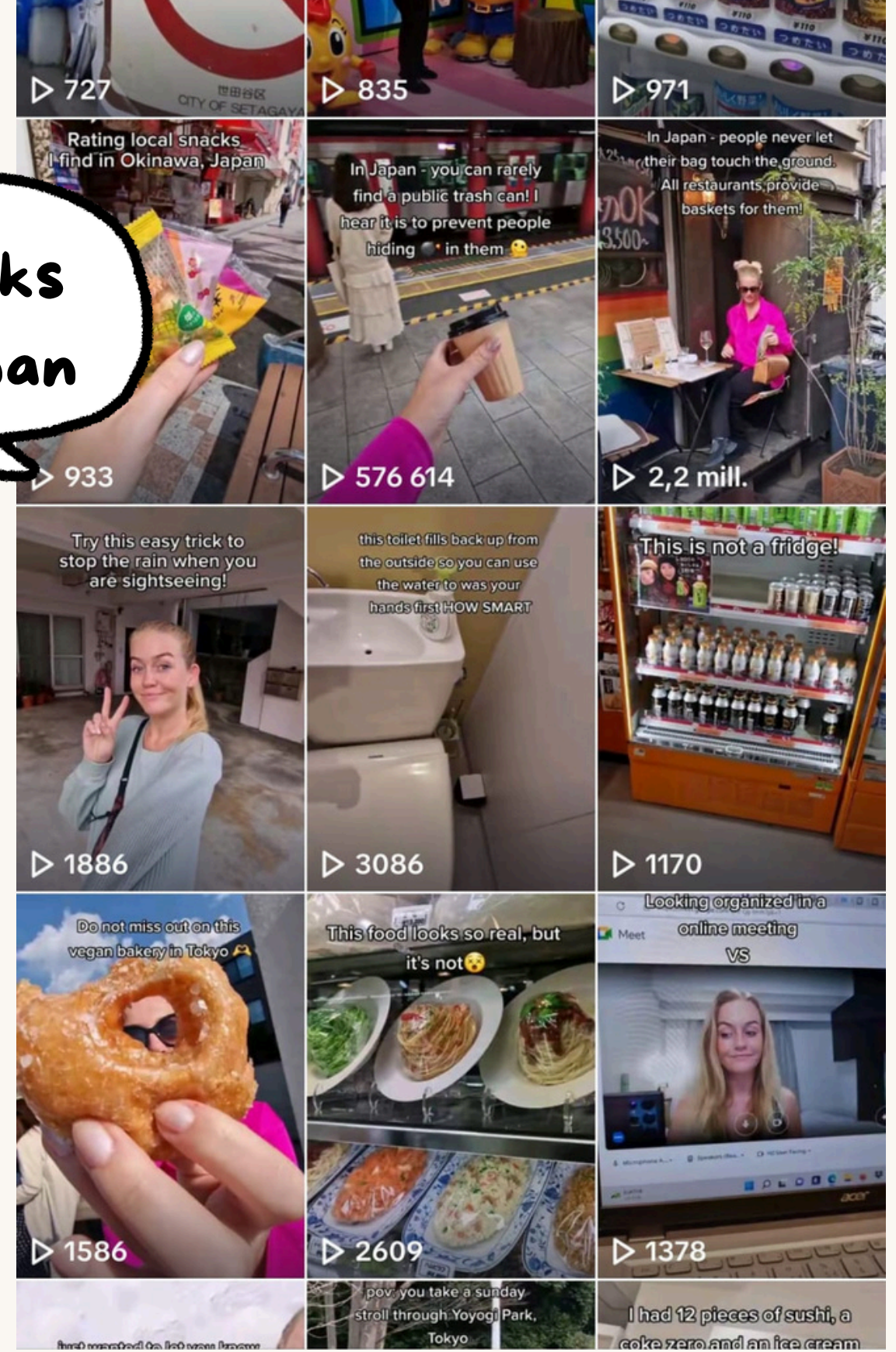
I am proud of hitting 1.8 million total likes on TikTok and a viral hit at 28.7M views, but what I love the most is the engagement on the travel series I post from each country. My audience actively seeking real travel inspiration. Appearing personal and sharing the real experience is what matters to me.

Real results. *Real stories.*

a month in Sri Lanka



2 weeks in Japan



What I *offer.*

Every collaboration is built around making your brand look and feel its absolute best, through content that's real, and resonates with people.

Destination content: Influencer

Short-form video (TikTok/Reels), photo series, and Carousel storytelling for tourism boards, hotels, airlines and travel brands.

04

Brand integration & UGC

Seamless brand weaving into travel and lifestyle content. Natural not forced. Your product becomes part of the story. Pictures and videos for you to use in your channels or website as you please.

02

Food & restaurant content

Genuine food storytelling and happiness coming through the screen: from street food to fine dining. An influencer collaboration, or brand new menu shots for you to showcase in your own channels.

05

Workshops, coaching and courses

I teach you about building a personal brand, about social media for businesses, how to use LinkedIn, or how to edit in CapCut.

03

Hotel experiences

Showcasing every detail that makes your hotel unique.

06

Long-term ambassador

Ongoing partnerships built on consistency. A series that shows reality, builds authentic trust.



Let's make something *real!*

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lets have a
digital coffee!

