

Glücks MOMENTE
BY CHARMINGPLACES

MEDIA KIT · NOVEMBER 2026

Personally curated. A magazine for travel and lifestyle.

Charmingplaces and Charming Essence. Who we are, who we reach and how we work.

CHARMINGPLACES.DE



ANJA FISCHER · FOUNDER AND CURATOR

WHO WE ARE

We only recommend what we stand behind and what inspires us ourselves.

Glücksmomente Charmingplaces is an editorial magazine for travel and lifestyle, neither a booking portal nor a directory. With Charmingplaces we curate boutique hotels, villas and holiday homes in Europe, with Charming Essence pieces from small manufacturers and studios. Anja Fischer founded Charmingplaces in 2021. She has worked in the travel business for more than 30 years and puts her name to every recommendation.

THE DIFFERENCE

Curated, not listed.

We only include what suits us. That is why our recommendations carry weight.

OUR READERS

People who trust us.

Our readers look for something special. They come because they trust our selection.

THE DIRECT ROUTE

We lead our readers straight to you.

Every link goes to your website, with no detour.

OUR READERS

People who look for something special and book directly with the host.

Our readers come because they trust us, and stay because our recommendations deliver what we promise.

WHO THEY ARE

Graduates and middle-class professionals, highly educated

Experienced travellers, lifestyle-oriented, quality-conscious, individualists.

AGE

35 to 65

WOMEN AND MEN

about 60 to 40

On Instagram and Facebook 80 to 20.

WHERE THEY ARE FROM

German-speaking countries

Most are from Germany, Austria and Switzerland.

IN THE NEWSLETTER

40 to 45% open rate

Industry average 20 to 25%



REACH IN NUMBERS

Our reach at a glance.

250+
PLACES IN THE COLLECTION

40,000
NEWSLETTER SUBSCRIBERS, APPROX.

40 to 45%
NEWSLETTER OPEN RATE

60,000 to 80,000
WEBSITE VISITORS PER MONTH

43,000
FOLLOWERS ON INSTAGRAM AND FACEBOOK, APPROX.

86%
OF OUR PARTNERS RENEW

CHANNEL 1 · NEWSLETTER

Around 40,000 subscribers, open rates between 40 and 45 per cent.

Sonntagsmagazin

OUR FLAGSHIP · EVERY TWO WEEKS

Our Sunday magazine, an editorial issue built around one theme. The Charmingplaces and Essentialists in it are nominated because they fit the theme. This is how the Sonntagsmagazin brings travel and lifestyle together.

Highlights & Neuentdeckungen

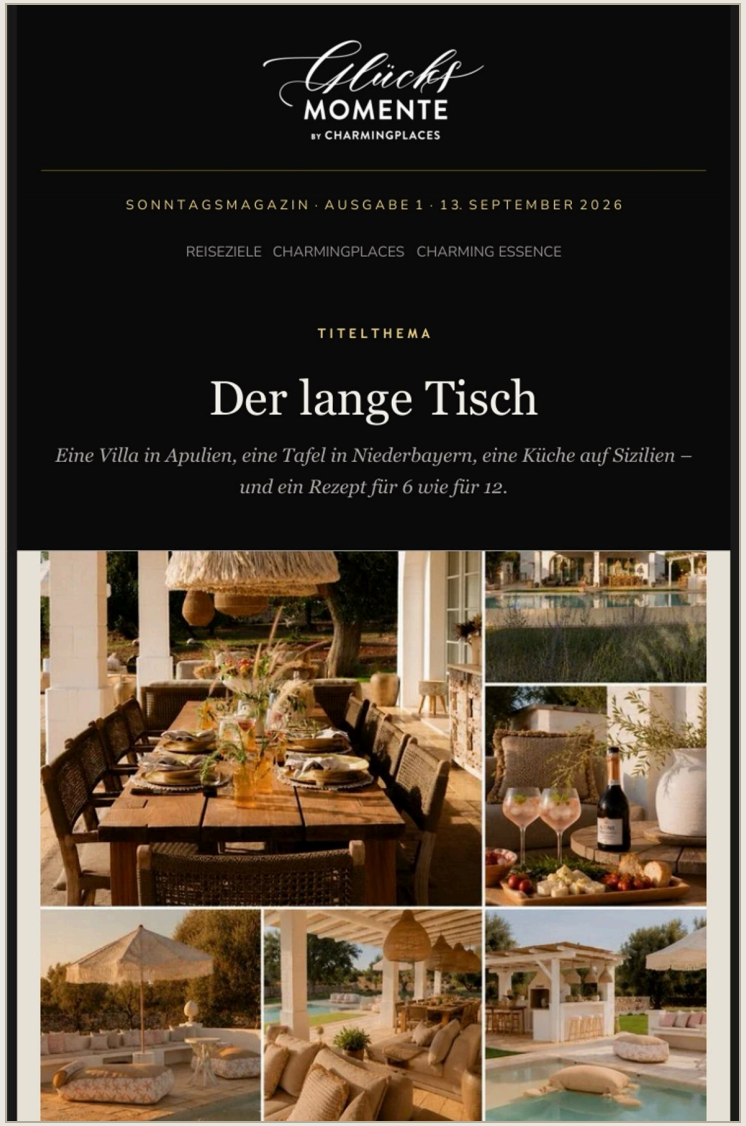
EVERY WEDNESDAY

Highlights and new discoveries. Three Charmingplaces and a top 5 list on one theme. This is also where we introduce the places new to our collection.

Special newsletter

ON SELECTED THEMES

An issue on one theme such as wellness, fine food or Christmas, with up to twelve places.



Sonntagsmagazin, issue 1, “Der lange Tisch”





CHANNEL 2 · ONLINE AT CHARMINGPLACES.DE

Our online travel magazine.

Portraits, top 5 lists, themed articles, seasonal specials and hot deals. 60,000 to 80,000 visitors a month find us through our website, Google and AI search.

CHANNEL 3 · SOCIAL MEDIA

Instagram and Facebook.

Around 43,000 followers, of which around 33,000 on Instagram and around 10,000 on Facebook. Recommendations in our own voice, often from Anja Fischer’s perspective.

Glücks MOMENTE
BY CHARMINGESSENCE

CHARMING ESSENCE · SINCE AUGUST 2026

To the beauty of life.

When we travel, we experience beauty in concentrated form. Charming Essence finds products that do the same for you at home.

WHAT WE DO

A curated stage for small manufacturers, artists and designers. We call them Essentialists. Anja Fischer selects every piece personally, we tell the story behind it, and shipping comes straight from the maker.

WHY WE DO IT

Quality, beauty and personality come from people with conviction. Our readers trust our selection of Charmingplaces. We pass this trust on to people who love what they do.

OUR COLLECTIONS

Travel, Interior, Fashion, Fine Food, Art, Care, Jewellery, Wellbeing. Featured in the Sonntagsmagazin, on Instagram and at charmingplaces.de/charmingessence







PRESS

Charmingplaces in the press.

Magazines, newspapers and podcasts feature our Charmingplaces and ask Anja Fischer for her travel tips.

SALON

Tips for hotels and holiday homes in the autumn issue

DIE ZEIT

Anja Fischer's favourite places in Florence, in the travel community newsletter

NZZ Bellevue

Charmingplaces as inspiration for travelling with a dog

BELLEVUE

"Mein Hotel" series with Charmingplaces across several issues

freundin

Pampering days in Vorarlberg under the heading Glücksmomente

ALSO FEATURED IN Wirtschaftskurier, Börse am Sonntag, Markt und Mittelstand, Saarbrücker Zeitung, Südkurier, eco.nova, DIE MACHER, ART'N'TRAVEL, LUST AUF GUT

ON PODCASTS "Einfach machen" by Radio Charivari, "Reise vor9", "Werden & Wachsen"

And more coverage at charmingplaces.de/presse

WHAT OUR PARTNERS SAY

High satisfaction among our partners: around 86 per cent renew, steadily for years.

"You report with depth and heart, and your followers are fans and wonderful guests who suit us perfectly."

CARMEN CAN · FUCHSEGG ECO LODGE, BREGENZERWALD

"Working with Anja Fischer has brought my hotel its most valuable guests. Being part of her portfolio is like a seal of quality. Many guests have become regulars."

HELENE MUR · RELAIS MITTERSTILLER, SOUTH TYROL

"Through the presentation in the newsletter and our place on the website alone, we generated an overwhelming number of enquiries and, with them, bookings."

VERENA VONIER · AUF HOHENEGG, ALLGÄU

"It feels wonderful to be understood. It is an honour for our Hotel Bad Schörgau to be part of your Charmingplaces selection."

GREGOR WENTER · HOTEL BAD SCHÖRGAU, SOUTH TYROL

"We received many requests since last year and all the clients were very much in line with our desired target."

ELENA · RELAIS DEL MARO, LIGURIA

"Anja's strong empathy makes her work unique, she knows how to capture the sensitivity of people and places."

PAMELA AND ROBERTO · RELAIS SAN DAMIAN, LIGURIA

And many more positive responses.

OUR TEAM

Five women who advise you with expertise and experience.



Anja Fischer

Founder and curator. More than 30 years in the travel business, previously CEO and owner of a renowned boutique tour operator.

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Ilka Kewitz-Prill

Hotel scout for Germany, Austria, Switzerland and South Tyrol. Grew up in her parents' hotel, more than ten years in 4- and 5-star hotels, most recently as general manager.

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Antonella Caradonna

Hotel scout for Italy and the Mediterranean countries. More than 20 years as product manager for Italy at Anja Fischer's boutique tour operator. Her family runs two holiday residences in Tuscany.

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Heike Herd-Reppner

Hotel scout, international. Many years of journalistic PR for international brands, including Ravensburger.

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Anja Bernauer

Glücksmomente all-rounder. Your contact for contracts, material and scheduling.

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YOUR NEXT STEP

Get in touch.

Become a Charmingplace · partner.charmingplaces.de/partner-registrierung
Become a Charming Essentialist · charmingplaces.de/charmingessence/essentialist-werden

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