

MEDIAKIT 2024

RAFIKI

ON TOUR



FULL-TIME OVERLAND ADVENTURERS



WWW.RAFIKIONTOUR.COM

VISIT THE WEBSITE NOW!

ABOUT RAFIKI ON TOUR

Hi!

We are Tobias (31), Manon (25) and Nimba (woof!) and you probably know us by the name Rafiki on Tour. Up until now, we've been able to see more than 50 countries, covered more than 180.000 km and spent 1.600 nights in our rooftop tent.

With Rafiki, our Defender 110, we are constantly in pursuit of remote and wild places. It is here where we thrive as self-sustaining overlanders with a passion for the outdoors as well as nature conservation.

Now that we have decided to live this lifestyle full-time, we are ready to push our boundaries even further. By collaborating with the right brands, we want to show people that an adventurous lifestyle is easy to achieve and extremely rewarding.

Are you in?

LET'S CAPTURE ADVENTURE!



LET'S TALK CONTENT

INSTAGRAM

Follow us during our third expedition through Africa. We are driving down via the west coast, and back up again to central Europe.

Our Instagram is stacked with beautiful sceneries, impressive encounters - with both people and wildlife - and practical tips to get started yourself. Beyond that, we always aim for an honest and insightful approach!

YOUTUBE

Short, inspirational and fun videos are what you can expect when looking up Rafiki on Tour on Youtube.

Although we are currently not very active in creating videocontent for Youtube, we are regularly nudged into this direction as we often get positive feedback on our content.

So who knows!

WEBSITE

Rafiki's website is our knowledge and experience database made to inform overlanders all across the world. First and foremost we share in-depth reviews of the gear we use daily, but of course you can also find major expedition updates here.

What separates us from the rest is the fact that we share nitty gritty information for those who already have an overland vehicle, but also for those just getting started.

FACEBOOK

Facebook and Instagram look alike, we know! That's because we like to share our content with everyone, from all ages and backgrounds.

In Africa we found that people mostly use Facebook instead of Instagram. So especially for them, we share our journey here.



LET'S TALK NUMBERS

INSTAGRAM

Number of followers:

21.9K

Accounts reached past 30 days:

144.000

Demographics:

Leading countries; Netherlands, Nigeria,
UK, Germany & South Africa
Age: 25-34 & 35-44 years old

FACEBOOK

Number of followers:

12K

Accounts reached past 30 days:

556.000

Demographics:

Leading countries; Kenya, South Africa,
Nigeria, Netherlands & UK
Age: 25-44 years old

YOUTUBE

Number of followers:

500

Number of videos:

29

WEBSITE

Number of users:

(Quarterly): 2.6K

Demographics:

Leading countries; Poland,
Netherlands, USA,
South Africa & UK



OVERLANDING EXPERIENCE

3 EXPEDITIONS AND COUNTING

2017 EUROPE

In 2017 Tobias and Sven set off on a trip across Central-, South- and Eastern Europe. They had known each other relatively short and met just five times before leaving home. During this expedition, they visited everything: from the touristic highlights of Italy to the long-forgotten bunkers of Albania. It was an expedition full of off-road adventures and hikes. This trip definitely was the stepping stone for future trips as it ignited our adventurous flame.

Date: April - December 2017

Duration: 8,5 months

Distance covered: 31.000+ km

Countries visited: 26 countries



2020/2021 EUROPE

This expedition was initially about exploring South-America and although that plan didn't come to fruition due to the pandemic, Tobias and Sven decided to explore more of Europe a few months later. They traveled to the most northern and most southern point of continental Europe and took on the most daunting off-road tracks to date. This trip definitely was about off-road driving, hiking and dealing with lockdowns. A trip that further shaped Rafiki on Tour into becoming an inspiration for others.

Date: August 2020 - June 2021

Duration: 10,5 months

Distance covered: 36.000+ km

Countries visited: 10 countries

2022-ONGOING AFRICA

It was June 2022 when Tobias and Manon met online. Tobias was looking for a travel companion to join him on a new expedition outside of Europe. Manon responded right before the initial departure date and just a few weeks later we set off towards Africa! At first, we imagined traveling for about a year, but soon we realized that this isn't realistic at all for the trip we had in mind. Together with the fact that our friendship grew into a relationship, we decided that this will be our lifestyle for the foreseeable future! We are currently driving south and to make the trip financially viable we are working on several projects, including Rafiki on Tour. It is a massive adventure for sure!

Date: 26 July 2022 – ongoing

Duration: unknown

Distance covered: 50.000 km and counting

Countries visited: 27 and counting



RAFIKI
ON TOUR





LET'S COLLABORATE

Traveling through Africa ignited the spark to live this overlanding lifestyle permanently. Our Defender has become our house, office, and base camp at the same time. At the moment, Rafiki houses the three of us, but we are already dreaming of family expansion. As a result of our changing needs and big dreams, we are working towards our renewed ideal overland setup.

It is therefore that we are actively working on long-term partnerships that make the wheels turn. We are looking for partners that help us thrive on the road, and work more efficiently off-grid. In return, we can help with brand recognition and bring your product to the attention of our overlanding audience. Besides that, we have 12+ years of overlanding experience and are ready to help you to improve your products by exchanging knowledge, testing gear and providing feedback for further (prototype) development.

If you are looking for a full-time overlanding family that can help you with high-quality stills, storytelling through articles, thorough reviews and/or comprehensive testing, we are your match. We are looking forward to getting to know you, your brand, and your products.

Let's talk!



PACKAGES

WEEKEND WARRIOR

Product delivery by you
Mention on our Partner Page
Review on our website

PACKAGE - € 100 - 150

THE ADVENTURER

Product delivery by you
Mention on our Partner Page
Review on our website
Product highlighted on our socials
(E.g. 1 post, 3 stories)

PACKAGE - € 150 - 250

GLOBETROTTER

Product delivery by you
Mention on our Partner Page
Review on our website
Blog about a related topic, incl.
product reference
Product highlighted on our socials
(E.g. 2 posts, 6 stories, 1 reel)
Collaboration on the further
development of your product. We test
and provide feedback, you improve.

PACKAGE - € 200 - 350

ADD-ON: DELIVERY OF PHOTOGRAPHIC CONTENT TO YOUR MARKETING TEAM (2 - 25 PHOTOS)
PRICE RANGE € 75 - 350

NOTE: WE ARE HAPPY TO TALK ABOUT TAILOR-MADE PACKAGES AND DIFFERENT TYPES OF COLLABORATIONS. LET'S HAVE A CALL!

SHIPPING AND/OR IMPORT FEES ARE COVERED BY THE SENDER OF THE PARCEL.



THEY ALREADY JOINED US



FEATURED BY: EXPEDITION PORTAL, LAND ROVER MONTHLY, 4WD MAGAZINE, CENTRE STEER PODCAST, EXPLMORE AND MORE

CONTACT DETAILS

If you have any questions about us, our statistics or anything else, feel free to contact us.

EMAIL US AT:

info@rafikiontour.com

OR CONTACT US HERE:

Social media: [@rafikiontour](#)

or www.rafikiontour.com/contact

