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Travel blog & photography
Yannick De Pauw

Media Kit ENG



Our travel blog

Soms Ook Heimwee was launched in 2014 when Yannick left on a solo trip to South-East Asia and Australia. Today, Soms Ook Heimwee is an award winning travel platform with an enthusiastic team of content creators

What started as a blog to keep his mom up to date quickly grew into a professional, award-winning travel blog with a big focus on photography and captivating storytelling.

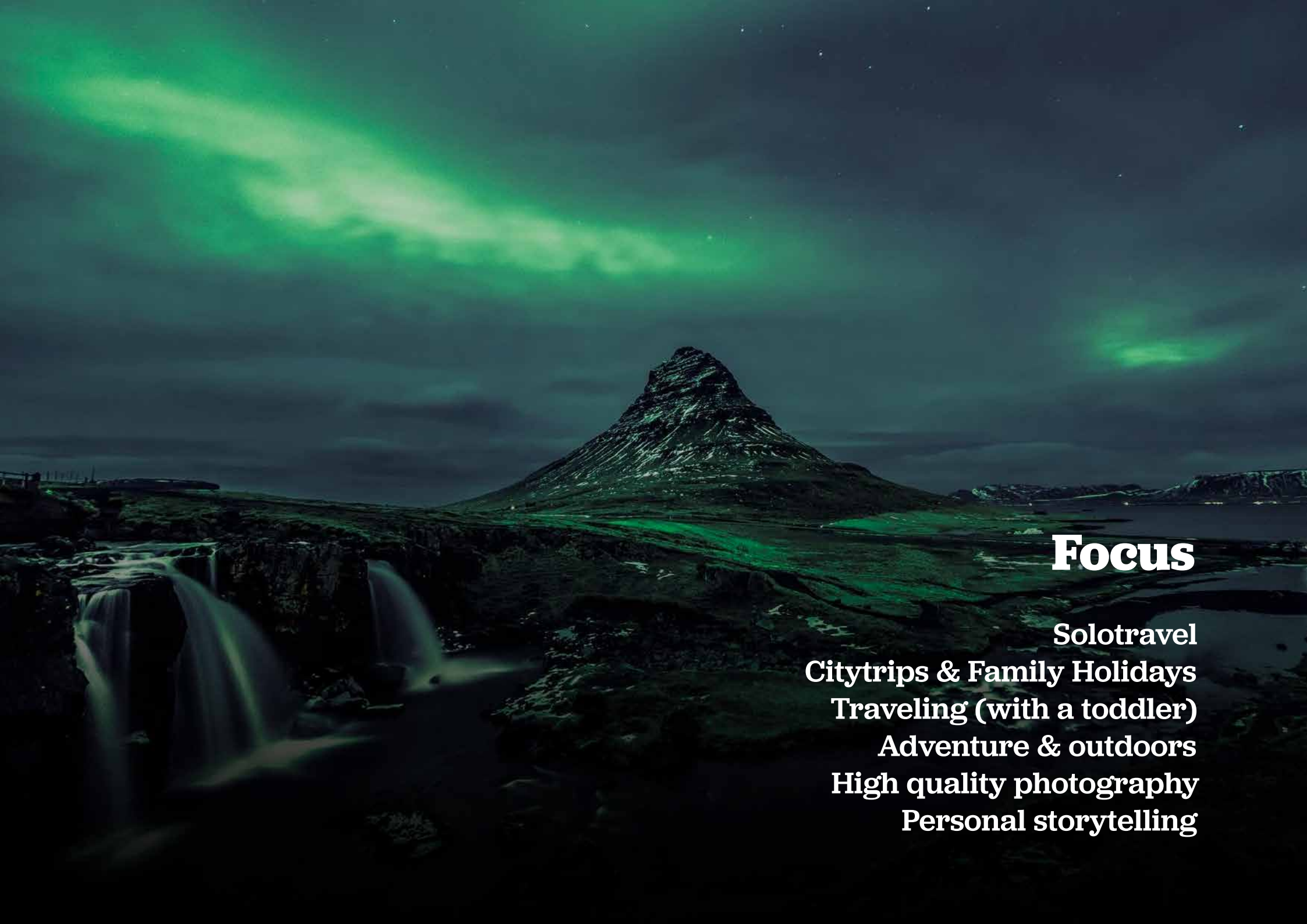
Soms Ook Heimwee attracts a growing audience of Belgian and Dutch travellers-to-be, with special attention for the little hearts and big doubters.



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, eventhough today I am travelling with Charlie and my son Sue by my side.



Focus

Solotravel
Citytrips & Family Holidays
Traveling (with a toddler)
Adventure & outdoors
High quality photography
Personal storytelling



The author

Yannick is a 40 year old Belgian writer & photographer, living in Leuven, Belgium.

When Yannick is not photographing or travelling the world, he's busy playing with his son. He works as a marketing specialist at startup agency 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 21,5k visitors on average per month, with peaks up to 30


Since 2017, Soms Ook Heimwee started investing time and effort in SEO and optimized 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
In 2024, we established ourselves as one of the best performing travel inspiration platforms in Belgium.

Around **35k pageviews/month**
900 email subscribers

66% of visitors come from **Belgium** and 30% from the **Netherlands**
60% of my audience is **between 25 and 64 years old**



Web Analytics

 [somsookheimwee.be](#)

5 online

Production

 Last 30 Days

Visitors

21,660

+6%

Page Views

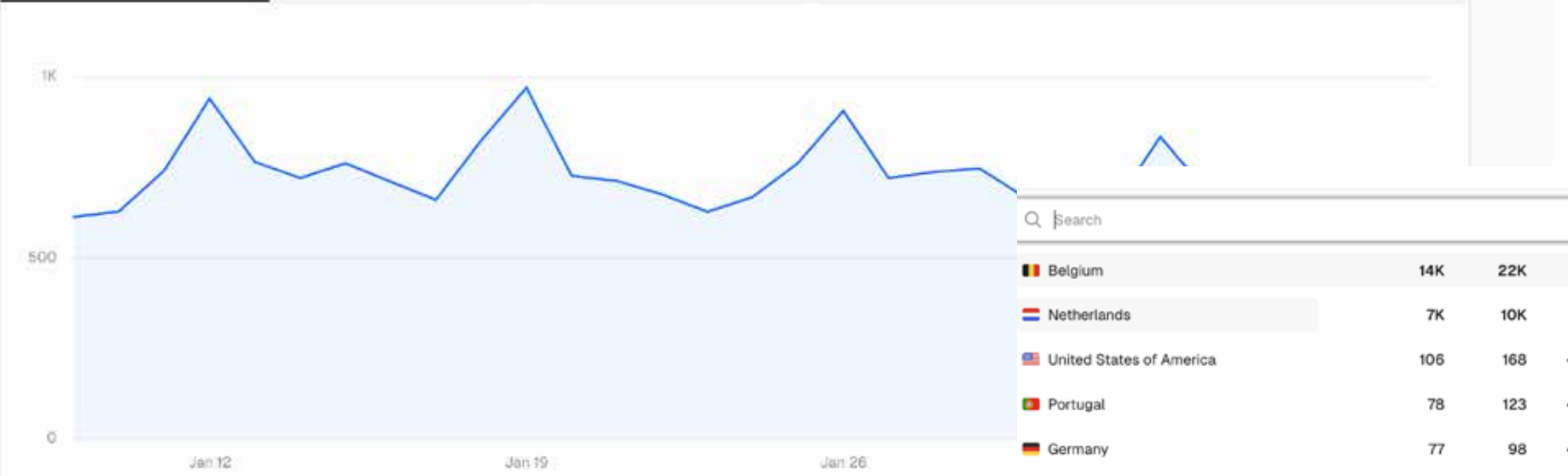
33,402

+8%

Bounce Rate

74%

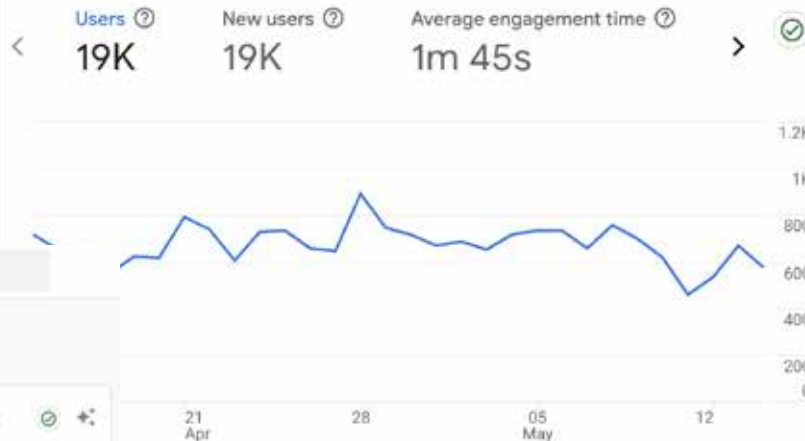
0%



Q Search

 Belgium	14K	22K	
 Netherlands	7K	10K	
 United States of America	106	168	
 Portugal	78	123	
 Germany	77	98	
 Spain	58	105	
 United Arab Emirates	51	57	
 France	51	86	
 Thailand	40	58	
 United Kingdom	35	46	
 Hungary	26	27	
 Ireland	23	27	
 Austria	22	44	

Home



USERS IN LAST 30 MINUTES

22

USERS PER MINUTE

TOP COUNTRIES

USERS

Event count by Country



COUNTRY	EVENT COUNT
Belgium	23K
Netherlands	10K
Spain	197
Portugal	189
Germany	
France	
United States	



Event count by Gender

FEMALE
66.6%MALE
33.4%

A person stands on a rocky shore, looking out over a calm lake towards a range of mountains under a sunset sky. The scene is peaceful and scenic, with the warm colors of the sunset reflecting on the water.

Social Reach

16650 Instagram

@yannickdepauw (9000)

@somsookheimwee (6650)

3550 Facebook

2095 X

@yannickdepauw

@somsookheimwee

An aerial photograph of a silver SUV driving through a sand dune. The vehicle is positioned in the lower-left quadrant, moving towards the right. A massive, billowing cloud of sand is being kicked up behind the vehicle, partially obscuring it. The sand dunes are vast and undulating, with visible tire tracks winding across the surface. The lighting is warm, suggesting a sunset or sunrise, with long shadows and a golden hue over the entire scene.

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



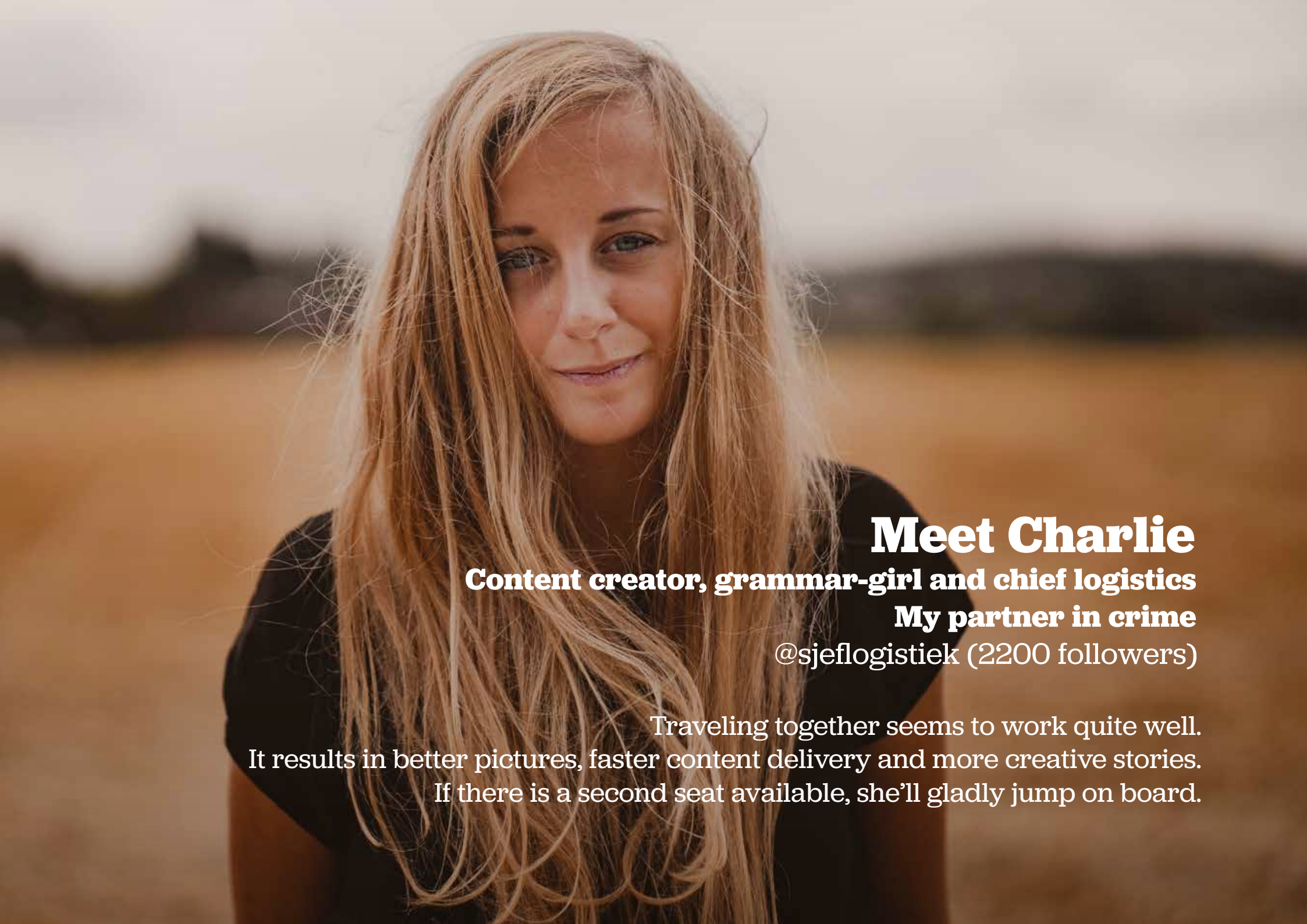
Meet the team

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 and Jens (@belgianwino) joined as a co-partner for Soms Ook Heimwee business development and as TV host and presenter.

Femke joined end of 2023 as a travel writer and business developer. In 2025, Kayleigh joined our team as Travel PR expert and content creator.



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.



Hello Nymke

A Limburg whitehead and aspiring world traveler

Soms Ook Heimwee called out, like a voice that echoed through the Dolomites and over the ocean, briefly kissing the whales at the Azores goodbye, until it found me. And I answered. What's left to see on this floating ball of lava besides fruit blossoms and fields? What's left to taste, apart from those greasy fries and bami disk? (No meat for me, I prefer to keep it plant-based.) Do you have a new adventure for me? I'll start looking for a babysitter for my bunch of homegrown avocado plants, get my camera ready, and stretch my writing fingers.
Bring it on!



Meet Femke

Travel writer, mood maker in words

Femke's journey begins from the warm heart of Limburg. From here, she seeks the boundaries between adventure and comfort, guided by unique, authentic narratives. With her keen eye for detail and a passion for uncovering hidden gems, she writes stories that emanate from the essence of diverse cultures.

A person's head and shoulders are floating in water, creating a series of concentric ripples. The water is dark, and the person's head is silhouetted against the lighter, rippling surface. 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.
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 2023, the website shifted to a brand new static website with
new branding and better architecture
to further improve usability and user experience.

De vakantie van uw leven start nu

Reisverhalen voor kleine avonturiers of
stoere wereldreizigers

KIES JE THEMA

[Tenerife](#)[Vietnam](#)[De Azoren](#)[Canada](#)[Kamperen](#)[Nieuw-Zeeland](#)[Thailand](#)

Soms Ook Heimwee is het reisplatform dat bange hartjes, jonge gezinnen en zelfs de zatste tante de wereld toont door knappe foto's, sjieke storytelling en hier en daar een slechte mop.

En, wat wordt jouw volgende reisplan?



Azoren reistips: een praktische gids vol met tips voor deze verborgen eilanden

Azoren. Europa. Reistips.



👋 **Ik ben Yannick! Al 10 jaar schrijf ik verhalen over mijn reizen.**

Deze reisblog is ontstaan toen ik er in m'n eentje een jaar op uit trok naar Australië en Zuid-Oost Azië. Ondertussen is Soms Ook Heimwee een team **van 7 enthousiaste content creators** die op een mooie manier werken voor 1 doel: jou inspireren om er ook zelf op uit te trekken.

Twijfel je over die wereldreis? Of zoek je nog een vakantiebestemming? Of wil je weten waar je de koudste pint in Leuven drinkt of welk het mooiste strand in de Algarve is? Komt helemaal goed!



Slapen in cabins, cabanes, boomhutten of luchtbellens in de Ardennen

België. Kamperen.




Een ruwe roadtrip door Jordanië: in 7 dagen langs Amman, Petra, Wadi Rum en de Dode Zee

Jordanië. Roadtrip.



The Balkan Trail: een tricky trektocht door Albanië, Montenegro en Kosovo

Albanië. Montenegro.



Antwerpen is het mooiste arrondissement van Parijs

België. Citytrip. Europa.

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 SOH















What can I offer?

quality **photography**

video

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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From Yannick, with love.