

BESTSELLING AUTHOR & SPEAKER

JOHN STRELECKY

— press kit —



SPRING 2020

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WHY? #writer

When I sat down and started typing what became my first book, I didn't really know why I was doing it. It was a calling of sorts, like something was flowing through me. I didn't plan on being a writer, it just happened.

I remember thinking during the twenty-one days of that experience, that if whatever was coming through me inspired just one person, I'd consider the whole thing to be a success.

Here we are more than four million copies later and I find when I sit down to write, it's still about one person. I think it always will be. Doing my best to help inspire one reader, through one word, one sentence, at a time.



Atelier Paul Landerl
Vienna, Austria





Born September
13, 1969 in Chicago,
USA.

BIOGRAPHY

#ponderer

John Strelecky is a #1 Bestselling inspirational author. His books have been translated into over forty-one languages and sold more than four million copies worldwide.

They have won bestseller of the year awards five times and collectively spent more than seven hundred weeks on bestseller lists, including more than two hundred weeks in the #1 spot.

John's entry into the world of writing began following a life changing experience when he was thirty-three years old. From that, he was inspired to sit down and tell the story shared in his first book- The Why Café.

Within a year after its release, word of mouth support from readers had spread the book across the globe—inspiring people on every continent, including Antarctica. It has been a #1 Bestseller in multiple countries.

John's other books include two sequels to The Why Café, the Big Five for Life series of books, and more.

When he isn't writing, John is often outdoors in his kayak, riding a surfboard, playing beach volleyball, or traveling the world with his family. Their longest adventure was a year-long backpacking trip to see animals in the wilds of Africa, Malaysia and Australia.





BIG FIVE™ FOR LIFE #inventor

DO, SEE AND EXPERIENCE

Starting about twelve years ago, I began to receive more and more requests from readers asking for help. They had read one or more of my books and were inspired. They wanted guidance on the steps to move their life from where it was, to “somewhere else.”

Most of the time, they also wanted help figuring out what the “somewhere else” was for them.

I was deeply touched and humbled by the requests. It wasn't something I'd expected and I wasn't sure the best way to answer them. My own story had involved leaving everything behind and following my heart to backpack around the world for a year. While that worked for me, most people were looking for something a little less drastic as a way to find their path.

So I took two months off and in much the same spirit as I write my books, I began to write down questions. Seemingly simple questions which produced vast amounts of information when they were answered.

Later that year, I flew to the Netherlands and began asking these questions to a group of ten participants who had asked me to help them find their “somewhere else”.

I am honored to say that from that humble beginning, thousands of readers have since gone through what is now called the Big Five for Life Courses. I am also honored to say, that helping them find their path has been one of the highlights of my life. To watch someone go from confused, uncertain, and sometimes scared, to arrive at a point where they know with absolute certainty the path they want to walk, is an incredible experience.

Over time, to honor people's language and geographical needs, I began to train others to teach the courses.

*Your fellow traveler,
John*



Creator & inventor of
the **Big Five for Life™**
concept.



ADVENTURE #traveler

11

WORD-RAP WITH JOHN STRELECKY

I started to write down my idea because **something inside** was guiding me to.

I admire **great storytelling** in all its forms.

Last time I cried was **when a really emotional idea** for a movie came to me.

My mood at the moment is **enthusiastic**.

A human being who helped me a lot is/was **my best friend**.

If I could wish for an extra talet, that would be **the ability to fly**.

I'm not afraid of death because I've **done my best to maximize my life**.

I always carry with me **my personal mantra**.

Due to my traveling I am **extremely organized yet comfortable in chaos**.

My favorite place in the world is **South Africa**.

The greatest adventure in life is **mapping out a dream and then making it happen**.

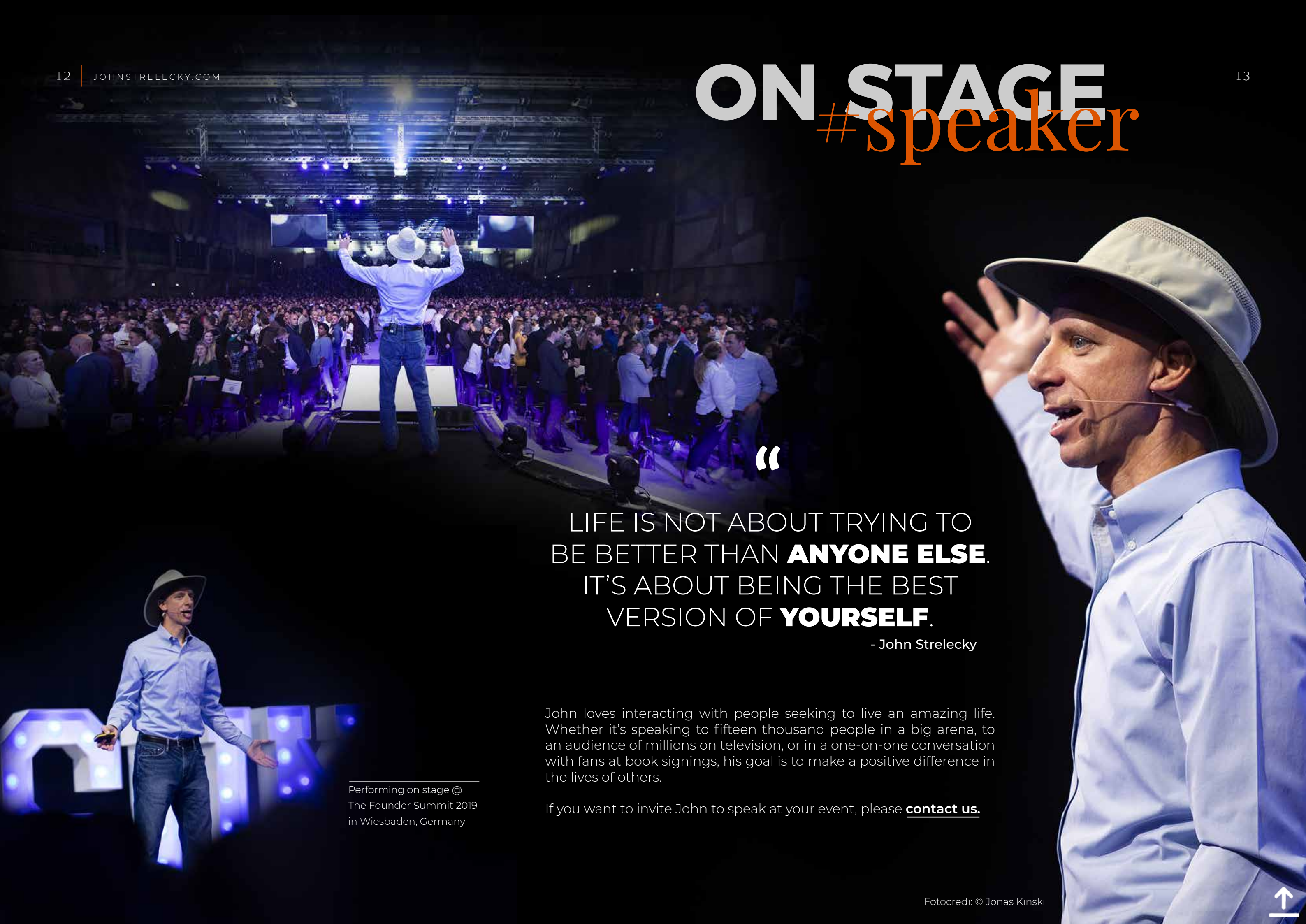
“

THE MOUNTAIN LOOKS
HIGHEST FROM THE BOTTOM.
TIME TO START WALKING.

- John Strelecky



ON STAGE #speaker



“

LIFE IS NOT ABOUT TRYING TO
BE BETTER THAN **ANYONE ELSE**.
IT'S ABOUT BEING THE BEST
VERSION OF **YOURSELF**.

- John Strelecky

John loves interacting with people seeking to live an amazing life. Whether it's speaking to fifteen thousand people in a big arena, to an audience of millions on television, or in a one-on-one conversation with fans at book signings, his goal is to make a positive difference in the lives of others.

If you want to invite John to speak at your event, please [contact us](#).

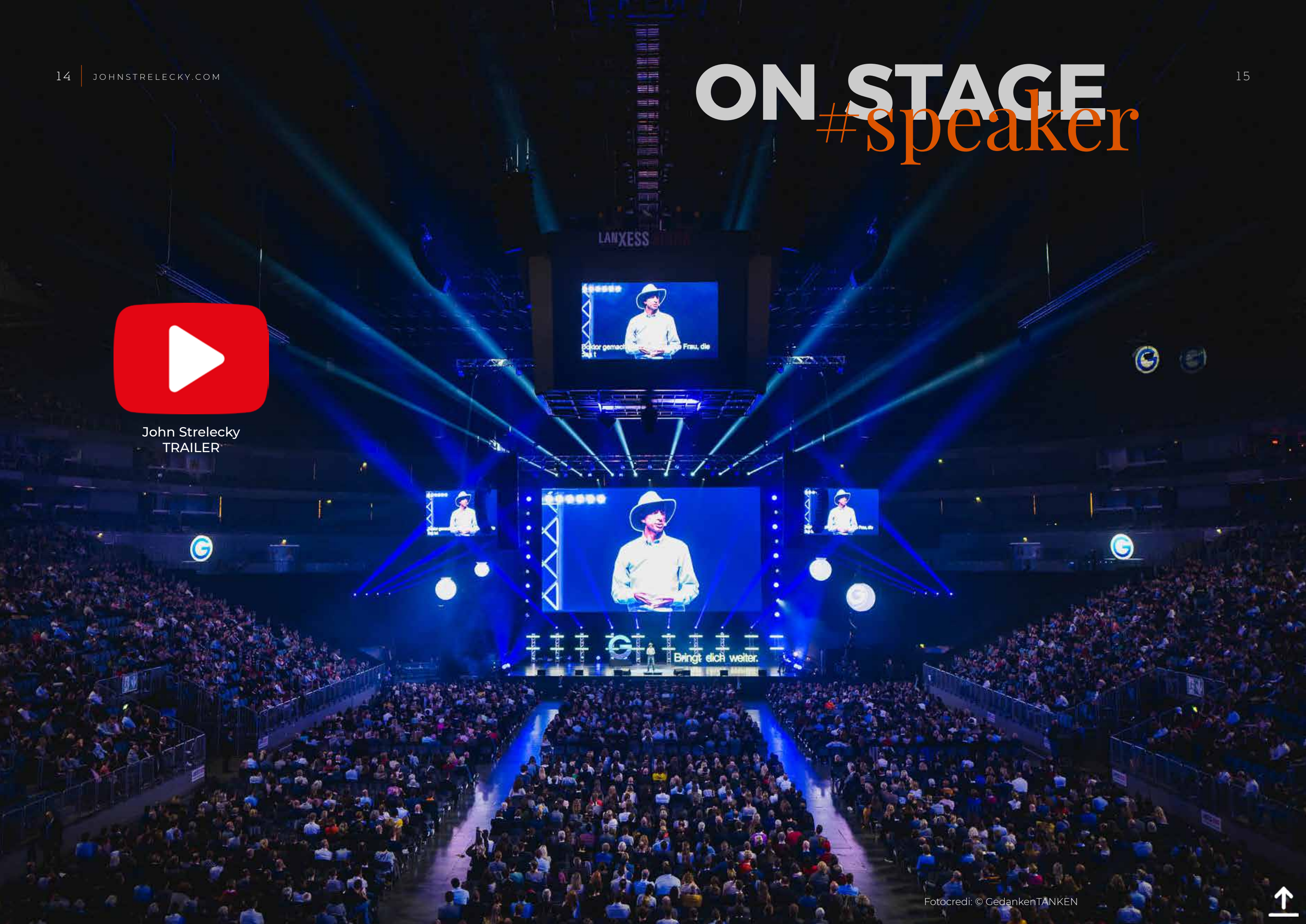
Performing on stage @
The Founder Summit 2019
in Wiesbaden, Germany



ON STAGE #speaker

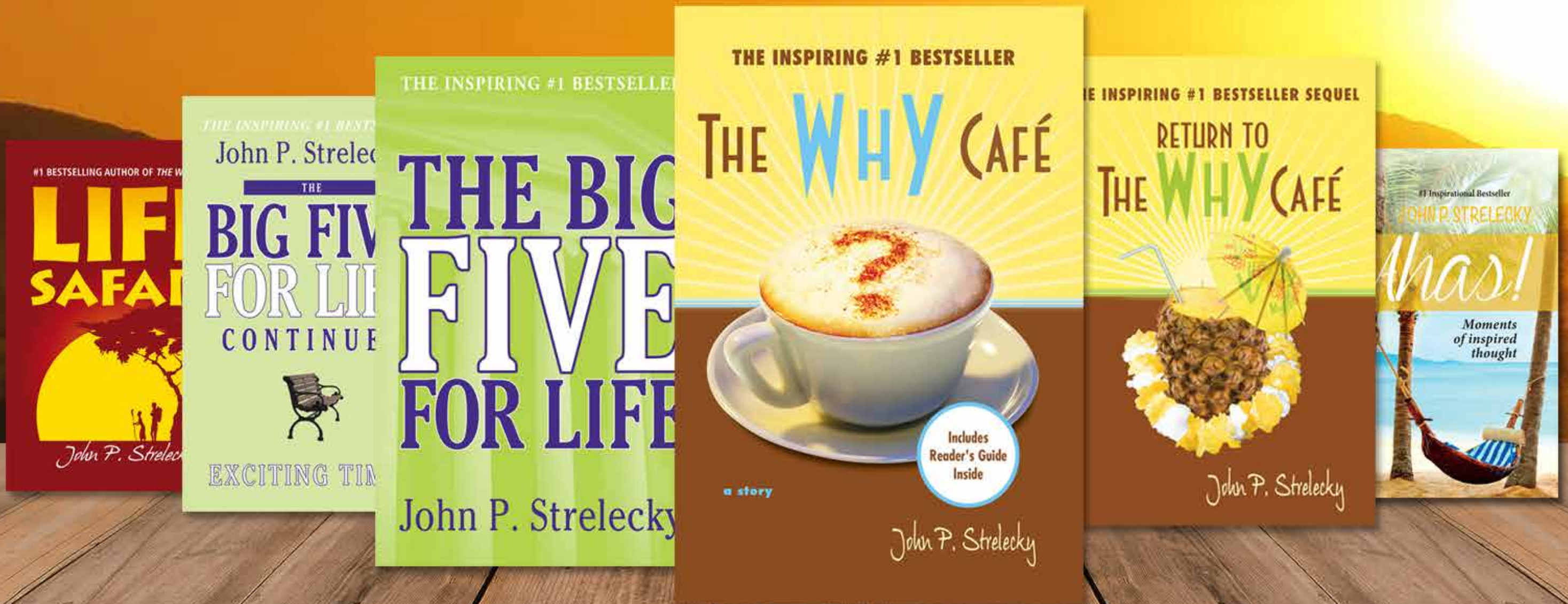


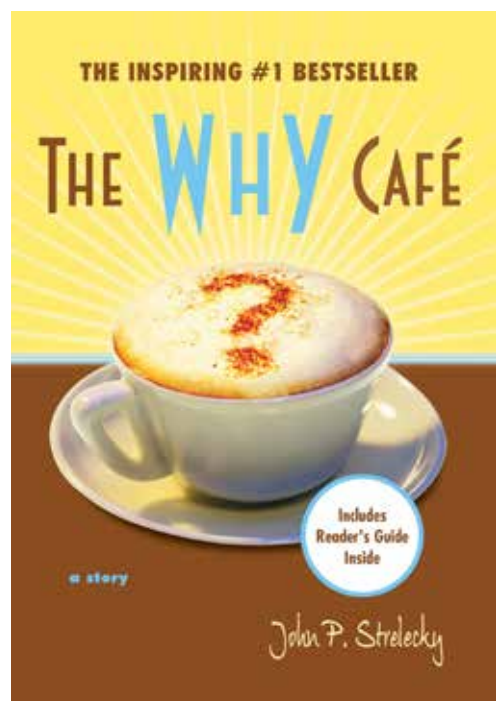
John Strelecky
TRAILER



PUBLISHED #books

- **#1 BESTSELLER**
on 3 continents
- **5 x BESTSELLER**
of the year in Germany
- **PUBLISHED**
in 41 countries
- **A BOOK SOLD**
every 27 seconds





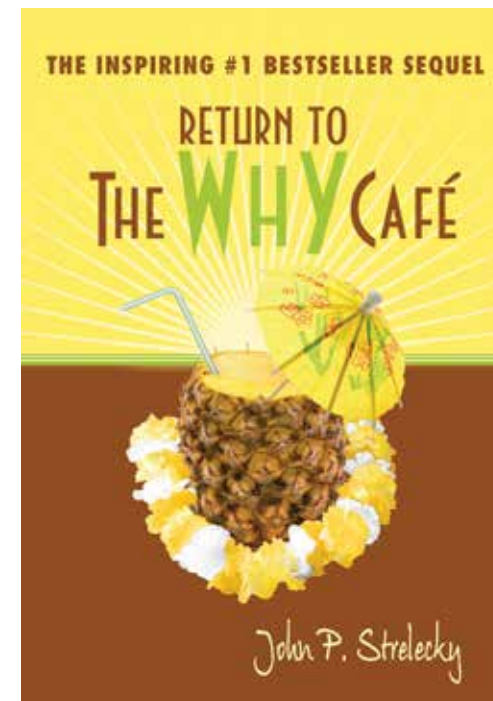
LEARN MORE

THE WHY CAFÉ

In a small cafe at a location so remote it stands in the middle of the middle of nowhere, John—a man in a hurry—is at a crossroads. Intent only on refueling before moving along on his road trip, he finds sustenance of an entirely different kind. In addition to the specials of the day, the cafe menu lists three questions all diners are encouraged to consider.

Why are you here?
Do you fear death?
Are you fulfilled?

With this food for thought and the guidance of three people he meets at the cafe, John embarks on an incredible journey of self-discovery. It takes him from the executive suites of the advertising world, to the surf of Hawaii's coastline. Along the way he discovers a new way to look at life, himself, and just how much you can learn from a green sea turtle.



LEARN MORE

RETURN TO THE WHY CAFÉ

On a random night, along a forgotten road, John's life was forever changed when he wandered into a tiny little place known affectionately as – The Why Cafe. After spending an entire evening there, he walked out with a new perspective about the meaning of life overall, and about his life in particular.

To his great surprise, ten years later he suddenly finds himself at the cafe once again. There are more questions on the cafe menu:

Why are you here?
Are you playing in your playground?
Do you have MPO?

And there are new adventures to be had.

As before, his time at the cafe launches his life in an inspiring and new direction. Set in the beautiful islands of Hawaii, this follow-up to the #1 Bestseller, The Why Cafe, returns readers to the place where great food, thought provoking questions, and life-changing experiences, are all on the menu. So settle into a cozy booth by the window, and enjoy your Return to The Why Cafe.




[LEARN MORE](#)

THE BIG FIVE FOR LIFE

This book will inspire you. It will change your life in ways you can't know now, but you'll understand completely once you're done reading it.

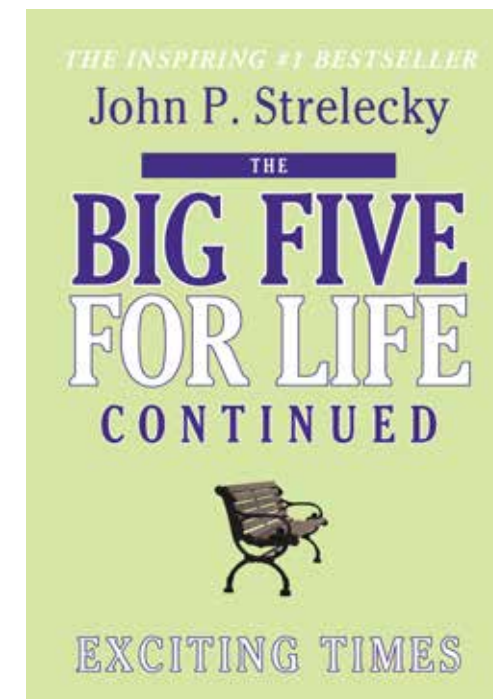
It will also forever enhance the way you look at your role as a leader. That includes the way you lead at home, at work, in your community...and especially the way you lead you.

At every given moment we are all called to be leaders. If for no other purpose than to lead ourselves. After all, someone has to inspire you to get out of bed each day. And that someone, is you.

It is told from the perspective of Thomas Derale, a man viewed by the people around him as the greatest leader in the world. At fifty-five years of age he learns he is dying. Yet even in that — the act of dying — he inspires everyone around him to live.

The principles in this book, such as the Big Five for Life and Museum Day Morning, have positively impacted millions of people around the world. Each in their own unique way as they have applied them to their life, their situation.

When you receive your copy, open to the first page, begin to read, and let them inspire you.


[LEARN MORE](#)

THE BIG FIVE FOR LIFE CONTINUED

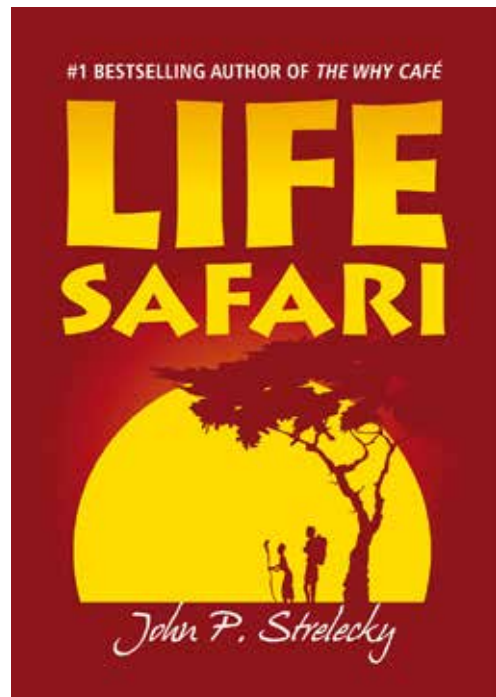
This is the sequel to the #1 Bestseller – The Big Five for Life.

In this powerful next book, the story picks up seven months after the death of Thomas Derale. Joe – Thomas' best friend and protege – finds himself struggling. He knows he should be moving on with his life, but he can't seem to.

On a suggestion from Thomas' widow, Joe takes a trip to visit an extraordinary company near Montreal, Canada. There he meets a man who inspires him to look at life, leadership, and letting go... from new perspectives.

Though those experiences, Joe reconnects with the spirit of hope he first learned from Thomas. And remembers once again, to make every day – a museum day.





LEARN MORE

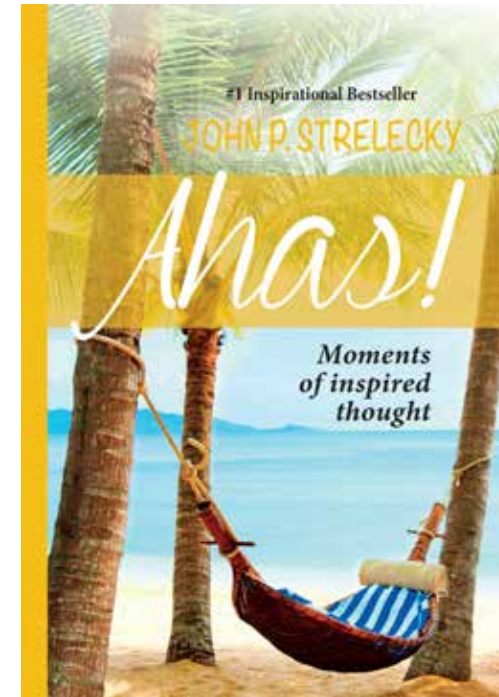
LIFE SAFARI

Jack is a young man struggling to find happiness in his life. Although he doesn't know why, the one image that seems to capture his soul is that of Africa. With solitary focus, he saves for two years and then embarks on a journey to find the source of the calling he has felt.

Halfway around the world, a very old, very wise African woman named Ma Ma Gombe is on a journey of her own. She is seeking a fabled destination she was told of as a child—"a place where you can see the earth be born, and then watch the world go to sleep, a place so beautiful that words cannot describe it." It is a destination known to her only as "the birthplace of all."

As if their paths were destined to intertwine, these two unlikely travelers meet shortly after Jack's arrival in Africa and join together on a journey that changes both of their lives forever.

Walk with them as they cross the African continent on foot. Marvel with them at the animals they encounter, the people they meet, and the adventures they experience. Like Jack, find through the teachings of Ma Ma Gombe that piece of your soul yearning to be set free.



LEARN MORE

AHAS! MOMENTS OF INSPIRED THOUGHT

First referenced in the #1 Bestseller – Return to The Why Cafe – , this is a book which contains a variety of inspirational moments. There's learnings about life. Learnings about self. Ideas, thoughts, concepts, flashes of insight and inspiration...

All are connected by the common thread that they produced an "Aha!" experience when they were first discovered. Most of the Ahas! are less than a page. A few a bit longer. Each with its own special energy.

This is a wonderfully random book. On a random whim, at a random time, open the book to any random point and begin reading. You are likely to find that what you discover on those pages, is exactly what you need for that moment in your life.

It's a bit of a mystery really. How the book, your mind, the universe, a higher power...all conspire to make that happen.

Somehow though, it does.



ONLINE & PRINT

MEDIA
#clipping
KURIER
DAILY NEWSPAPER
AUSTRIA

 JUNE 17, 2018
Interview print

LEARN MORE

COVERAGE

Print	780.000 UU
ePaper	450.000 UU


KRONEN ZEITUNG
DAILY NEWSPAPER
AUSTRIA

 AUG 3, 2018
Interview print & online

LEARN MORE

COVERAGE

Print	2.900.000 UU
Online	3.100.000 UU


DIE PRESSE
DAILY NEWSPAPER
AUSTRIA

 JUNE 19, 2018
Interview print & online

LEARN MORE

COVERAGE

Print	330.000 UU
Online	450.000 UU


KURIER
DAILY NEWSPAPER
AUSTRIA

 AUG 4, 2018
Interview print

LEARN MORE

COVERAGE

Print	580.000 UU
ePaper	450.000 UU


WIENER BEZIRKSZEITUNG
WEEKLY NEWSPAPER
AUSTRIA

 JUNE 20, 2018
Interview print & online

LEARN MORE

COVERAGE

Print	720.000 UU
Online	1.350.000 UU


DIE OBERÖSTERREICHERIN
MONTHLY MAGAZINE
AUSTRIA

 AUG 6, 2018
Interview print & online

LEARN MORE

COVERAGE

Print	80.000 UU
Online	130.000 UU



MEDIA

#clipping

ONLINE & PRINT



IN FRANKEN
WEEKLY NEWSPAPER
GERMANY

AUG 9, 2018
Interview online

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COVERAGE

Print	-
Online	350.000 UU



ÖSTERREICH
DAILY NEWSPAPER
AUSTRIA

AUG 18, 2018
Interview print

LEARN MORE

COVERAGE

Print	720.000 UU
ePaper	1.380.000 UU



KURIER (FREIZEIT)
DAILY NEWSPAPER
AUSTRIA

AUG 9, 2018
Interview print & online

LEARN MORE

COVERAGE

Print	780.000 UU
Online	1.450.000 UU



HORIZONT
MONTHLY MAGAZINE
GERMANY

NOV 27, 2018
Interview print & online

LEARN MORE

COVERAGE

Print	220.000 UU
Online	250.000 UU



WIEN LIVE
MONTHLY MAGAZINE
AUSTRIA

AUG 17, 2018
Interview print

LEARN MORE

COVERAGE

Print	240.000 UU
Online	-



HORIZONT
MONTHLY MAGAZINE
GERMANY

DEC 12, 2018
Interview print & online

LEARN MORE

COVERAGE

Print	220.000 UU
Online	250.000 UU



ONLINE & PRINT

MEDIA
#clipping
WIEN LIVE
MONTHLY MAGAZINE
AUSTRIA

 DEC 21, 2018
Interview print

LEARN MORE

COVERAGE

Print	240.000 UU
Online	-


KRONEN ZEITUNG
DAILY NEWSPAPER
AUSTRIA

 FEB 1, 2019
Interview print & online

LEARN MORE

COVERAGE

Print	2.900.000 UU
Online	3.100.000 UU


BLICK
DAILY NEWSPAPER
SWITZERLAND

 JAN 16, 2019
Interview print & online

LEARN MORE

COVERAGE

Print	520.000 UU
Online	750.000 UU


CAPITAL
MONTHLY MAGAZINE
GERMANY

 FEB 1, 2019
Interview print & online

LEARN MORE

COVERAGE

Print	910.000 UU
Online	1.100.000 UU


HORIZONT
MONTHLY MAGAZINE
AUSTRIA

 JAN 25, 2019
Interview print

LEARN MORE

COVERAGE

Print	50.000 UU
Online	250.000 UU


STERN
MONTHLY MAGAZINE
GERMANY

 FEB 27, 2019
Interview print & online

LEARN MORE

COVERAGE

Print	5.750.000 UU
Online	7.500.000 UU



ONLINE & PRINT

MEDIA
#clipping
LOOK!
MONTHLY MAGAZINE
AUSTRIA

 MAR 15, 2019
Interview print & online

LEARN MORE

COVERAGE

Print	120.000 UU
Online	180.000 UU


VIENNA.AT
ONLINE NEWSPAPER
AUSTRIA

 APR 8, 2019
Interview online

LEARN MORE

COVERAGE

Print	-
Online	730.000 UU


BUNTE
MONTHLY MAGAZINE
GERMANY

 MAR 19, 2019
Interview online

LEARN MORE

COVERAGE

Print	-
Online	4.300.000 UU


TIROLER TAGESZEITUNG
DAILY NEWSPAPER
AUSTRIA

 APR 8, 2019
Interview print & online

LEARN MORE

COVERAGE

Print	310.000 UU
Online	415.000 UU


VORMAGAZIN
MONTHLY MAGAZINE
AUSTRIA

 APR 4, 2019
Interview print & online

LEARN MORE

COVERAGE

Print	220.000 UU
Online	150.000 UU


VORARLBERG ONLINE
ONLINE NEWSPAPER
AUSTRIA

 APR 8, 2019
Article online

LEARN MORE

COVERAGE

Print	-
Online	110.000 UU



ONLINE & PRINT

MEDIA
#clipping
WIEN LIVE
MONTHLY MAGAZINE
AUSTRIA

 APR 10, 2019
Interview print

LEARN MORE

COVERAGE

Print	240.000 UU
Online	-


FRANKFURTER ALLGEMEINE ZEITUNG
SUNDAY NEWSPAPER
GERMANY

 APR 28, 2019
Article print & online

LEARN MORE

COVERAGE

Print	730.000 UU
Online	1.150.000 UU


ORF ONLINE
ONLINE NEWSPAPER
AUSTRIA

 APR 26, 2019
Article online

LEARN MORE

COVERAGE

Print	-
Online	3.100.000 UU


VORMAGAZIN
MONTHLY MAGAZINE
AUSTRIA

 MAY 6, 2019
Article print & online

LEARN MORE

COVERAGE

Print	220.000 UU
Online	150.000 UU


HEUTE
DAILY NEWSPAPER
AUSTRIA

 APR 26, 2019
Article print & online

LEARN MORE

COVERAGE

Print	1.002.000 UU
Online	2.170.000 UU


WIENER BEZIRKSBLATT
WEEKLY NEWSPAPER
AUSTRIA

 MAY 6, 2019
Article print & online

LEARN MORE

COVERAGE

Print	720.000 UU
Online	1.350.000 UU



ONLINE & PRINT

MEDIA
#clipping
HUFFINGTON POST ITALIA
 ONLINE MAGAZINE
 ITALY

 MAY 9, 2019
 Article online

LEARN MORE

COVERAGE

Print	-
Online	320.000 UU


WEEKEND MAGAZIN (LEBENSART)
 WEEKLY MAGAZINE
 AUSTRIA

 MAY 15, 2019
 Article print & online

LEARN MORE

COVERAGE

Print	980.000 UU
Online	1.250.000 UU


EMOTION SLOW MAGAZIN
 MONTHLY MAGAZINE
 GERMANY

 MAY 11, 2019
 Article print

LEARN MORE

COVERAGE

Print	240.000 UU
ePaper	350.000 UU


RADIO OGNJISCE
 ONLINE RADIO MAGAZINE
 SLOVENIA

 MAY 15, 2019
 Article online

LEARN MORE

COVERAGE

Print	-
Online	50.000 UU


WIENER BEZIRKSBLATT
 MONTHLY NEWSPAPER
 AUSTRIA

 MAY 14, 2019
 Article print & online

LEARN MORE

COVERAGE

Print	510.000 UU
Online	950.000 UU


MILLIONAIRE MAGAZIN
 MONTHLY MAGAZINE
 ITALY

 MAY 2019
 Article print & online

LEARN MORE

COVERAGE

Print	300.000 UU
Online	450.000 UU



ONLINE & PRINT

MEDIA
#clipping
LIFE CLUB MAGAZIN - GEDANKENTANKEN
 ONLINE MAGAZINE (INCL. TV INTERVIEW) Part 1
 GERMANY

 MAY 2019
 Article & TV Interview online

LEARN MORE

COVERAGE

Instagram	118.000 UU
YouTube	377.000 UU


WIEN LIVE LOOK!
 MONTHLY MAGAZINE
 AUSTRIA

 APRIL 4 2019
 Interview print

LEARN MORE

COVERAGE

Print	240.000 UU
Online	-


LIFE CLUB MAGAZIN - GEDANKENTANKEN
 ONLINE MAGAZINE (INCL. TV INTERVIEW) Part 2
 GERMANY

 MAY 2019
 Article & TV Interview online

LEARN MORE

COVERAGE

Instagram	118.000 UU
YouTube	377.000 UU


KEEP STYLING
 MONTHLY MAGAZINE
 AUSTRIA

 JUNE 21, 2019
 Article print

LEARN MORE

COVERAGE

Print	350.000 UU
Online	-


LIFE CLUB MAGAZIN - GEDANKENTANKEN
 ONLINE MAGAZINE (INCL. TV INTERVIEW) Part 3
 GERMANY

 MAY 2019
 Article & TV Interview online

LEARN MORE

COVERAGE

Instagram	118.000 UU
YouTube	377.000 UU


UNSERE GENERATION
 MONTHLY MAGAZINE
 AUSTRIA

 JUNE 21, 2019
 Article print & online

LEARN MORE

COVERAGE

Print	750.000 UU
Online	900.000 UU



ONLINE & PRINT

**NINA FLUCHER - BODY, MIND & SOUL**

BLOG
AUSTRIA

JULY 17, 2019
Articel online

[LEARN MORE](#)

COVERAGE

Print	-
Online	k.A.

MEDIA

#clipping

CHECK.point
eLEARNING

**CHECK.POINT eLEARNING**

BLOG
GERMANY

AUGUST 2, 2019
Articel online

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COVERAGE

Print	-
Online	k.A.



BILD
DAILY NEWSPAPER
GERMANY

JULY 11, 2019
Articel online

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COVERAGE

Print	-
Online	11.000.000 UU



NINA FLUCHER - BODY, MIND & SOUL
BLOG
AUSTRIA

AUGUST 6, 2019
Articel online

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COVERAGE

Print	-
Online	k.A.



PURE & POSITIVE
ONLINE MAGAZINE
GERMANY

JULY 15, 2019
Articel online

[LEARN MORE](#)

COVERAGE

Print	-
Online	380.000 UU



toppHÄLSA (SWEDEN)
MONTHLY MAGAZINE
SWEDEN

AUGUST 12, 2019
Articel print & online

[LEARN MORE](#)

COVERAGE

Print	60.000 UU
Online	100.000 UU

UU = Unique Users



ONLINE & PRINT



LESEN IN TIROL

ONLINE NEWSPAPER
AUSTRIA

AUGUST 20, 2019
Article online

[LEARN MORE](#)

COVERAGE

Print	-
Online	27.500 UU



ALLGEMEINE ZEITUNG

DAILY NEWSPAPER
GERMANY

AUGUST 29, 2019
Article print & online

[LEARN MORE](#)

COVERAGE

Print	45.000 UU
Online	80.000 UU



STERN

WEEKLY MAGAZINE
GERMANY

AUGUST 22, 2019
Article print

[LEARN MORE](#)

COVERAGE

Print	5.140.000 UU
Online	27.500 UU



WEEKEND MAGAZINE

WEEKLY MAGAZINE
AUSTRIA

SEPTEMBER 6, 2019
Interview print

[LEARN MORE](#)

COVERAGE

Print	980.000 UU
Online	-

buchreport

BUCHREPORT

ONLINE NEWSPAPER
GERMANY

AUGUST 30, 2019
Article online

[LEARN MORE](#)

COVERAGE

Print	-
Online	260.000 UU

RTL.DE

RTL.DE

ONLINE MAGAZINE
GERMANY/AUSTRIA/SWITZERLAND

OCTOBER 2, 2019
Article online

[LEARN MORE](#)

COVERAGE

Print	-
Online	15.750.000 UU

UU = Unique Users



ONLINE & PRINT



ÖSTERREICH

DAILY NEWSPAPER

AUSTRIA

OCTOBER 6, 2019
Article print

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COVERAGE

Print	720.000 UU
Online	-



DIE WELT

DAILY NEWSPAPER

GERMANY

OCTOBER 17, 2019
Article print & online

[LEARN MORE](#)

COVERAGE

Print	700.000 UU
Online	1.200.000 UU



WOMAN

WEEKLY MAGAZINE

AUSTRIA

OCTOBER 10, 2019
Article print

COVERAGE

Print	380.000 UU
ePaper	-



DIE WELT

DAILY NEWSPAPER

GERMANY

OCTOBER 17, 2019
Article print & online

[LEARN MORE](#)

COVERAGE

Print	700.000 UU
Online	1.200.000 UU

RHEINISCHE POST

ONLINE NEWSPAPER

GERMANY

OCTOBER 15, 2019
Article online

[LEARN MORE](#)

COVERAGE

Print	-
Online	8.950.000 UU

BÖRSENBLATT

ONLINE NEWSPAPER

GERMANY

OCTOBER 19, 2019
Article online

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COVERAGE

Print	-
Online	240.000 UU



ONLINE & PRINT

MEDIA
#clipping

LZ

LANDESZEITUNG LÜNEBURGWEEKLY NEWSPAPER
GERMANYOCTOBER 21, 2019
Article print & online

LEARN MORE

COVERAGE

Print	100.000 UU
Online	250.000 UU

audible
an amazon company**AUDIBLE MAGAZINE**ONLINE MAGAZINE
GERMANYNOVEMBER 15, 2019
Article online - Interview

LEARN MORE

COVERAGE

Print	-
Online	250.000 UU

**FRANKFURTER ALLGEMEINE ZEITUNG**DAILY NEWSPAPER
GERMANYOCTOBER 31, 2019
Article print & online

LEARN MORE

COVERAGE

Print	860.000 UU
ePaper	1.500.000 UU

börsenblatt

BÖRSENBLATTONLINE NEWSPAPER
GERMANYJANUARY 2, 2020
Article online

LEARN MORE

COVERAGE

Print	-
Online	240.000 UU

**KRONEN ZEITUNG**DAILY NEWSPAPER
AUSTRIANOVEMBER 2, 2019
Article print & online

LEARN MORE

COVERAGE

Print	2.900.000 UU
Online	3.100.000 UU

buchreport

BUCHREPORTONLINE NEWSPAPER
GERMANYJANUARY 10, 2020
Article online

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COVERAGE

Print	-
Online	260.000 UU



ONLINE & PRINT



LITERATURCAFE.DE

ONLINE NEWSPAPER
GERMANY

JANUARY 13, 2020
Article online & interview

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COVERAGE

Print	100.000 UU
Online	250.000 UU



GALORE

MONTHLY MAGAZINE
GERMANY

FEBRUARY, 2020
Article print & interview

COVERAGE

Print	-
Online	300.000 UU



KURIER (FREIZEIT)

DAILY NEWSPAPER
AUSTRIA

JANUARY 31, 2020
Article print & online

[LEARN MORE](#)

COVERAGE

Print	780.000 UU
ePaper	1.450.000 UU



BRIGITTE

MONTHLY MAGAZINE
GERMANY

FEBRUARY 12, 2020
Article print & interview

COVERAGE

Print	2.450.000 UU
Online	-



TOPNEWS.AT

ONLINE MAGAZINE
AUSTRIA

FEBRUARY 11, 2020
Article online

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 AUSTRIA

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TV	1.100.000 UU
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Article

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