



MEDIA KIT 2022

Herman Desmet

Travel & Interior Photographer — Content Creator
Social Media Micro Influencer — Public Speaker

www.hermandesmet.be
www.shakemyview.com

| [@hermandesmet.be](https://www.instagram.com/hermandesmet.be)
| [@shakemyview](https://www.instagram.com/shakemyview)



About Herman

Herman is a Belgium based photographer and visual storyteller, specialising in travel and interior photography. He started his career 20 years ago as a climbing photographer, combining his daytime job as an interior photographer with adventurous travels. Herman got published several times in leading magazines and newspapers as National Geographic Magazine, Het Nieuwsblad, De Standaard, Op Weg, The Art of Living, Metro, ...

He spends the majority of his time creating photographic and video content for leading brand campaigns, hotels, resorts, travel agencies, interior designers, tourism offices and the general real estate market.

Current and previous clients incl:

- Pierre&Vacances
- Center Parcs
- VisitMechelen
- Toerisme Vlaams Brabant
- Hotel Kessler-Meyer Cochem
- Agentschap Natuur en Bos
- Gemeente Zemst
- Imperia Vastgoed
- Bostoen
- eVillas

Available for

Travel and Interior Photography
Video/Event Productions
360VR and Drone
Speaking Events
Ambassadorship
Social Media Content & Collaborations
Product Reviews
Fine art prints

Contact

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+32 496 57 58 55

<https://www.hermandesmet.be>

<https://www.shakemyview.com>

<https://www.facebook.com/hermandesmetfotografie>

<https://www.instagram.com/hermandesmet.be>

<https://www.instagram.com/shakemyview>

Based in Hertevoetweg 30, 1982 Weerde, Belgium



TRAFFIC PER MONTH

2.5K
page views

1.6K
unique visits

AUDIENCE

78.32% Belgium
7.81% Netherlands
3.45% United States

Herman Desmet
hermandesmet.be



@shakemyview

2.6k

followers

23.9%

average post
engagement rate

INSTAGRAM AUDIENCE

60% male

25-44 years old

33% US

7% UK

6% Belgium

TOP INSTAGRAM POSTS:



Kirkjufell

1050+ likes, 9k reach, 93 comments



Matterhorn

530+ likes, 8k reach, 156 comments



Center Parcs

A whole week of shooting promotional images with the crew of Poppr (the leading Belgian 360 agency) for the Villages Nature holiday parc near Paris, France.



Northern Lights

Collaboration with Iceland consultant @rijsland. We went shooting 10 days in Iceland to promote the Iceland travel company Rijsland.



The Ruby

Aerial drone footage for the event company The Ruby wich is hosted in the old castle where the famous painter Rubens once lived.



Tokyobike Belgium

Collaboration with the Belgian department of Tokyobike / Micro Mobility. We provided images for advertising, social media and website promotion.



Let's Work Together

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