



Barts *Boekje*

MEDIAKIT 2020

Travel & Lifestyle

ABOUT BARTS AND OUR CATEGORIES



BartsBoekje.com is a Dutch travel and lifestyle platform, founded 8 years ago by Maartje Diepstraten.

Once started as a hobby, originated from numerous of scrapbooks and notes, initially only intended as a search engine for friends and acquaintances. Eight years and a bit later, the online platform BartsBoekje.com has grown into one of the largest travel and lifestyle websites in the Netherlands. A current collection of hotspots, the best 'oldies' and unmissable brands that make 'the good life' even more attractive. However, the original reason to launch the website has never been forgotten: on Barts Boekje you can only find tips which we encourage as a team ourselves. The places we tell our friends and family about. By this authentic indicator Barts Boekje is known as a reliable and original website that stands out from the crowd.

A '**Bartje**' is a brand or address that ticks 4 out of 5 boxes: a good product; an inspiring location; nice people; a 'je ne sais quoi' feeling; greediness.

The following subjects are key within Barts Boekje:

BARTS BOEKJE + BARTJE (JUNIOR)

'Bartje' is the little brother of Barts Boekje. Eating, drinking and sleeping are the main interest. On Bartje you can find the best places for kids (but always nice for parents as well!) and the coolest brands.

BART BEWUST

Traveling is not a sustainable affair, but we think it is important to pay as much attention as possible to the world around us. The world that we love to visit and therefore want to keep as beautiful as possible for as long as possible. Within Barts Groene Boekje there is also plenty of room for vegan/vegetarian food, yoga and brands who pledge for a more sustainable world.

BARTS BRUILOFT

The most beautiful day of your life! Or at least the greatest. Team Bart is a sucker for everything that involves getting married. We tip the stylish way for an original bachelor, the beloved wedding venue, good caterers and of course, that once in a lifetime honeymoon destination.

BART BOUWT

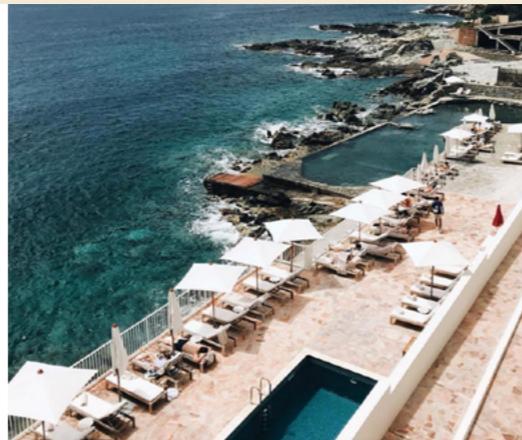
Barts Boekje has never been a review website. A 'Bartje' is an address where everything is right; the food, the atmosphere, the service and especially: the looks. The link to a platform for greedy interior tips was quickly made: holiday inspiration implemented at home.



NUMBERS

WEBSITE, SOCIAL MEDIA & TARGET GROUP

Barts Boekje has a grown, loyal readers group: 30+ with an above-average income, highly educated and who are constantly looking for inspiration on travel, food, sustainability, interior and kids.



OUR READERS ARE*

- ... online natives and connected via the internet and social media;
- ... between 26 and 45 years old, of which 66% are women and 34% are men;
- ... mainly living in Amsterdam, Utrecht, The Hague, Breda, Rotterdam and Antwerp;
- ... highly educated, love to travel and often eat outside the house.

* Data via Google Analytics

BARTS BOEKJE HEEFT

- ... 175,000 unique visitors a month;
- ... 47.500 followers on [Instagram](#) (plus 6.500 op [Bartje](#));
- ... 28.600 likes and 29.600 followers on [Facebook](#) (and 4.500 on [Barts Boekje Junior](#)).



USP's

INSPIRATION PLATFORM, SHOP, BART BOEKT & 'MIJN' BOEKJE

After eight years, Barts Boekje has grown into a well-known name within the Dutch online platforms and our team is asked to submit articles every week for media such as Cosmopolitan, Harper's Bazaar, & C, VT Wonen, Delicious and more. In the summer of 2019 we will launch our new website; a booking module and a personal 'Mijn Boekje' inlog page. Plus a new webshop where visitors can buy, in addition to our own books, products from our friendly (always tasteful) labels.

THIS MAKES BARTS BOEKJE UNIQUE

The different Bart categories -clearly arranged within one website- all have the same common denominator: the good life. Together they give us the possibility to find original angles for multiple brands and companies which we can process on the website in a natural way. Because of this Barts Boekje attracts a broad target audience.

With more than seven years of experience, we are ahead of many competitors. Our readers invariably call Barts Boekje reliable, and "the only website they actually use". Readers can find a wide range of inspiration alternated with concrete 'book right now' tips. Over the last years we have often heard readers say they blindly trust Barts Boekje with the given recommendations.

Barts Boekje is a brand, more than just a website, that ticks all the "good life" boxes and the simple search function on the site guides readers quickly through the entire website.



BART BOEKT

The summer of 2019 is the summer of Bart Boekt: Barts Boekje launches a booking tool! With this function it is possible to book hotels directly through Barts Boekje. Hotels that have been personally selected and tested by us, the Barts Boekje team. This way we can recommend all of the hotels with absolute certainty to our target group. Readers find the tips on Barts Boekjes trustworthy and often rely on our advice. With this tool we hope to be able to add value to our target group and to close the gap between the well-known large (but therefore sometimes unclear) booking sites and the smaller sympathetic but impractical blogs.

MIJN BOEKJE

Together with this new website we are also launching the updated version of 'Mijn Boekje'. So Barts Boekje, but with your own name. Visitors create their personal page with their own login; a kind of combination between facebook



and Airbnb. Readers can upload a photo, change the background and save favorite locations they find the website. Every location on barts-boekje.com receives a heart and when clicked, the location is stored into your own boekje. It is also possible to share your own 'Boekje' with fellow 'Mijn Boekje' members.

Furthermore, multiple 'Boekjes' can be made. For example restaurants and hotels in one city, to create your own personal city trip.

Finally, visitors can also book hotels directly that they have stored in 'Mijn Boekje' and are available on 'Bart Boekt'.

BOOKS

LITTLE ESCAPES & COOL CAPE TOWN

Besides the website [BartsBoekje.com](https://www.bartsboekje.com), several 'By Barts Boekje' books have been published. In each issue you can find a tasteful presentation of the best and most beautiful addresses out there. In addition to the following editions, there are two more books published in-house.

LITTLE ESCAPES REEKS

The first **Little Escapes** edition is a coffee table book for every weekend of the year full of addresses in the Netherlands and Belgium. **Little Escapes net over de grens** does the same, but with the addition of northern France, southern England and western Germany. The last book in this series is **Los Littles Escapos**: 52 weekends spent in Spain.

COOL CAPE TOWN REEKS

Cool Cape Town and **Cool Cape Town Kids** are handy guides with the best of Cape Town and the surrounding area. The guides have two covers: Cool Cape Town City on one side and as you turn the book, you read all about Cool Cape Town Surrounding.

KOFFERS & KOTERS

From April 2020 there will be a new book: **Koffers & Koffers**; holidays in Europe with kids, written for now-a-days parents.



COLLABORATIONS

BECAUSE WE HAVE TO LIVE OF SOMETHING

Barts Boekje is about authenticity and credibility. That is why, above all, we love alternative, 1 on 1 collaborations. Preferably long-term, that benefit both parties.

At Barts Boekje we love to think of creative solutions that tells the message of your brand or company and connect with our platform. And we know how to do this (if we can say so ourselves), thanks to many years of experience from our senior team who worked for titles such as ELLE, Cosmopolitan, Viva, Flair and VT Wonen, and for brands such as CheapTickets, TUI, Scotch & Soda and more.

We believe in smart (advertorial) solutions adapted to the wishes of our partners. Your requirements; we create. Because we believe in long-term partnerships and keeping the lines as short as possible, we do not work with media agencies. After all, we must be able to interact with each other as external colleagues.

Don't hesitate to ask about other options! We write content, do instagram take-overs, help brands with their look & feel and host events. You name it, we (help to) create it.

