

# BARTS/ BOEKJE



# About Barts Boekje



Barts Boekje originally started as a hobby, born from countless scrapbooks, clippings and addresses (the "little book") intended as a personal search engine for friends and family.

More than fifteen years later, BartsBoekje.com has grown into one of the largest travel and lifestyle platforms in the Netherlands: a curated collection of trendy hotspots, golden oldies and must-know brands that make "the good life" more appealing.

The original reason for launching the website has never been lost sight of: Barts Boekje only features tips that the team themselves want to follow up on. Tips we'd want to share with our friends, uncles, aunts and secret crushes. This personal benchmark has earned Bart's Boekje a reputation as a reliable, original website that truly stands out from the crowd.

Numbers

# Reach + Target Audience



**Barts Boekje has a growing, loyal readership: higher-educated, above-average earning 30-plussers who are constantly looking for inspiration in the areas of travel, food & drink, sustainability, interior design and kids. With Beyond by BB, we reach a younger (Gen Z) audience.**

## **OUR READERS ARE:**

- .....online natives, connected through internet and social media
- .....between 28 and 55 years old, of which 64.5% are women and 35.5% are men
- .....on @beyond.bybb (Instagram) between 20 and 29 years old
- .....primarily based in Amsterdam, Utrecht, The Hague, Breda, Rotterdam and Antwerp
- .....higher-educated, love to travel and frequently dine out

# TARGET GROUP

## AGE

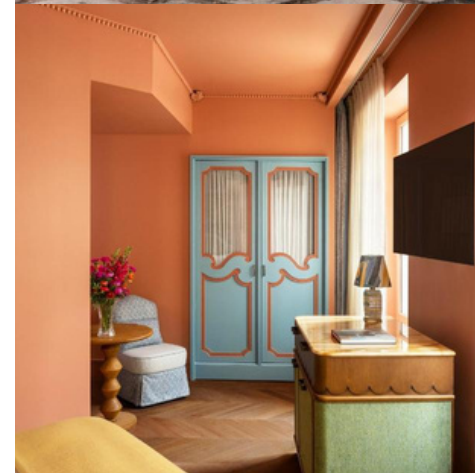
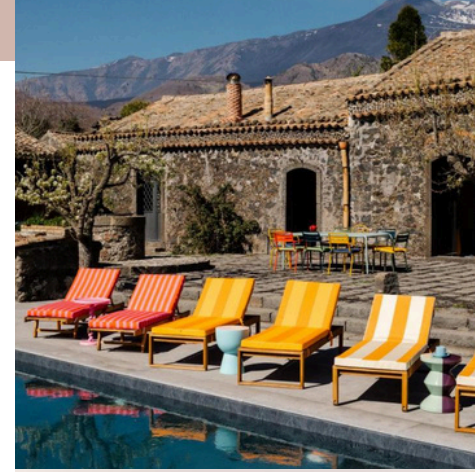
16 - 24 y	25- 34 y	35-44 y	44-55 y	55+ y
15%	28%	27%	18%	12%

## INTERESTS

*Travel*   *Food & Beverages*   *Interior*   *Kids*   *Beauty*   *Wedding*   *Wellbeing*

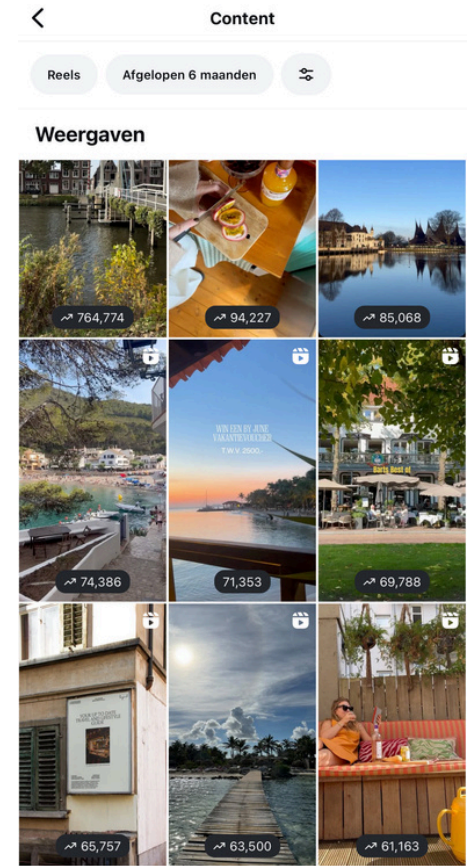
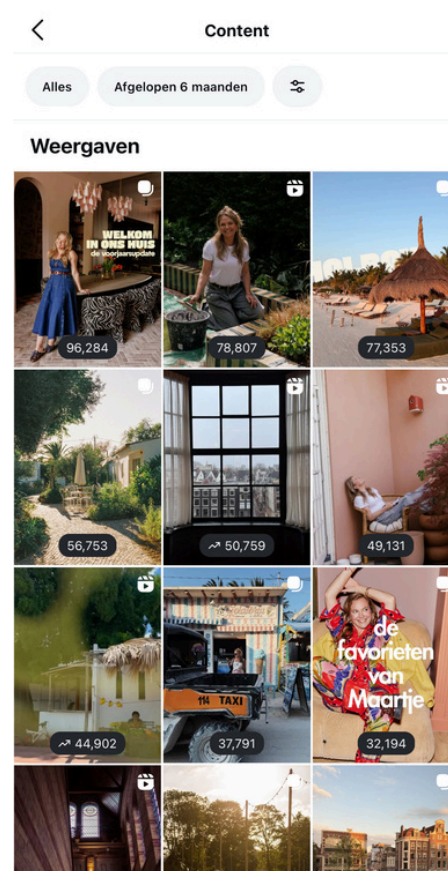
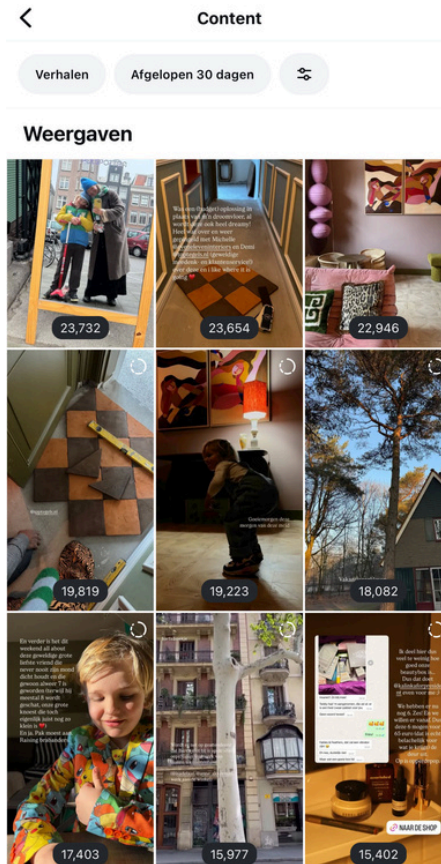
# FACTS & FIGURES

- .....400,000+ unique visitors per month
- .....5,168,000 page views per month
- .....99,700 followers on Instagram @bartsboekje (+17,600 on [@beyond.bybb](#))
- .....50,000 average reach per Instagram feed post
- .....10,000 average reach per Instagram Story (per single clip)
- .....35,000+ followers on Facebook (+3,900 on Barts Boekje Junior)
- .....500,000+ monthly impressions on Pinterest
- .....26,000+ newsletter subscribers, with an average open rate of 50%
- .....7.200+ followers on TikTok



Numbers

# Reach + target audience @bartsboekje



**On BartsBoekje.com we focus on several core pillars: Barts Boekje (our digital address book), Barts Boekje Wellbeing (beauty & balance), Bart's Wedding (YES) and Inside (and outside) at Bart's (interior & exterior). With Beyond by Barts Boekje we dive deeper into these worlds through interviews, extensive guides and current tips from our ambassadors.**

### **BARTS BOEKJE + BARTJE**

On Barts Boekje, you'll find all the best spots, hotspots and the finest brands.

### **BART BOEKJE WELLBEING**

A holiday for body and mind, that's the promise of Bart's Boekje Wellbeing. The best places, products and things to do that recharge your batteries.

### **BARTS BRUILOFT (WEDDING)**

The most beautiful day of your life! Or at least one of the most fun. We share stylish ideas for original bachelor or bachelorette parties, the most stunning wedding venues, great caterers, and of course, that once-in-a-lifetime honeymoon.

### **INTERIOR**

How do we make a place we already love even more lovable? How do we bring that holiday feeling into your home? Well... like this.

### **BEYOND BY BB**

Barts Boekje consists of countless tips, but to serve our loyal community even better, we curate selections from these tips under the "beyond" banner, providing context and complete itineraries. There's also more room here for long-form content such as interviews and trend features. Through this platform, we particularly engage a younger, Gen Z-minded audience.

## LET'S FOCUS **Focus Points**



# Unique Selling Points

In fourteen years' time, Bart's Boekje has grown into a well-known name among Dutch online platforms, and our team is regularly asked to write articles for media outlets such as LINDA., Harper's Bazaar, &C, VT Wonen, Libelle and more.

## **WHAT MAKES BARTS BOEKJE UNIQUE**

The various Bart categories all share the same common denominator: the good life. These different pillars, clearly organized within a single website, allow us to find original angles for different brands that we can incorporate into the website in a natural way. This is why Bart's Boekje attracts a broad audience. Thanks to our experience, we stay ahead of many competitors, and our readers consistently describe Bart's Boekje as reliable and "the only website they actually use."

Readers find a wide range of inspiration alongside concrete "book now" tips. In recent years, we've often heard that readers blindly trust our recommendations, and the partners we collaborate with have proven to be loyal (and therefore satisfied) clients we love working with as colleagues. Bart's Boekje is a brand, more than just a website, that ticks all the "good life" boxes.

## **A NETWORK OF AMBASSADORS**

A different darling in every town. That's why Bart's Boekje works with ambassadors in every Dutch province and in cities and regions such as Cape Town, London, Paris, Berlin, Mexico, Italy, Spain and the South of France. They spot new addresses, local favourites and hidden gems on a daily basis, ensuring that Bart's Boekje always stays current, personal and relevant, both close to home and far away.



## Bureau Bart

Over the past few years, it has become clear that the strength of Barts Boekje lies not only in its loyal audience, but also in the consistently on-point creative execution of various campaigns and the ability to convey specific stories to different target groups. While Barts Boekje as a platform has a distinct tone of voice and a clearly defined audience, this doesn't mean we can't, or don't want to, explore beyond those boundaries. Bureau Bart thrives as a content partner, independent of promotion on the Barts Boekje platform. Our concept and creative team has launched several successful campaigns and provided social media support for clients such as De Bijenkorf, donttelling, Volvo, ANWB, Chateau Amsterdam, Nestlé, Birò, and more.

## Podcast

Bart's Boekje has the one and only true travel podcast of the Netherlands. In the first season, an adventurous and inspiring woman joined every episode, from female leaders to creative adventurers. Throughout this series, we take you on a journey to the most extraordinary places in the world. We talk about more than just destinations: it's about experiences, connections with local cultures, special encounters, tranquility and adventure. Always with an open mind and a love for stories that stay with you. Season 2 is coming soon. [Listen via this link](#)

## Bart Boekt

At the end of 2019, Barts Boekje launched Bart Boekt, a content-driven, curated hotel selection. Each hotel is personally chosen so that we can confidently recommend them to our readers. Readers find our tips reliable and often trust our advice implicitly (as confirmed by an independent study). With Bart Boekt, we bridge the gap between large, overwhelming booking sites and small, often impractical blogs.

## Bartventskalender

No one can or wants to ignore the festive December season... But at Barts Boekje, we believe in the joy of anticipation, whether it's booking a holiday or taking one more night to decide on that new sofa. That's why every November we count down to December with a digital Bartvent calendar and a prize pool full of goodies. During the summer months, we draw digital numbers in Barts Bingo, and once again, naturally, the prize pool is irresistibly enticing.





# Barts (e-)Books

**In addition to BartsBoekje.com, several “By Barts Boekje” books and e-books have been published. Each edition presents the most beautiful and fun addresses.**

## **E-BOOKS**

We're proud of our expanding list of ebooks, each highlighting a different destination. With these travel guides, we set ourselves apart from the articles on the website because they're super comprehensive, allow us to share even more tips, and get updated every 6 months. [Check out our travel guides here.](#)

## **KOFFERS & KOTERS**

Since June 2020, Suitcases & Kids has been available in stores: a collaboration with ANWB and a stylish reference book full of family-friendly holiday addresses across Europe, for parents and their kids.

## **LITTLE ESCAPES SERIES**

The Little Escapes series brings together the best addresses for weekend getaways and short escapes both at home and abroad. From the Netherlands and Belgium to Spain, Northern France, Southern England and Western Germany: every edition is filled with carefully selected addresses for stylish trips close to home and just beyond.

## **COOL CAPE TOWN (PRINTED BOOK)**

In the Cool Cape Town City ebook, you'll find no fewer than 150+ tips and addresses in the vibrant heart of South Africa, Cape Town. Clearly organized by neighbourhood and with an interactive map so you'll know exactly where to go on the spot. [Cool Cape Town – Surroundings](#) is the one and only perfect addition to [Cool Cape Town – City](#). We've combined City & Surroundings in an English physical book, [available in our webshop](#).

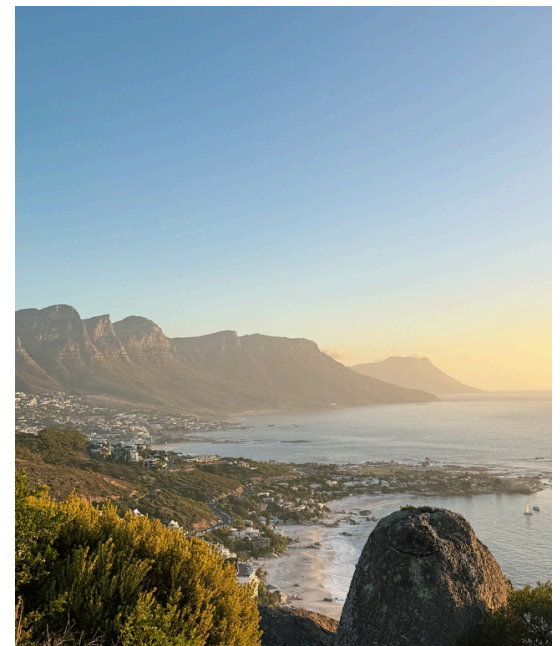
### **WHITE LABEL BOOKS**

We have created multiple books (sometimes collaboratively) for different clients, without explicitly stating that it was us.

Take a moment to unwind from the day's hustle, enjoy the nature around you, and truly catch your breath. Where? Together with Rivella, we explored over 50 often hidden, off-the-beaten-path spots in or just outside the city, designed to capture that moment of calm. This Bart e-Book covers six provinces across the Netherlands.

For the interior store Loods 5, we created a printed book with the best tips in Maastricht, all conveniently located near their store. For the city of Rotterdam, we designed a cool Rotterdam Guide aimed at the Flemish market. And for fashion brand Summum, we successfully launched a Groningen Guide to celebrate their new store.

A book for your brand too? We'd love to get started.



BECAUSE ONE AND ONE CAN MAKE THREE

# Let's Collaborate

**The core values of Barts Boekje are authenticity and credibility. That's why, above all, we value alternative, carefully curated, one-on-one collaborations, preferably long-term and inspiring, that benefit both parties**

We love coming up with creative solutions that convey a brand's message – the foundation of Bureau Bart. Sometimes we adapt that message to align with our own platform, something we excel at thanks to years of experience and a senior team that has worked for titles such as ELLE, &C, Harper's Bazaar, Viva, Flair, and VT Wonen, as well as brands like CheapTickets, Booking.com, SUITSUIT, TUI, Scotch & Soda, Love Stories Intimates, and more.

We have an extensive and up-to-date network within both the online and offline media landscape, and we're happy to help spread a brand's message as widely as possible. For over twelve years, Team Barts Boekje has been passionate about creating original buzz around the right, current topics. Not flat-out promotion, but straightforward, authentic experiences with a unique tone of voice. Always a wink, always humorous, never preachy. We enjoy discussing collaborations that truly meet our clients' needs.

We love to brainstorm and believe in smart (advertorial) solutions tailored to our partners' wishes. You call, we deliver and advise. To keep things as efficient as possible, and because we believe in long-term collaborations, we always operate as an extension of our clients' teams.

