

# Barts *Boekje*

MEDIAKIT 2021





## Travel & Lifestyle

About Bart and our pillars

BartsBoekje.com is a Dutch travel and lifestyle platform, which was founded over 9 years ago by Maartje Diepstraten.

It began as a hobby, with numbers of scrapbooks, cut-outs and notes, initially intended as a search engine for friends and family. Eight years later, BartsBoekje.com grew out to be one of the biggest travel and lifestyle platforms in The Netherlands and an up-to-date collection of trendy hotspots, golden oldies and not-to-be-missed brands that make the good life even better.

A 'Bartje' is an address or brand that ticks 4 of the 5 boxes: a good product, an inspiring location, nice people, 'je ne sais quoi' in the air and greediness.

### YOU CAN COUNT THEM ON ONE HAND

On BartsBoekje.com we focus on five main categories: Barts Boekje (our address book), Bartje (the miniature version), Bart Bewust (conscious: buy less, choose well and take care of yourself), Barts Bruiloft (wedding, YES) and Bart Bouwt (everything in and around the house).

#### BARTS BOEKJE + BARTJE

Bartje is the little brother of Barts Boekje, which focusses on food, drinks and sleeping. On Bartje you find the best places to go with the kids (but always also fun for the parents!) and the nicest brands. KidsToGo.nl is the extension of Bartje: a long-term collaboration with NatureNes Bio (Nestlé).

#### BART BEWUST

Traveling is not necessarily a sustainable matter, but we think it is important to pay as much attention as possible to the world around us: the world we love to visit and want to keep beautiful for as long as possible. In this section there is also room for vega(n) food, yoga and brands that do their best for a sustainable world. At all times: buy less, choose well.

#### BARTS BRUILOFT

Barts Wedding, for the best day of your life! Or in any case: the most fun. Team Bart is a sucker for everything about weddings, from A to Z. We tip the most stylish ways for original bachelor parties, the most beautiful wedding locations, good caterers and, of course, that once in a lifetime honeymoon destination.

#### BART BOUWT vs BART BLIJFT BINNEN

Barts Builds versus Bart Stays In. Barts Boekje was never a review website. A 'Bartje' is an address where everything is right, from the food to the vibes, to the staff and above all: the looks. The link to a platform with greedy-making interior tips was easily made: implement the inspiration at home. During COVID19 we extended this to all kinds of staying-inside-tips (the best books and movies, the coolest sex toys and the most interesting workshops) and articles about gardening.

## Barts Pillars

LET'S FOCUS

# Numbers

## RANGE & AUDIENCE

**Barts Boekje has a growing, loyal audience: higher educated, with above average income, over 30's and constantly looking for inspiration regarding travel, food, drinks, sustainability, interior and kids.**

## OUR READERS ARE\*

...online natives and connected to each other through the internet and social media;  
 ...between 28 and 55 years old, 66% women and 34% men;  
 ...mainly living in Amsterdam, Utrecht, The Hague, Breda, Rotterdam and Antwerp;  
 ...higher educated, love to travel and eat out.

\* Data by Google Analytics

## BARTS BOEKJE HAS

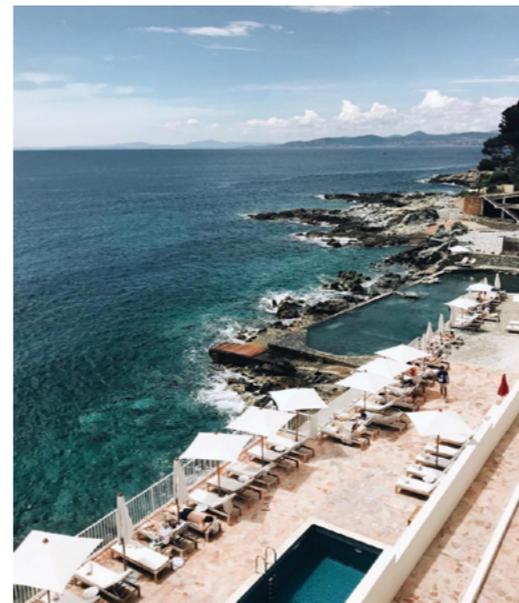
...185.000 unique visitors a month;  
 ...59.500 followers on Instagram (plus 8.500 on Bartje\_by\_Bartsboekje);  
 ...32.600 followers on Facebook (plus 4.500 on Barts Boekje Junior);  
 ...450.000+ monthly impressions on Pinterest (images link to website);  
 ...12.000 newsletter subscribers.



# USP's

## INSPIRATION PLATFORM, BART BOEKT & MY BOEKJE

**In eight years Barts Boekje grew out to a well-known name in the Dutch online platform world and our team is asked weekly to write articles for media like Delicious, Harper's Bazaars, &C, VT Wonen, Libelle and others. At the end of 2019 we launched our renewed website, a booking tool (Bart Boekt) and personal pages for members (Mijn Boekje). At the beginning of 2020 that was extended by Kids-ToGo.nl, a platform with the best tips for parents (and their kids – in that order) every week.**



## THIS MAKES BARTS BOEKJE UNIQUE

The various Bart-categories have one thing in common: the good life. These different pillars, clearly ranked on one website, gives us the possibility to find various approaches for different brands, that we can implement in a natural way. Because of this, Barts Boekje attracts a wide audience. Due to our eight-year experience, we are ahead of our competition. And our visitors call Barts Boekje reliable and 'the only website they actually use'.

Readers find a wide selection of inspiration, alternated with 'book right now' tips. In the last few years, we've frequently heard that readers trust our recommendations blindly. And the parties we work with proved to be loyal (and satisfied) customers whom we love to work with like colleagues. Barts Boekje is a brand, more than just a website, that ticks all the good life boxes.

## BUREAU BART

In the last few years, we more than once proved that Barts Boekje doesn't only have a loyal audience, we also always make an on point creative translation between campaigns and communicating a specific story to different target groups. The fact that Barts Boekje clearly has her own tone of voice and audience doesn't mean we can't colour outside the lines: Bureau Bart functions as a content partner, besides promotion on the platform Barts Boekje. Our concept and creation team launched several successful campaigns and social media guiding in 2020, for brands like De Bijenkorf, donttelligum, ANWB, Nestlé and more.

## BART BOEKT

At the end of 2019 Barts Boekje launched a test phase of Bart Boekt, a content driven and curated hotel selection. Hotels are personally selected and tested, so we can recommend them to our readers without any embarrassment. Readers think that the tips on Barts Boekje are reliable and trust them blindly (one of the results of an independent research). With Bart Boekt we hope to be of value to our audience and to fill the gap between the well-known but big and inconvenient booking websites and, on the other hand, the small but impractical blogs.

## MY BOEKJE

Along with our new website, we launched 'Mijn Boekje' (My Book). Barts Boekje, but with your name. With their own login, members make a personal page; a combination between Facebook and Airbnb. Members can upload a picture, change the background and save favourite locations from the website. Every location on BartsBoekje.com has a heart icon that can be tapped to save the location in your own book. It is also possible to share the book with other Mijn Boekje-members and to print the book as a PDF-file. Brands can also make their own Brand Boekje, to create a personal route with input from brand X or Y.

## BARTVENTSKALENDER

Bartventscalendar. No one can escape from the celebratory December month... But at Barts Boekje we believe in anticipatory pleasure, whether it is about booking a trip or sleeping a night on buying a new couch. That is why we count down to December with a gift on every business day in November with our annual digital Bartvents-





## THE BOOKS

### LITTLE ESCAPES, COOL CAPE TOWN, KOFFERS & KOTERS

Besides BartsBoekje.com, we released several 'By Barts Boekje' books: six physical books at the moment. Every edition is a tasteful presentation of the most beautiful and best addresses out there.

#### LITTLE ESCAPES SERIES

The first Little Escapes edition is a coffee table book for every weekend of the year, filled with addresses in The Netherlands and Belgium. Little Escapes Net Over De Grens does the same, with the addition of Northern France, Southern England and the West of Germany. After that came Los Little Escapos: 52 weekends in Spain. The youngest book of the series is Little Escapes Herzien: the revised version of the first edition. Little Escapes op vakantie in Nederland will be released in March 2021.

#### COOL CAPE TOWN SERIES

Cool Cape Town and Cool Cape Town Kids are handy guides with the best of Cape Town and it's surroundings. The guides have two covers: Cool Cape Town City on one side. Turn the book around and you can read about Cool Cape Town Surrounding.

#### KOFFERS & KOTERS

Koffers & Koters is available in stores since June 2020. The book is a collaboration with ANWB and a complete (trendy) book with the best holiday addresses in Europe for parents and their kids (in that order). A second Koffers & Koters (NL) will be released in November 2021.

# COLLABORATIONS

## BECAUSE ONS AND ONE CAN BE THREE

The most important values of Barts Boekje are authenticity and credibility. That's why we, above all, love alternative, one on one composed, preferably long-term and inspiring collaborations that make both parties better.

It makes us happy to come up with creative solutions that tell the message of the brand – the basics of Bureau Bart. If desired, we translate the message to make it fit with our own platform. That is what we do good, thanks to years of experience and a senior team that worked for titles like ELLE, &C, Harper's Bazaar, Viva, Flair and VT Wonen, and for brands like CheapTickets, TUI, Scotch & Soda, Love Stories Intimates and more.

We love to create and we believe in smart (advertorial) solutions, fit to the wishes of our partners. You ask, we deliver (and advise). To keep the communication lines short and because we believe in long-term collaborations, we like to function as external colleagues.

