

Barts *Boekje*

mediakit '21 - '22





Travel & Lifestyle

ABOUT BARTS BOEKJE AND OUR PILARS

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

It began as a hobby, with a number of scrapbooks, cutouts and notes, initially intended as a search engine for friends and family.

Nine 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 all the boxes: a good product, an inspiring location, nice people, 'je ne sais quoi' in the air and greediness.

LET'S FOCUS

Pillars

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 Binnen bij Bart (inside at Barts, 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 NaturNes 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.



Sometimes the sum between two individuals turns out to be a winning number. That is why we have been joining forces since the end of 2021 with those specialists that we - each in their own field - find most inspiring:

BINNEN BIJ BART x Willemijn de Leeuw

Inside at Barts 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.

Hey Frits

Another new kid at the club! Even when your income isn't above average, you can get to the most beautiful places. That's what we prove with Hey Frits. Bart and Frits join forces to find you more hotspots, inspiring locations and good products. We go into the city and nature, to discover hidden gems and familiar places, small and big - and we'll map out routes, domestic and abroad. We find inspiring locations and complete them with tips in the neighborhood, so that you can see if it fits your wishes. Exactly what we love to do!

Hey Frits is a place where Dutch women between 25 and 45 get their inspiration. At Hey Frits they read about fun activities, sights or hotspots at their destination or far away. Inspiration for day and weekend trips, trendy and affordable accommodations and fun routes. Articles with tips and lots of photography that appeal to the imagination.

1 + 1 = 3

content collabs



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

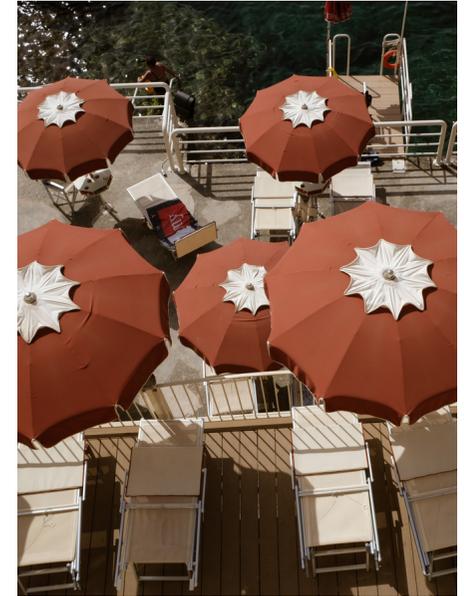
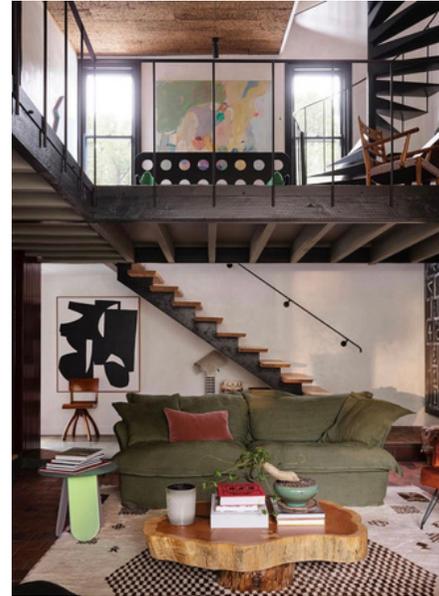
BARTS BOEKJE HAS...

... 250.000+ unique visitors a month;
... 3.000 average reads per artikel (2+ minutes reading time);
... 67.500+ Instagram followers (and 9.000+ @Bartje_by_BartsBoekje);
... 30.000 average reach for an Instagram feedpost;
... 13.000 average reach for an Instagram story (single clip);
... 35.600+ followers on Facebook (and 6.500 at Barts Boekje Junior);
... 650.000+ monthly impressies via Pinterest;
... 15.000+ newsletter subscribers, opening rate 45%.

Unique Selling Points

YES WE HAVE

In nine years Barts Boekje grew out to a well known name in the Dutch online platform world and our team on a regular base is asked 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 on point hotel selection (Bart Boekt), personal pages for members (Mijn Boekje), a few books (print), we realized campagnes with our agency (Bureau Bart) and some long lasting collaboration of which we are very proud such as KidsToGo.nl, a platform with the best tips for parents (and their kids – in that order) every week.



THIS MAKES BARTS BOEKJE UNIQUE

The five 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, Volvo, donttellmum, TUI, ANWB, Nestlé and more.

Bart Buis

It was about time that Barts Boekje was seen on TV. Agreed. But we didn't want to start a (youtube) vlog and as non-professionals it's very hard to maintain the quality we always aim for during traveling. Moreover, we believe we should guide our audience to one channel - ours. So what to do? The answer became a videocast via BartsBoekje.TV. No vlog, no podcast and no masterclass (based on the US model) but a mix of those concepts with a focus on interior. Inspiration (of course mainly from traveling, bars, restaurants and hotels) and smart advise from professionals, through an easy going chat between two non-professionals (but interior lovers, very much).

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.

Bartventskalender + Barts Bingo

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 lots of gifts in November with our annual digital Bartvents calander. During summer we host a digital bingo game.



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 fourth book of the series is Little Escapes Herzien: the revised version of the first edition. Little Escapes in Nederland is number five and was 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 its 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).

Do you want a book for your own brand? We would love to take care of this.





Collaborate

BECAUSE ONE 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.

