



Would you like to find your accommodation through Barts Boekje? Great idea, that's what we thought!

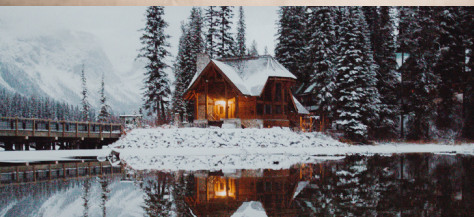
Bart Boekt (or in English – Bart Books) sounds like it is: via BartBoekt.com you see our exclusive selection of Barts Boekje approved (boutique) hotels, cottages, cabins and holiday homes. Accommodations we confidently send our readers to. Over the years, Barts Boekje has become a reliable tipster with a loyal following: many of our readers rely blindly on our advice, something of which we are – of course – very proud.

At the moment we are busy expanding our Bart Boekt page, and we would love you to be a part of that. We will create a dedicated page for your accommodation on our platform. Our design team will make sure to highlight all that makes your accommodation unique. And we would not be Barts Boekje, if we wouldn't advise the readers on what cosy bars, crazy good restaurants and hidden gems there are to be found in the neighbourhood.

Details:

- Readers do not book directly with Bart Boekt, but are transferred to your own booking page in the final phase. Therefore, the flow of money and customer service remains in your own hands.
- We supply a ready-made fill-in page for all information to take as much work off your hands as possible and we deliver a complete and clear page for your accommodation.
- Our Bart Boekt accommodations are included in all relevant lists on Barts Boekje – more traction!
- In addition to your own dedicated Bart Boekt page, all Bart Boekt hotels will be featured in our newsletter and on Facebook.
- The collaboration is valid for 1 year.





FOR YOU TO CHOOSE

STARTER PACK

1 year Bart Boekt

Facebook post

Item in newsletter

Instagram reel (created in-house) on the Bart Boekt
Instagram (incl. boost worth €250,-)

Bart Boekt Instagram feedpost (mentioning tips to-do
in the neighbourhood)

~~€1500,-~~

Introduction rate
€1100,-

DELUXE PACKAGE

Starterpack

+

Our photographer will visit to take professional photos
and videos of the hotel and facilities (only applicable for
accommodations based in the Netherlands).

We will use this content for the Bart Boekt page and for
social content. The photos and videos will be shared with
you for own use (you will receive 20 to 30 pictures).

~~€2200,-~~

Introduction rate
€1800,-
*Excl. travel expenses

SUPER DELUXE

Deluxe

+

Barts Boekje will create an e-book with tips on what
to do, where to eat and shop in the area

We will send a digital copy of the e-book

Tip: place it in the guest rooms, at the reception or
send it to guests before the stay

*Optional: print of e-book per 100 pieces. €350,- extra

~~€2950,-~~

Introduction rate
€2550,-

ALWAYS A GOOD IDEA

Extra's which can be bought throughout the lenght of
the partnership

Instagram story @bartboekje €250,-

Instagram feedpost @bartboekje €450,-

Instagram reel €750,- (creation) + €250,- (boosting)

Facebook post on @bartsboekje €700,-

Photography of your accommodation: price to be
discussed

* Introduction rate valid until 01-07-2023

BART BOEKT PAGE

rts Boekje

LAND

SOORT HO

SOORT HOTEL



THE JAMES, ROTTERDAM

Rotterdam, Nederland

CHECK BESCHIKBAARHEID



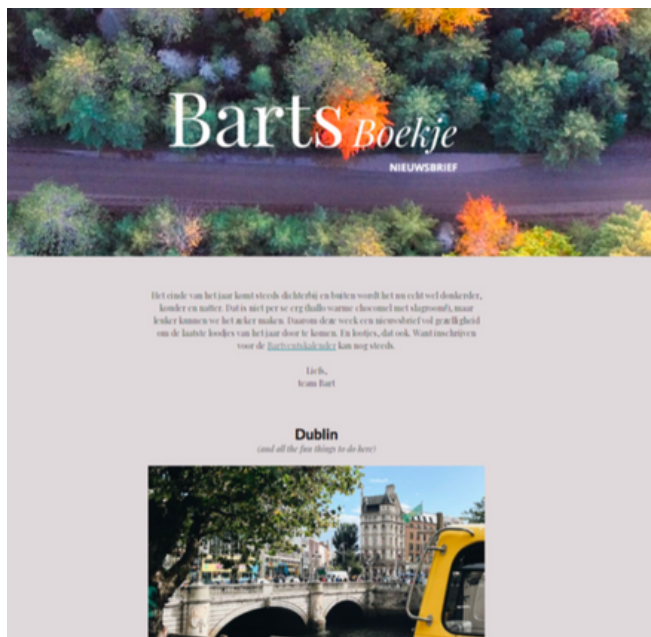
Boutique hotel

CASA QUINTAS, BARRIL, WEST-PORTUGAL

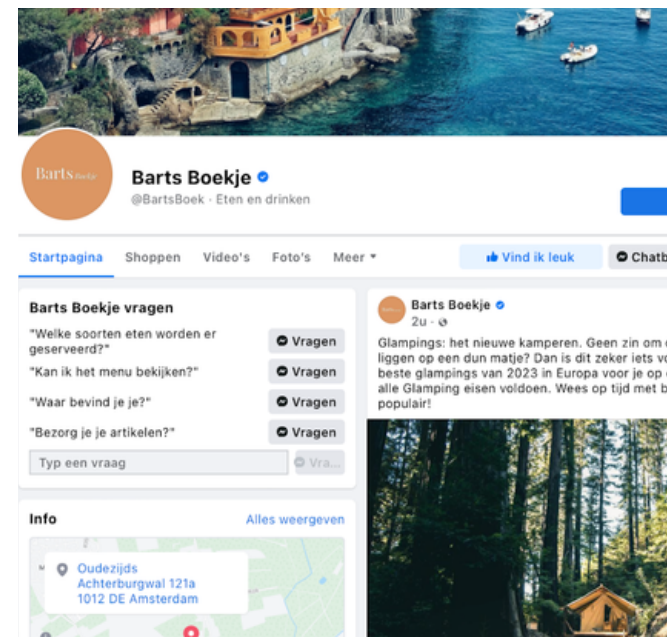
Portugal

CHECK BESCHIKBAARHEID

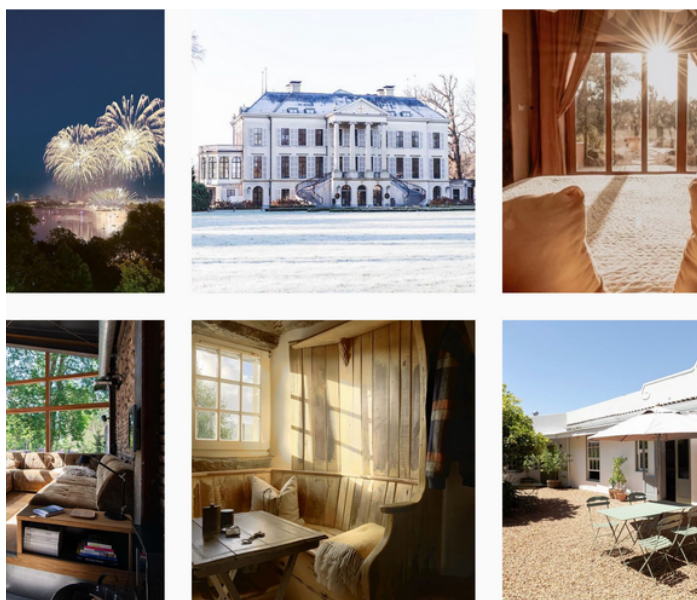
NEWSLETTER



FACEBOOK POST



@BARTBOEKT INSTAGRAM FEED



@BARTBOEKT INSTAGRAM STORY



INSTAGRAM REELS

So, how are we going to make your accommodation stand out in the crowd? Of course we thought of that! Our dedicated social media team will create an Instagram Reel that highlights not only the rooms, but also the other facilities and surroundings. Everything to trigger everybody to stop what they are doing, and take some time to dream and put you on their bucketlist, save the Reel or send them to their best friend or far-away auntie.

As mentioned in the packages, when joining Bart Boekt the first Reel is included! We want to show you what this Reel can do, and link it to your own Bart Boekt page. After this, you are free to book Reels with us anytime you want. New restaurant design? Celebrating something special? Start of a new season? Just give us a heads up. Throughout the year you can book Reels with us anytime you'd like.

What we need from you for creating the Reel?

- Minimum of 20, maximum of 30 high resolution, portrait pictures of the subjects you like to highlight
- We'd love to include video's, so please send these through as well! (in high resolution)



For a long time team Bart has been good at writing tongue and cheek articles and creating catchy photography. Also, we know how to pull the right strings behind the scenes in order to get the best possible results. For the followers this results in a stunning social post, while in the background our professional team works hard to make sure we reach the right audience for your accommodation.

To achieve this we use social ads via Meta for Business. We recommend an amount of €250, and split this between 'traffic' and 'involvement'. With 'traffic' we send people via the social media post to your own Bart Boekt page. With 'involvement' we search for people who are interested in the hotel and hospitality sector and interact with the Facebook or Instagram post (likes, comments, saving).

With €250 we can reach the following results*:

TRAFFIC

WITH €150 WE CAN REACH THE FOLLOWING RESULTS:

- ... 53.000 reach
- ... 75.000 total views
- ... 4000 clicks to the Bart Boekt Page
- ... €0,04 average cost per click (for similar companies this is +/- €0,60 per click)
- ... 5.61% CTR percentage of people who click through (for similar companies this +/- 0.90%).

INVOLVEMENT

WITH €100 WE CAN REACH THE FOLLOWING RESULTS (expecting zero own reach):

- ... 10.800 actions coming from involvement (€0,01 per like/view)
- ... 21.050 reach
- ... 32.100 total view
- ... 140 clicks to the Bart Boekt Page (cost per click: €0.75)
- ... 13% ad recall lift (percentage of people who can recall the ad after 3 days)

* This data is based on previous campaigns for our Bart Boekt clients and could slightly differ for each new campaign.

Social ads

BOOSTING POSTS



PARTNERS



Pulitzer, Amsterdam
the Netherlands



Parc Broekhuizen, Leersum
the Netherlands



Coco's Buitenhuisje, Nunspeet
the Netherlands



Pillows Grand Boutique Hotel Reylof, Gent
Belgium



Kilmartin Castle, Lochgilphead
Scotland



Kenzara Suites, Marrakesh
Marocco



The Fontenay, Hamburg
Germany



The Lemon Lodge, Aljezur
Portugal

Numbers

RANGE & AUDIENCE

Barts Boekje has a growing, loyal audience: 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, connected through the internet and social media;
- ... between 28 and 55 years old, 66% women and 34% men;
- ... mainly living in Amsterdam, Utrecht, The Hague, Rotterdam, Antwerp;
- ... higher educated, love to travel and eat out.

* Data via Google Analytics

BARTS BOEKJE HAS...

- ... 250.000+ unique visitors a month;
- ... 76.500+ Instagram followers;
- ... 30.000 average reach for an Instagram feedpost;
- ... 35.600+ followers on Facebook;
- ... 18.000+ newsletter subscribers, opening rate 45%.
- ... 13.000 average reach for an Instagram story (single clip);
- ... 650.000+ monthly impressies via Pinterest;