

# Barts *Boekje*





# About Barts Boekje



Barts Boekje started as a hobby, originated from numerous scrapbooks, tear-offs and notes (the 'booklet') and initially only intended as a search engine for friends and family.

More than ten years later, BartsBoekje.com has grown into one of the largest travel and lifestyle platforms in the Netherlands and into an up-to-date collection of hip hotspots, oldies and unmissable brands that make the good life even more attainable.

The original reason for launching the website is always on top of our mind: Barts Boekje is there for tips & tricks that the team also wants to follow up on. Tips that we want to tell our friends, uncles, aunts and secret crushes. This authentic indicator has ensured that Barts Boekje is known as a reliable, original website that really knows how to distinguish itself from the crowd.

A 'Bartje' is an address or brand that ticks at least four of the five boxes: a credible product, an inspiring and authentic location, nice people, some 'je ne sais quoi' and that what makes life just that little bit more fun and/or better.

LET'S FOCUS

# Focus points

**At BartsBoekje.com we focus on five main categories. These are Barts Boekje (our address book), Bartje (the kids version), Bart Bewust (buy less, choose well and take good care of yourself), Barts Bruiloft (weddings, YES) and Binnen bij Bart (interior).**

## **BARTS BOEKJE + BARTJE**

On the Barts Boekje website you will find all the great places, hotspots and good old spots. The section Bartje is the little brother, where you will find the nicest places to go to with your offspring (but always fun for parents too!) and the finest brands.

## **BART BEWUST**

As a rule, traveling is not always a sustainable affair. Fortunately it is becoming more and more accessible to travel more sustainably. And of course we have tips how to do that. There is also plenty of room for vegan food, yoga, meditation and brands that do their best to create a more sustainable world.

## **BARTS BRUILOFT**

The most beautiful day of your life! Or at least the prettiest. We tip stylish ways for an original bachelorette, the most beautiful wedding locations, good caterers and, of course, that once in a lifetime honeymoon.

## **BINNEN BIJ BART**

More important than ever, since Covid. How do we make our home even more loved? How do we bring the holiday home? Well, we know!



1 + 1 = 3

# Content Collabs

**Sometimes the sum between two individuals turns out to be greater than two and for that reason, since the end of 2021, we have been joining forces with only those specialists that we find most inspiring – each in their own field:**

## Hey Frits

Even when your income is not above average, you can visit the most beautiful places: we prove that with Hey Frits. Bart and Frits join forces to find even more great places, inspiring locations and good products. We go into the city and into nature, discover known and unknown places – big and small – and we map out routes for you in the Netherlands and abroad. We find inspiring accommodations and supplement with tips in the area, so that you immediately know where to go.

## Ambassadors

A different sweetheart in every town. We have ambassadors in every Dutch province, in Cape Town, London, Paris, Berlin, Spain and the South of France. Our ambassadors are in regions we cannot be found every day. Staying up-to-date becomes very easy.





## Numbers

# Reach + target audience



**Barts Boekje has a loyal, and growing readership: higher educated, above-average earners over the age of 30, who are constantly looking for inspiration in the field of travel, food & drink, sustainability, interior design and kids.**

**OUR READERS ARE:**

- ..... online natives and connected through the internet and social media
- ..... between 28 - 55 years old, of which 64.5% are women and 35.5% are men
- ..... mainly living in Amsterdam, Utrecht, The Hague, Breda, Rotterdam and Antwerp
- ..... well educated, travel enthusiasts and always up for a good night out

**BARTS BOEKJE HAS:**

- .....300,000+ unique visitors per month
- .....4,000 average number of reads per article (2+ minutes reading time)
- .....80,500 followers on Instagram (plus 9,800+ @Bartje\_by\_Bartsboekje)
- .....30,000 average reach Instagram feed post
- .....10,000 average reach Instagram story (single clip)
- .....35,000+ followers on Facebook (and 3,900 on Barts Boekje Junior)
- .....650,000+ monthly impressions via Pinterest
- .....26,000+ newsletter readers, opening rate 50%

# Unique Selling Points

**In ten years time, Barts Boekje has become a well-known name within the Dutch online platforms and our team is regularly asked to write articles for media such as Delicious, Harper's Bazaar, &C, VT Wonen, Libelle and more. At the beginning of 2023, we also went online with our renewed website, new logo, Bureau Bart – our digital content creation agency and a re-vamp of Bart Boekt – an on-point hotel selection.**

## **THIS MAKES BARTS BOEKJE UNIQUE**

The different Bart categories all have the same common denominator: the good life. These different pillars, clearly arranged within one website, give us the opportunity to find original angles for different brands that we can incorporate into the website in a natural way. As a result, Barts Boekje attracts a broad target group. Through experience we are ahead of many competitors and our readers invariably call Barts Boekje reliable and 'the only website they actually use'.

Readers will find a wide range of inspiration interspersed with concrete 'book now' tips. In recent years we have often heard that readers blindly trust our recommendations and the parties we work with have turned out to be regular (and therefore satisfied) customers, with whom we like to work as colleagues. Barts Boekje is a brand, more than just a website, that ticks all 'the good life' boxes.





## Bureau Bart

In recent years it has become clear that the strength behind Barts Boekje is not only the loyal target audience, but also the always on point creative translation of different campaigns and the transfer of a specific story to different target groups. The fact that Barts Boekje as a platform has a clear tone of voice and appeals to a clear target group, does not mean that we cannot and do not want to color outside those boundaries: Bureau Bart likes to function as a content partner, independently of promotion on the Barts Boekje platform. Our concept and creation team launched several successful campaigns and social media support for clients such as De Bijenkorf, donttellmum, Volvo, ANWB, Chateau Amsterdam, Nestlé, Birò and more.

## Bart Buis

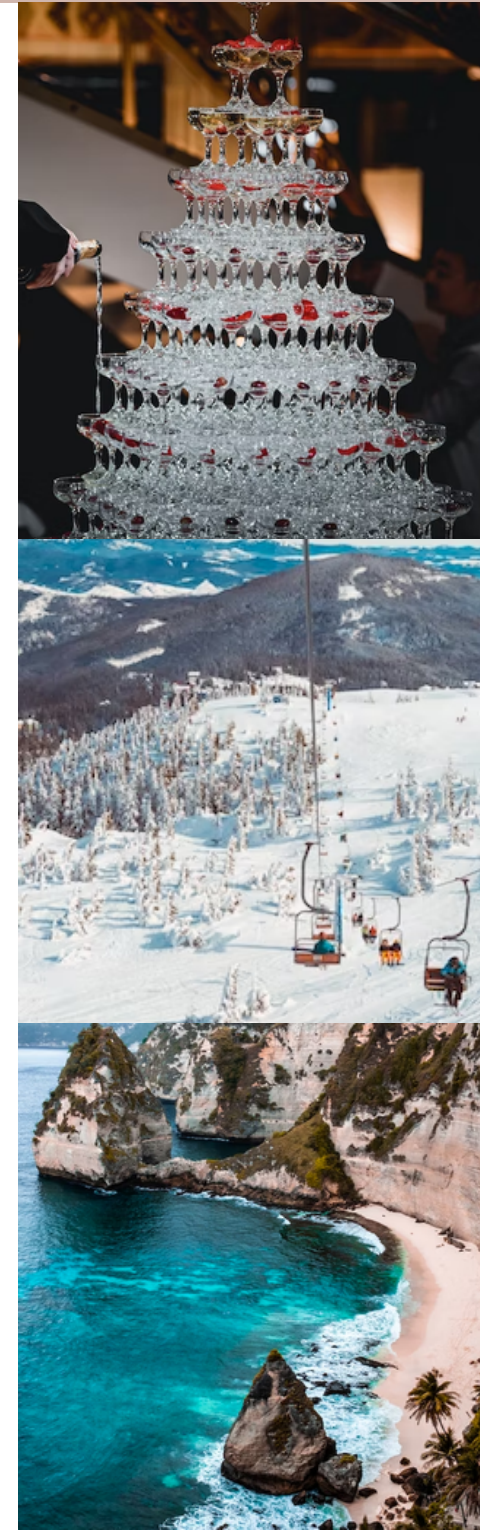
It was about time that Bart's Boekje could also be seen on screen. We are not really into vlogging and, as non-professional filmmakers, it is almost impossible to guarantee the quality when traveling. In addition, we believe that we should attract our target audience to our own channel and not fragment it across different media outlets. What then? The answer turned out to be a videocast via BartsBoekje.TV. No vlog, no podcast and no masterclass (after the American model), but a mix of all of that with a focus on interior design. Inspiration (of course mostly from travel and hospitality) and smart tips from professionals based on a conversation between non-professionals (but enthusiasts).

## Bart Boekt

At the end of 2019, Barts Boekje launched Bart Boekt, a content-driven and curated hotel selection. Hotels that have been personally selected, so that we dare to recommend them to our readers without hesitation. Readers find the tips on Barts Boekje reliable and often blindly trust our advice (one of the results of an independent study). With Bart Boekt we fill the gap between large, overwhelming booking sites and small, often impractical blogs.

## Bartventskalender + Barts Bingo

No one can or wants to ignore the festive month of December... But at Barts Boekje we believe in anticipation, whether it's booking a holiday or dreaming of buying that new sofa. That is why we count down to December in November with a digital Bartvents calendar and a packed prize pool. During the summer months we draw digital numbers during Barts Bingo and here again - of course - the prize pool makes you greedy.





# Bart's Books

**In addition to BartsBoekje.com, several 'By Barts Boekje' books have been published: the counter now stands at seven books and various e-books (& more to come). Each edition is a presentation of the most beautiful and fun addresses out there.**

## KOFFERS & KOTERS

Koffers & Koters has been in stores since June 2020. A collaboration with ANWB and a complete (hip) reference book with the best holiday addresses throughout Europe for parents and their kids (in that order).

## LITTLE ESCAPES SERIES

The first Little Escapes edition is for every weekend and full of addresses in the Netherlands and Belgium. Little Escapes Net over de Grens does the same, but goes a little across the border with the addition of northern France, southern England and western Germany. This was followed by Los Littles Escapos: 52 weekends in Spain. The first Little Escapes was revised, which became book four in this series, number five is Little Escapes in the Netherlands.

## COOL CAPE TOWN SERIES (also in e-book)

Cool Cape Town and Cool Cape Town Kids are handy guides to the best of Cape Town and the surrounding area. The guides have two covers: Cool Cape Town City on the one hand. Turn the book over and you will read about Cool Cape Town Surroundings.





### **E-BOOK RUST! X RIVELLA**

Just relax in the hastiness of the day, enjoy the nature around you to really breathe. Where? We found the perfect spots together with Rivella. In this Bart e-book you find more than 50 often hidden, off the beaten track, places in or just outside the city to catch that moment of peace, spread over six provinces across the country.

### **E-BOOK IBIZA**

Just like the original Barts Boekje, a leather-bound notebook with clippings and notes bulging, this first eBook had to be about Ibiza. This digital version is also bursting at the seams with tips. But the best thing about Bart is that you don't buy our e-books once, but 'forever': as soon as an update appears, you as a buyer always receive a new download link and you have a whole new e-book for just one euro.

### **E-BOOKS COOL CAPE TOWN CITY & SURROUNDINGS**

In the Cool Cape Town – City e-book you will find no less than 130+ tips and addresses in the vibrant heart of South Africa, Cape Town. Clearly arranged per district and with an interactive map so that you know exactly where to go for that one unsurpassed restaurant with a view, the best juice bar and that place where you can watch the sun set, whilst having your feet in the water. Cool Cape Town – Surroundings is the one and only perfect addition to Cool Cape Town – City. In this e-book you will find 130+ tips and addresses about the best that South Africa has to offer, all within a maximum of four hours' drive from Cape Town.

Also a book for your brand? We are happy to get started.





BECAUSE ONE AND ONE CAN MAKE THREE

# Let's collaborate

**The most important values of Barts Boekje are authenticity and credibility. That is why above all we love alternative, one-on-one, preferably long-term and inspiring collaborations that benefit both parties.**

Coming up with creative solutions that tell the brand's message – the basis of Bureau Bart – makes us happy, whether or not we translate that message and let it match our own platforms. We are good at that too, if we do say so ourselves, thanks to our many years of experience and a senior team that worked for titles such as ELLE, &C, Harper's Bazaar, Viva, Flair and VT Wonen, and for brands such as CheapTickets, TUI, Scotch & Soda, Love Stories Intimates and more.

We have a large and up-to-date network within the online and offline media industry and are happy to help spread the relevant message as widely as possible. For more than ten years, Team Barts Boekje has been passionate about giving the right, current topics a stir in an original way. No flat promotion, but straight-forward experiences with a unique tone of voice. Always tongue in cheek, always with humour, never pedantic. We are happy to discuss a way of working together.

We like to come up with, and believe in, smart (advertorial) solutions adapted to the wishes of our partners. You call, we run (and advise). To keep the lines as short as possible and because we believe in long-term collaborations, we function as external colleagues at all times.