

beyond

*Beyond by
BartsBoekje.com
Accommodations
2024/2025*

WELCOME BY BEYOND BY BARTS BOEKJE

THE ACCOMMODATION EDITION

*From chic city stays to hidden
paradises, this guide brings
you places where experience
and comfort meet.*

love,

The team of Barts Boekje and beyond



WOULD YOU LIKE TO FIND YOUR
ACCOMMODATION THROUGH
BARTS BOEKJE? GREAT IDEA,
THAT'S WHAT WE THOUGHT!

Bart Boekt by Beyond (or in English – Bart Books by Beyond) sounds like it is: via BartBoekt.com and [@beyond.bybb](https://twitter.com/beyond.bybb) you see our exclusive selection of (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. And now we go Beyond! With our new Substack newsletter brand Beyond, and matching socials.

A new and strong look & feel to reach a wider audience. We strongly believe in our new *offspring*, so we decided to place our beloved Bart Boekt under these Beyond wings. At this moment we are busy expanding our pages, 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 on what cosy bars, crazy good restaurants there are to be found in the neighbourhood.

- Readers do not book directly at Beyond Accommodations, 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 Beyond accommodations are included in all relevant lists on BartsBoekje.com – more traction!
- In addition to your own dedicated accommodation page, all Beyond accommodations will be featured in our newsletters and on Facebook.
- The collaboration is valid for 1 year.



beyond

1 year Bart Boekt
Facebook post
Item in newsletter
Instagram feedpost (mentioning tips to-do in the
neighbourhood) @Beyondofficial

1.500 euro

BART BOEKT
THE BASIC

beyond

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
accommodations page and for social content. The photos
and videos will be shared with you for own use (you will
receive 20 to 30 pictures).

2.500,- euro

BART BOEKT
DE LUXE

beyond

Extra's which can be bought
throughout the length of the partnership:

Instagram story @beyond.bybb €250,-
Instagram feedpost @beyond.bybb €€450,-
Instagram reel €750,- (creation)
+ €250,- (boosting) @beyond.bybb
Facebook post €700,-

Photography of your accommodation:
price to be discussed

BART BOEKT
GOOD IDEA

@beyond.bybb
instagram promo



How are we going to make your accommodation stand out in the crowd? Our social media team will create an Instagram Feedpost or Reel (depends on the package you choose) 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 Instagram Feedpost is included! We want to show you what this post can do, and link it to your own Bart Boekt page. After this, you are free to book extra Instagram feedposts/stories/reels and with us anytime you want. New restaurant design? Celebrating something special? Start of a new season? Just give us a heads up.

What we need from you for creating the Reel?
A 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).

*your page at
barsboekje.com
accommodations*

**BARTS/
BOEKJE**

BESTEMMINGEN

ACCOMMODATIES

BARTS BRUILOFT

BARTS BEAUTY

SPECIALS ▾

SHOP



NL



Boutique hotel in Spanje, Ibiza

Hotel Can Sastre Ibiza

[Naar Can Sastre](#)



[Meer foto's](#)

Op het terrein van Can Sastre zijn drie casita's en twee villa suites, allemaal om te smullen zo stijlvol aangekleed.

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...

- ... 1.000.000+ visitors every month;
- ... 87.500+ Instagram followers (@bartsboekje);
- ... 30.000 average reach for an Instagram feedpost (@bartsboekje);
- ... 10.000 average reach for an Instagram story (single clip @bartsboekje);
- ... 12.100+ Instagram followers (@beyond.bybb);
- ... 6.000 average reach for an Instagram feedpost (@beyond.bybb);
- ... 5.000 average reach for an Instagram story (single clip @beyond.bybb);
- ... 35.600+ followers on Facebook Barts boekje;
- ... 26.000+ newsletter subscribers, opening rate 50%;
- ... 650.000+ monthly impressies via Pinterest;
- ... 600+ followers Substack Beyond (launch Oct. 2024)