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 12 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.

Ambassadors

A different sweetheart in every town. We have ambassadors in the Dutch provinces, in Cape Town, London, Paris, Berlin, Spain and the South of France. Our ambassadors are in regions we are not every day, so that Barts Boekje stays up-to-date.

LET'S FOCUS

Focus points

At BartsBoekje.com we focus on six main categories: 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), Barts Beauty (always with a travel angle) and Bart Inside (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 accessible to travel sustainably. 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.

BARTS BEAUTY

A busy lifestyle, especially while traveling, requires a dedicated beauty approach. So that's where Barts Beauty comes in.

BART INSIDE

Always important than ever: how do we make our home even more loved? How do we bring the holiday home? Well, we know!

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:

.....1.120.000+ visitors per month
..... 3.168.000 views per month
.....3,000 average number of reads per article (2+ minutes reading time)
.....89,000 followers on Instagram @bartsboekje (plus 10K+ @bendevanbart)
.....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 twelve years time, Barts Boekje has become a well-known name within the Dutch online travel and lifestyle community 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 2025, 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

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 Ecapos: 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.

WHITE LABEL BOOKS

We (co-) created several books for a diversity of clients, not mentioning 'it was us'...

BRANDED GUIDES AND BOOKS

Just relax in the hastiness of the day, enjoy the nature around you to really breathe. Where? We found the perfect spots with soda brand Rivella. In this 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. For interior shop Loods 5, we created a print book with the best tips in Maastricht, all close to the Loods 5 shop. For the city of Rotterdam, we made a very cool Rotterdam Guide focused on the Flemish market, and for fashion brand Summum, we successfully launched a Groningen Guide to celebrate their new shop.



E-BOOKS

Just like the original Barts Boekje, a leather-bound notebook bulging with clippings and notes, we decided to create bulky eguides for all the locations we know so well. This digital version is their for our readers to download and to find the best of the best for their holidays.

COOL CAPE TOWN (print book)

In the Cool Cape Town - City 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. When you turn the book around, you find Cool Cape Town – Surroundings; the one and only addition to Cool Cape Town – City. In this side of the book, you will find another 130+ tips and addresses, 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 twelve 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.