



BARTS/ BOEKJE

Website

Social Media

E-guides

Books

Bureau Bart

Social ad campaigns

Website

Article / advertorial (text, images, direct link) € 1.100,-

Item included in an existing article (1 year) € 800,-

Item in on of our top 10 articles, reaching an average of 15,000 readers per month (1 year) € 2000,-

Item in a short term article (1 month) € 600,-

Specials (Boekt, Bruiloft, Beauty, Kids, Interior) pricing on request

Advertisement

Home page pop-up (with ext. link, 3 days) € 1.750,-

Home page pop-up (with link, one week) € 3.500,-

Specified category (with link, one week) € 1.250,-

(e)Books / guides

Single advertisement in an existing ebook € 650,-

New dedicated (e)book (minumum of 25 pages) from € 2.500,-

Please note that we also (co-)create printed books, guides and magazines, also as 'whitelabel' products.

Newsletter

Item (single block) € 700,-

Dedicated (8 blocks) € 1.750,-

Socials

Facebook Post (fixed) € 700,-

Instagram @bartsboekje
Feed post (fixed) (89K) € 1.350,-
Carrousel (+ images) + € 200,-
Reel (fixed on reel page) € 1.450,-

Story (24h, 3 clips) € 900,-
Extra clips (+ per clip) + € 200,-

@beyond_bybb (12K) on request
TikTok (3K) on request

Pinterest
Post (fixed) € 700,-
Board (highlighted fixed) € 1.500,-

Instagram @beyond_bybb
Feed post + story set(13K)
Please note that we need to charge extra for visits / special requests € 800,-

**BARTS/
BOEKJE
RATECARD**

Specials

Bureau Bart - Concept creation

Brainstorm (2 meetings) € 1.000
Insta take-over (per month) € 1.500
Social analyse/training € 1.500

Event lancering/PR event/account management - pricing on request

Bartventskalender (or similar)

Find all specialized info via [this link](#)

Barts Buis (or podcast)

Find all specialized info via [this link](#)

Mediakit

For more info, facts & figures, please see mediakit

We might charge additional (production) costs for special wishes/ requests that require extra work or out of pocket costs. We can never promise to include kids. Or dogs. Or cats.

All prices are excluded of VAT.

We handle one correction round conform briefing.



Audience

-300,000+ unique visitors per month (1,120,000 users)
-3,168,000 views per month
-3,000 average number of reads per article (2+ minutes reading time)
-84,400 followers on Instagram (plus 13k + @beyond.bybb)
-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%

Audience:

30% of our
website visitors
are male

15%

16 - 24

28%

25 - 34

27%

35 - 44

18%

44 - 55

12%

55 +

Interests

Travel

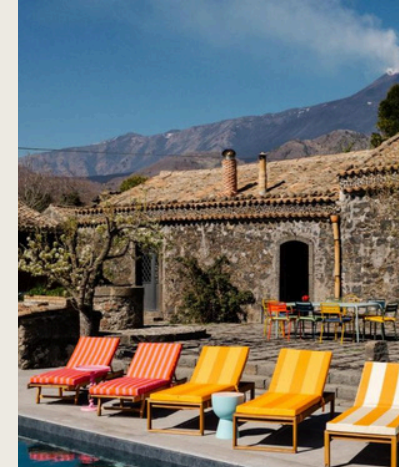
Food & Drinks

Interior

Kids

Beauty

Wedding



BUREAU/ BART

We help you to develop the right activations and branded content campaigns that best reach your customer. Our focus is to create campaigns that resonate with your target audience, rather than traditional advertising. We do this with smart, tailor-made campaigns that reinforce your brand, that are always relevant and targeted.

To achieve the desired results, we advise you on how best to use the various Barts Boekje channels (website, social media, Substack, e-guides, etc.), with a strategy tailored to your performance goals. We make sure the campaigns exactly match your goals by fine-tuning the KPIs beforehand.

At the end of the campaign, you get a detailed report so you can see exactly how the campaign performed. Moreover, we can extend campaigns with a 'paid budget' to increase the impact, both on the Barts Boekje channels and beyond.

[More about Bureau Bart](#)



SOCIAL ADS

Social ads allow you to boost both existing and new commercial social media campaigns, both on our social channels and beyond. This is ideal for reaching specific target groups, for various objectives, or for dark advertising – where the ad is not visible in the feed, but targeted to a precisely defined audience.

Our campaigns deliver excellent results: the average cost per click at Barts Boekje via Bureau Bart is just EUR 0.15, compared to EUR 0.43 in the travel industry. In addition, we achieve a click-through rate of 5%, which is significantly higher than the food and hospitality industry average of 2.9%. This makes us a cost-effective choice for your social advertising strategy.

