



BARTS/ BOEKJE

ADVERTORIALS

SOCIAL MEDIA

BUREAU BART

(E)GUIDES

BOOKS

RATECARD



WEBSITE

Advertorials

Article / advertorial
(incl. do-follow link) € 1.100,-

Listicle short term
(one month) € 650,-

Listicle (1 year) € 800,-

Listicle in top 10 article
reach: > 15,000 per month
(1 year) € 1250,-

Special packages
(Interior, Kids,
Accommodations, Wedding,
Beauty) pricing on
request

Advertising

Pop-ups &banners:
see next page

Mediakit

For more info,
facts & figures,
[see mediakit](#)

SOCIALS

Newsletter

Single block € 800,-
Dedicated (6 blocks) € 1.750,-

Instagram

[@bartsboekje \(94K\)](#)
Feed post (fixed) € 1.550,-
Carrousel (+ images) + € 200,-
Reel (fixed on reel page) € 1.750,-
Story (24h, 3 clips) € 900,-
Extra clips (+ per clip) + € 200,-

[@beyond_bybb \(15K\)](#)
Feed post + story set € 1.000,-

Pinterest

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

Facebook

Post (fixed) € 700,-

TikTok

pricing on
request

SPECIALS

Bureau Bart - concept creation

Specials / social ads (white label)

(e)Books /guides

Single page advertisement € 750,-
New dedicated (e)book € 2500,-
(25+ pages+)

Games / Giveaways

(Bartventskalender or similar)
Find all info via [this link](#)

Podcast

Find all info via [this link](#)

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

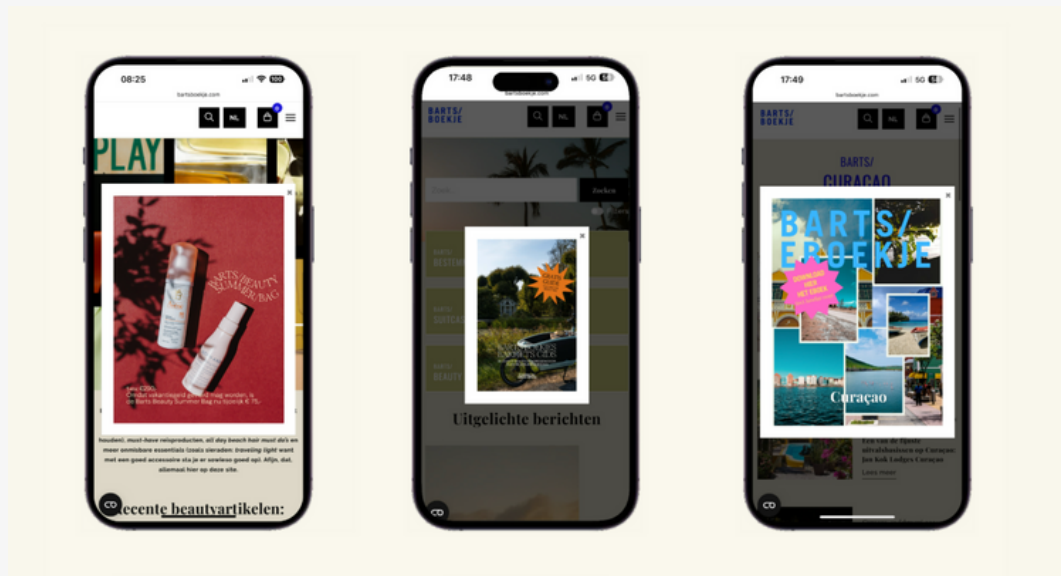
We might charge additional (production) costs for
special requests that require extra work or out of
pocket costs. We can never promise to include
kids. Or dogs. Or cats.

All prices are excl. of VAT.

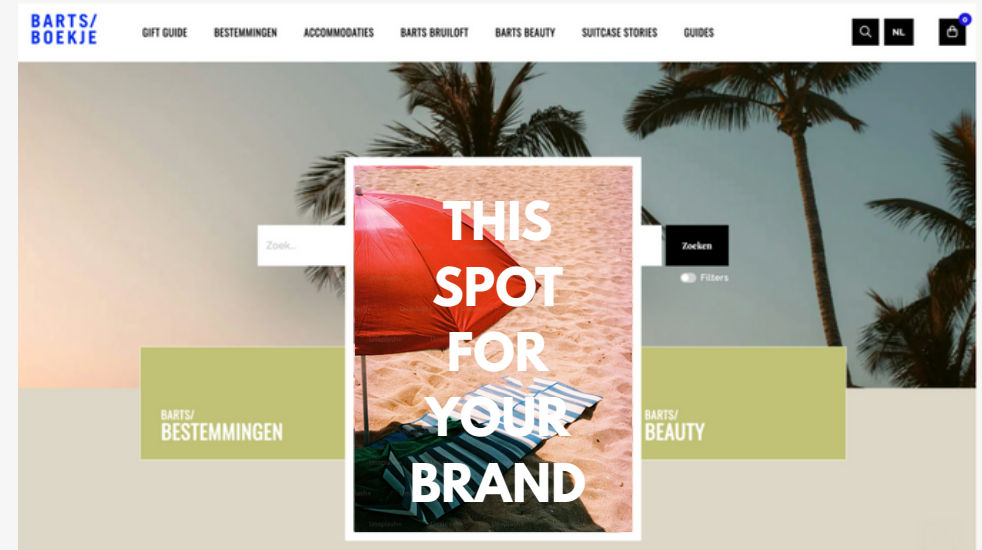
We handle one correction round conform briefing.



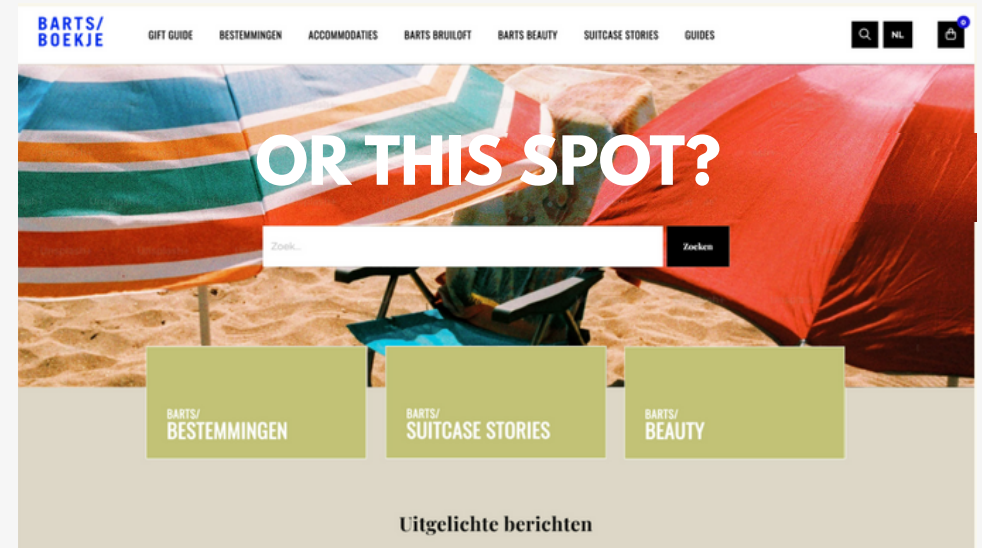
ADVERTISEMENT WEBSITE



Specified category centre pop-up (incl. link, 1 week) or side banner
€ 1.250,-



Homepage centre pop-up (incl. ext. link, 3 days)
€ 1.750,-



Homepage top header (1 week)
€ 3.500,-

BUREAU BART

We create activations and branded content that genuinely connect with your audience: never generic advertising, always relevant and purposeful.

Using the full range of Barts Boekje channels – from website and social media to Substack and e-guides – we craft a strategy aligned with your goals and clear KPIs. You'll know exactly how we're performing, with a detailed report at the end.

SERVICES & RATES

Brainstorm 2 sessions	€ 1.000,-
Social media analysis <i>(starting from / per session)</i>	€ 1.500,-
Instagram Take-over <i>(starting from / per month)</i>	€ 1.500,-
Event launch / PR event / Account management	price on request

[Explore our campaigns](#)

SOCIAL ADS

Through social ads, we boost both existing and new campaigns – on our own and your channels. This way, we reach specific audiences, support diverse goals, and run ads visible only to a defined target group.

Our results speak for themselves: average CPC at Barts Boekje via Bureau Bart is €0.15 (vs. €0.43 in travel), and our 5% CTR outperforms the 2.9% industry average in food & hospitality.

[Discover how we run social ad campaigns](#)



TARGET GROUP

AGE

16 - 24 y	25- 34 y	35-44 y	44-55 y	55+ y
15%	28%	27%	18%	12%

INTERESTS

Travel *Food & Beverages* *Interior* *Kids* *Beauty* *Wedding*

FACTS & FIGURES

-400,000+ unique visitors per month
-5,168,000 page views per month
-93,600 followers on Instagram (+15,000 on [@beyond.bybb](#))
-30,000 average reach per Instagram feed post
-10,000 average reach per Instagram Story (per single clip)
-35,000+ followers on Facebook (+3,900 on Barts Boekje Junior)
-850,000+ monthly impressions on Pinterest
-26,000+ newsletter subscribers, with an average open rate of 50%

