

**BARTS/
BOEKJE**



About Barts Boekje



Barts Boekje started out as a hobby, born from countless scrapbooks, clippings, and notes (the "booklet"), and was initially intended solely as a search tool for friends and family.

Over fourteen years later, BartsBoekje.com has grown into one of the largest travel and lifestyle platforms in the Netherlands, serving as a current collection of trendy hotspots, timeless classics, and unmissable brands that make “the good life” even more appealing.

The original reason for launching the website has never been forgotten: Barts Boekje only shares tips that the team would actually follow themselves. Tips we’d want to pass on to our friends, uncles, aunts, and secret crushes. This authentic benchmark has earned Barts Boekje a reputation as a reliable, original platform that truly stands out from the crowd.

A “Bartje” is a place or brand that ticks at least four out of five boxes: a trustworthy product, an inspiring and authentic location, great people, a certain *je ne sais quoi*, and something that makes life just a little more enjoyable or better.

Ambassadors

Every town has its gem. We have ambassadors in every Dutch province, as well as in Cape Town, London, Paris, Berlin, Spain, and the South of France. Our ambassadors are active every day in regions we can’t be, ensuring Barts Boekje stays up to date.

On BartsBoekje.com, we focus on six main categories: Barts Boekje (our address book), Bartje (the mini version), Bart Bewust (buy less, choose well, and take care of yourself), Barts Bruiloft (YES!), Barts Beauty (always with travel in mind), and Binnen bij Bart (interiors).

BARTS BOEKJE + BARTJE

On Barts Boekje, you'll find all the best spots, hotspots, and timeless classics, while Bartje is the little sibling. On Bartje, you'll discover the best places for families with kids (but always fun for parents too!) and the finest brands.

BART BEWUST

Travel isn't inherently sustainable, but thankfully it's becoming easier to do it in a greener way. That's where our tips come in. This category also highlights vegan and vegetarian food, yoga, meditation, and brands that strive for a more sustainable world.

BARTS BRUILOFT

The most beautiful day of your life! Or at least one of the most fun. We share stylish ideas for original bachelor or bachelorette parties, the most stunning wedding venues, great caterers, and of course, that once-in-a-lifetime honeymoon.

BARTS BEAUTY

A busy lifestyle, especially while traveling, calls for a dedicated beauty routine. That's exactly where Barts Beauty comes in.

BINNEN BIJ BART

How do we make a place we already love even more lovable? How do we bring that holiday feeling into your home? Well... like this. With our tips, of course.



LET'S FOCUS
Focus Points

Numbers

Reach + Target Audience



Barts Boekje has a growing, loyal readership: highly educated, above-average earning 30+ individuals who are constantly seeking inspiration in travel, food & drink, sustainability, interiors, and family life.

OUR READERS ARE:

.....online natives, connected through the internet and social media
.....between 28 and 55 years old, with 64.5% women and 35.5% men
.....mainly residing in Amsterdam, Utrecht, The Hague, Breda, Rotterdam, and Antwerp
.....highly educated, love traveling, and often dine out

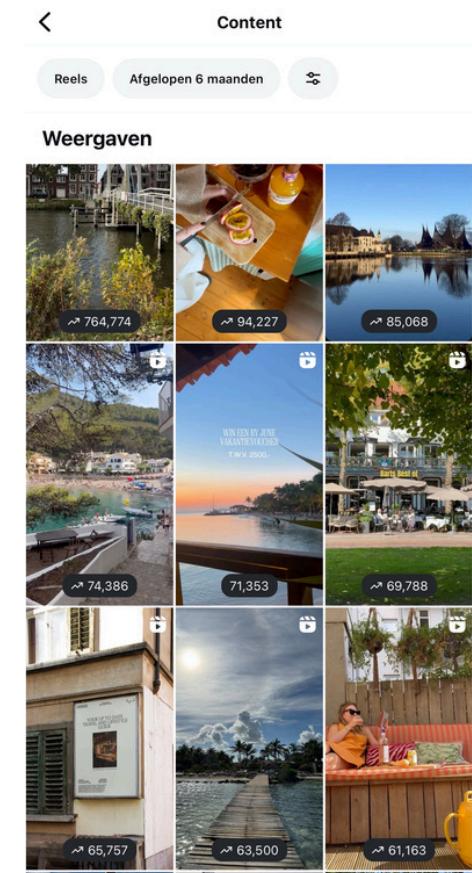
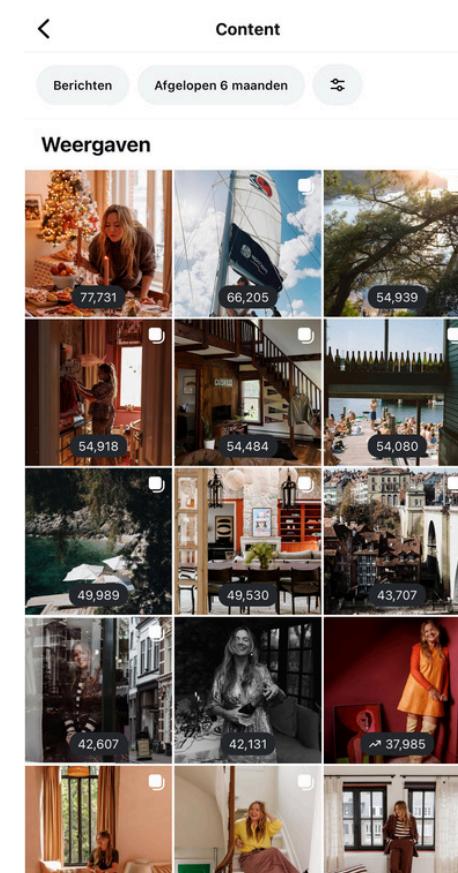
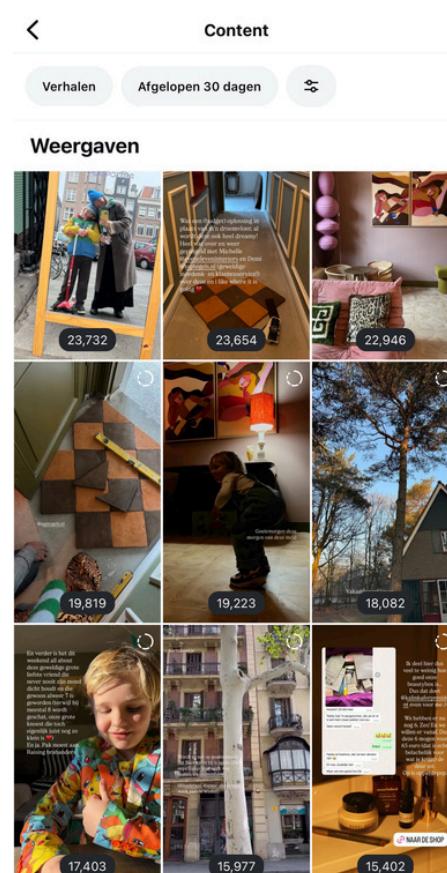
BARTS BOEKJE HAS:

.....2,120,000+ monthly users / 400,000 unique visitors
.....5.168.000 monthly page views
.....average of 3,000 reads per article (with 2+ minutes reading time)
.....96.000 Instagram followers (+16.3K on @beyond_bybb)
.....average Instagram feed post reach: 50,000
.....average Instagram story reach (single clip): 10,000
.....35,000+ Facebook followers (plus 3,900 on Barts Boekje Junior)
.....over 500,000 monthly Pinterest impressions
.....26.000+ newsletter subscribers, with a 50% open rate

Numbers

Reach + target audience

@bartsboekje



Unique Selling Points



Over the past fourteen years, Barts Boekje has grown into a well-known name among Dutch online platforms, and our team is regularly invited to contribute articles to media such as LINDA., Harper's Bazaar, &C, VT Wonen, Libelle, and more. At the beginning of 2025, we also launched our revamped website, a new logo, Bureau Bart – our digital content studio – and a refreshed Bart Boekt, our curated selection of on-point hotels.

WHAT MAKES BARTS BOEKJE UNIQUE

All of the different Bart categories share one common thread: the good life. These various pillars, clearly organized within a single website, allow us to find original angles for different brands that can be seamlessly integrated into our content. This approach attracts a broad audience. Through experience, we stay ahead of many competitors, and our readers consistently describe Barts Boekje as reliable, “the only website they actually use.”

Readers find a wide range of inspiration, interspersed with concrete “book now” tips. Over the years, we’ve often heard that readers trust our recommendations implicitly. The partners we work with have proven to be loyal and satisfied clients, whom we enjoy collaborating with as colleagues. Barts Boekje is a brand, more than just a website, that ticks all the boxes for the good life.

Bureau Bart

Over the past few years, it has become clear that the strength of Barts Boekje lies not only in its loyal audience, but also in the consistently on-point creative execution of various campaigns and the ability to convey specific stories to different target groups. While Barts Boekje as a platform has a distinct tone of voice and a clearly defined audience, this doesn't mean we can't, or don't want to, explore beyond those boundaries. Bureau Bart thrives as a content partner, independent of promotion on the Barts Boekje platform. Our concept and creative team has launched several successful campaigns and provided social media support for clients such as De Bijenkorf, donttellmum, Volvo, ANWB, Chateau Amsterdam, Nestlé, Birò, and more.

Podcast

SUITCASE STORIES is the one and only true travel podcast from the Netherlands, brought to you by Barts Boekje, of course. In each episode, we welcome an adventurous and inspiring woman, from female leaders to creative explorers. Together, they take you on a journey to some of the most extraordinary places around the world. We talk about more than just destinations: it's about real experiences, deep connections with local cultures, remarkable encounters, moments of calm, and adventure. Always with an open mind and a love for stories that stay with you.

[Listen via deze link](#)

Bart Boekt

At the end of 2019, Barts Boekje launched Bart Boekt, a content-driven, curated hotel selection. Each hotel is personally chosen so that we can confidently recommend them to our readers. Readers find our tips reliable and often trust our advice implicitly (as confirmed by an independent study). With Bart Boekt, we bridge the gap between large, overwhelming booking sites and small, often impractical blogs.

Bartventskalender

No one can or wants to ignore the festive December season... But at Barts Boekje, we believe in the joy of anticipation, whether it's booking a holiday or taking one more night to decide on that new sofa. That's why every November we count down to December with a digital Bartvent calendar and a prize pool full of goodies. During the summer months, we draw digital numbers in Barts Bingo, and once again, naturally, the prize pool is irresistibly enticing.



Barts (e-)Books

In addition to BartsBoekje.com, several “By Barts Boekje” books and e-books have been published: the count now stands at seven physical books and various e-books (with more to come). Each edition presents the most beautiful and fun addresses.

E-BOOKS

We're proud of our expanding collection of e-books, each highlighting a different destination. These travel guides set themselves apart from our website articles because they are extremely comprehensive, allow us to share even more tips, and are updated every six months. [Check out our travel guides here.](#)

KOFFERS & KOTERS

Since June 2020, Koffers & Koters has been available in stores. A collaboration with ANWB, it's a complete (and trendy) reference book featuring the best holiday addresses across Europe for parents and their kids (in that order).

LITTLE ESCAPES SERIES

The first Little Escapes edition is a coffee table book packed with weekend ideas in the Netherlands and Belgium. Little Escapes Just Across the Border does the same, adding Northern France, Southern England, and Western Germany. This was followed by Los Littles Escapades: 52 Weekends in Spain. The first Little Escapes was later revised, becoming the fourth book in the series, with the fifth being Little Escapes in the Netherlands.



WHITE LABEL BOOKS

We have created multiple books (sometimes collaboratively) for different clients, without explicitly stating that it was us.

Take a moment to unwind from the day's hustle, enjoy the nature around you, and truly catch your breath. Where? Together with Rivella, we explored over 50 often hidden, off-the-beaten-path spots in or just outside the city, designed to capture that moment of calm. This Bart e-Book covers six provinces across the Netherlands.

For the interior store Loods 5, we created a printed book with the best tips in Maastricht, all conveniently located near their store. For the city of Rotterdam, we designed a cool Rotterdam Guide aimed at the Flemish market. And for fashion brand Summum, we successfully launched a Groningen Guide to celebrate their new store.

COOL CAPE TOWN (printed book)

The Cool Cape Town City e-Book features over 130 tips and addresses in the vibrant heart of Cape Town, South Africa. Clearly organized by neighborhood and with an interactive map, it shows exactly where to go for that unforgettable restaurant with a view, the best juice bar, and that spot where you can watch the sun set with your feet in the water.

[Cool Cape Town – Surroundings](#) is the ultimate companion to [Cool Cape Town – City](#), featuring 130+ tips and addresses showcasing the best South Africa has to offer, all within a four-hour drive from Cape Town.

We have combined City & Surroundings into a single English printed book, [available in our webshop](#).

A book for your brand too? We'd love to get started.





BECAUSE ONE AND ONE CAN MAKE THREE

Let's Collaborate

The core values of Barts Boekje are authenticity and credibility. That's why, above all, we value alternative, carefully curated, one-on-one collaborations, preferably long-term and inspiring, that benefit both parties

We love coming up with creative solutions that convey a brand's message – the foundation of Bureau Bart. Sometimes we adapt that message to align with our own platform, something we excel at thanks to years of experience and a senior team that has worked for titles such as ELLE, &C, Harper's Bazaar, Viva, Flair, and VT Wonen, as well as brands like CheapTickets, Booking.com, SUITSUIT, TUI, Scotch & Soda, Love Stories Intimates, and more.

We have an extensive and up-to-date network within both the online and offline media landscape, and we're happy to help spread a brand's message as widely as possible. For over twelve years, Team Barts Boekje has been passionate about creating original buzz around the right, current topics. Not flat-out promotion, but straightforward, authentic experiences with a unique tone of voice. Always a wink, always humorous, never preachy. We enjoy discussing collaborations that truly meet our clients' needs.

We love to brainstorm and believe in smart (advertisorial) solutions tailored to our partners' wishes. You call, we deliver and advise. To keep things as efficient as possible, and because we believe in long-term collaborations, we always operate as an extension of our clients' teams.