ADVERTORIALS
SOCIAL MEDIA
BUREAU BART
(E)GUIDES
BOOKS
BARTS/
BOEKJE

RATECARD

WEBSITE

Advertorials

Article / advertorial (incl. do-follow link)	€ 1.100,-
Listicle short term (one month)	€ 650,-
*Listicle weekend tips	€ 800,-
Listicle (1 year)	€ 800,-
Listicle in top 10 article reach	€ 1000,-
Special packages (Interior, Kids, Accommodations, Wedding, Beauty, Wellbeing)	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 (101K)	
Feed post (fixed)	€ 1.550,-
Carrousel (+ images)	+ € 200,-
Shared feedpost	+ € 400,-
Reels	€ 1.750,-
Story (24h, 3 clips)	€ 900,-
Extra clips (+ per clip)	+ € 200,-
@beyond_bybb (18.3K)	€ 1.000,-
Feed post + story set	

We are happy for you to regram our images, but for personal and/or commercial use, we ask an additional fee.

Pinterest	€ 700,-
Post (fixed)	€ 1.500,-
Board (highlighted fixed)	
Facebook (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 (25+ pages+)	€ 2500,-

Games / Giveaways

(Bartventskalender or similar)
Find all info via this link

Podcast

More information available upon request

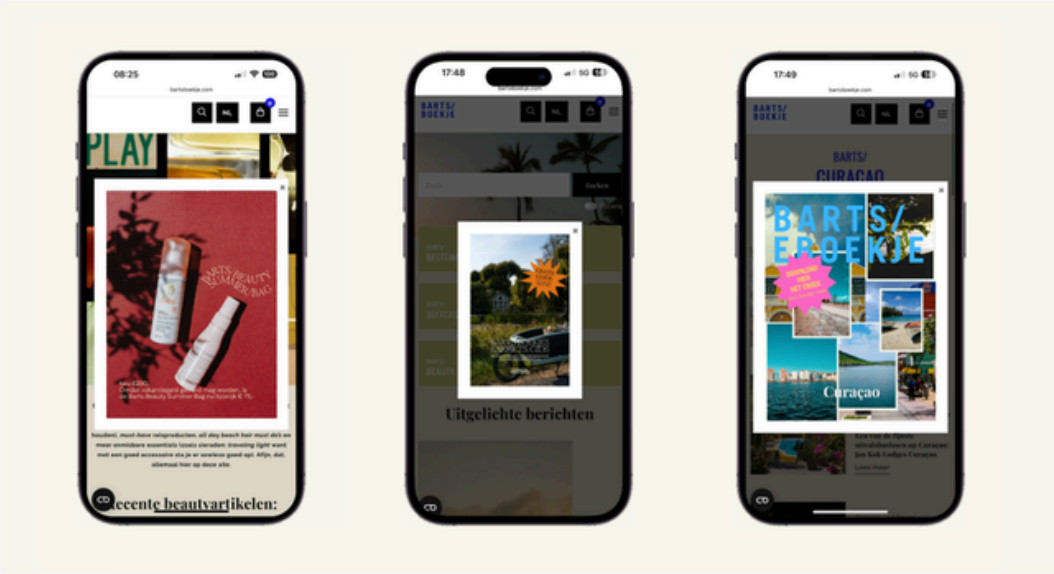
Please note that we also (co-)create printed books, guides and magazines, also as 'whitelabel' products. We might charge additional (production) costs for special requests that require extra work or out of pocket costs. We can never promise to include kids. Or dogs. Or cats.

All prices are excl. of VAT.

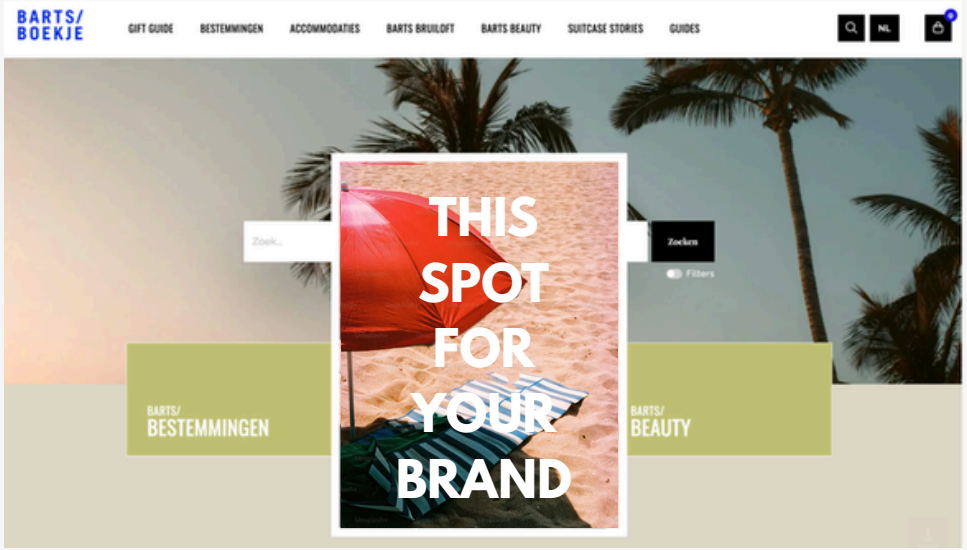
We handle one correction round conform briefing.

ADVERTISEMENT

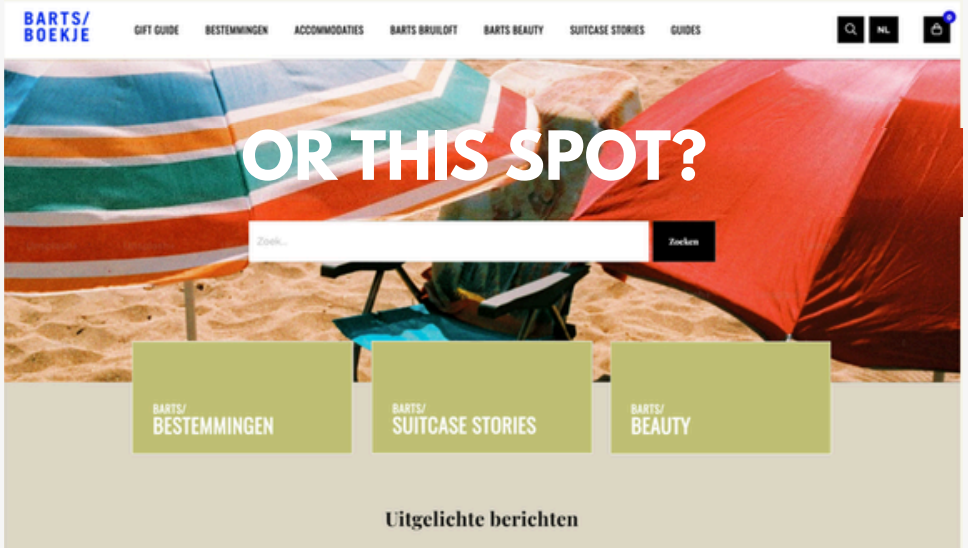
WEBSITE



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 *(starting from / per session)*	€ 1.500,-
Instagram Take-over *(starting from / per month)*	€ 1.500,-
Event launch / PR event / Account management	price on request

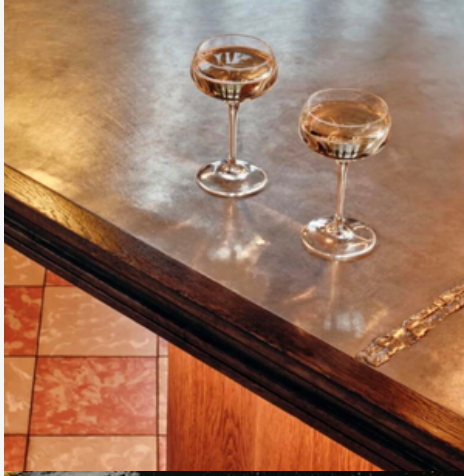
Explore our campaigns

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

35% MALE READERS

AGE

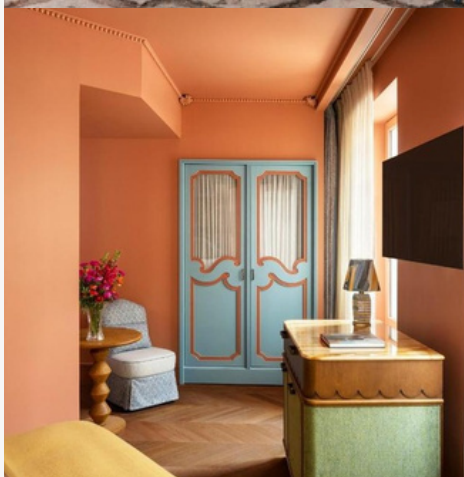
16 - 24 y	25- 34 y	35-44 y	44-55 y	55+ y
15%	28%	27%	18%	12%

INTERESTS

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

FACTS & FIGURES

.....400,000+ unique visitors per month
.....5,168,000 page views per month
.....101,000 followers on Instagram (+18,300 on @beyond.bybb)
.....50,000 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)
.....500,000+ monthly impressions on Pinterest
.....26,000+ newsletter subscribers, with an average open rate of 50%



SCHEDULE
FOR 2026

To maintain our position in the rapidly evolving market, we are dedicating 2026 to **wellness**, embracing it in its broadest sense, Barts Boekje style. Balance is our guiding principle for the year, ensuring harmony in all aspects of life. We will focus on relaxation and self-care, active retreats, and extraordinary solo travel experiences. Indulging in the finest restaurants, exploring exciting new destinations, letting loose, and treating oneself to special gifts: self-care it is.

That said:

January is for budget and being back on track. For Drunk January and for booking your summer holiday.
February is the month of love. But also: focus on yourself, ridin' solo.
In **March**, we wake Barts Beauty from its winter slumber (Barts Beauty is a holiday in your makeup bag and in your mind), and this month is dedicated to our accommodation page. We will highlight our favorite spots.
April is the time to tackle our home (interior focus) and book that city trip.
In **May**, we will refresh the garden.
June is the time to explore our favorite places in the Netherlands and return with our beloved Barts Beauty Summer Bag.
July is for traveling abroad: we will promote all last-minute destinations (and of course, we'll include Dutch tips too!).
August equals vacation! We will shine an extra light on all the tips for the little ones as well.
And in **September** we go back to schoolwork/yourself.
In **October** we highlight Barts Bruiloft (Barts Boekje Wedding). Everything for the big day(s) and beyond: outfits, bachelor parties, wedding venues, caterers.
As always the month of **November** is for our annual Bartvent Calendar. Psss: You can already sign up!
In **December**, we'll finish the year with all the festivities that come with it, and the Barts Beauty Winter Box will return, the perfect Christmas gift.