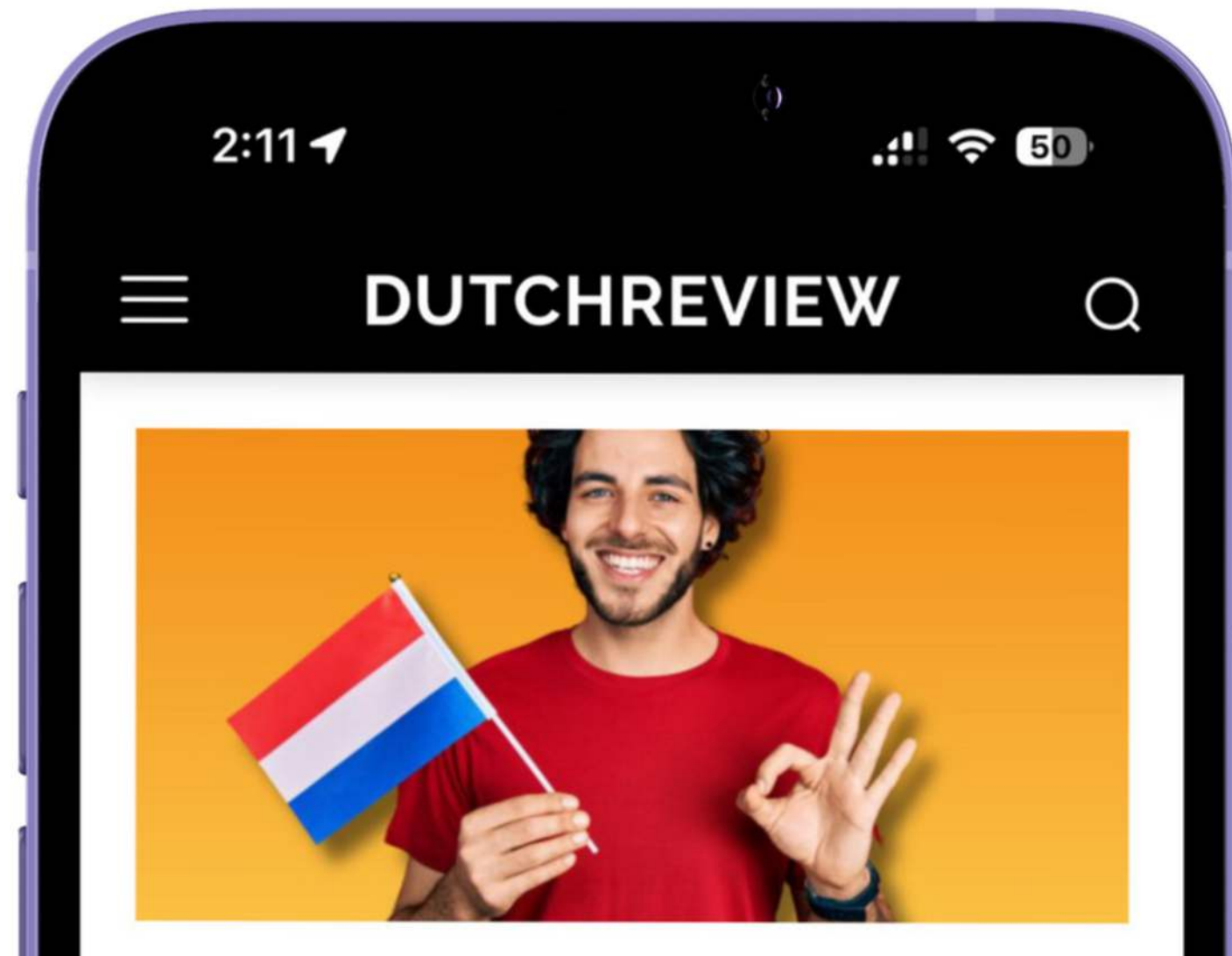


DUTCHREVIEW

The leading website for internationals in the Netherlands

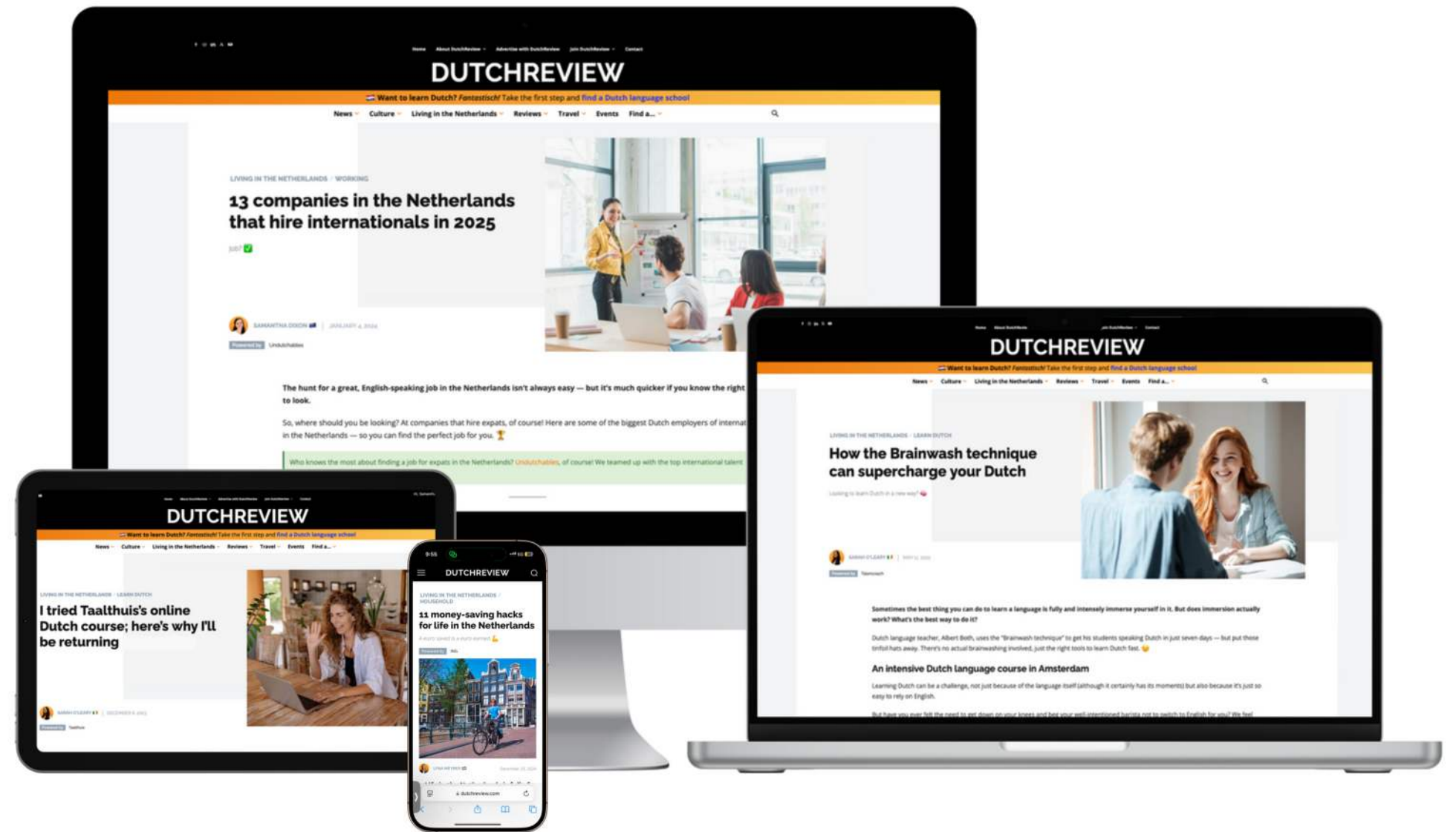


Media Kit
January 2025

**READERS WHO
WANT MORE**

450,000+
page views per month

3,000,000
unique visitors per year



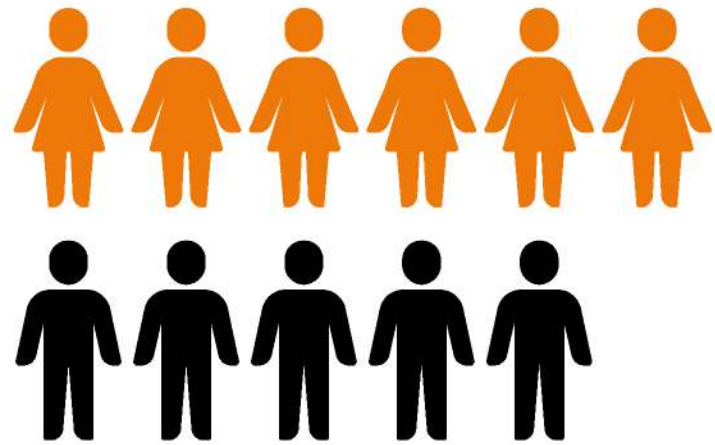
DutchReview is the ultimate resource for expats and internationals in the Netherlands, fully-stocked with the latest news, hotspots, services, destinations and how-to guides.



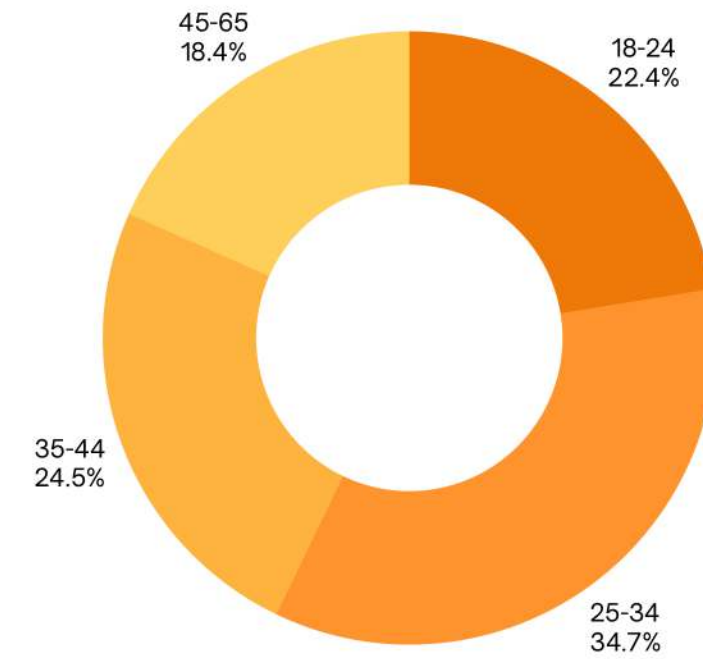
Audience

- Expats in the Netherlands
- The young, international crowd
- Visitors and tourists in the Netherlands
- Highly educated
- Above-average interest in leisure and travelling services

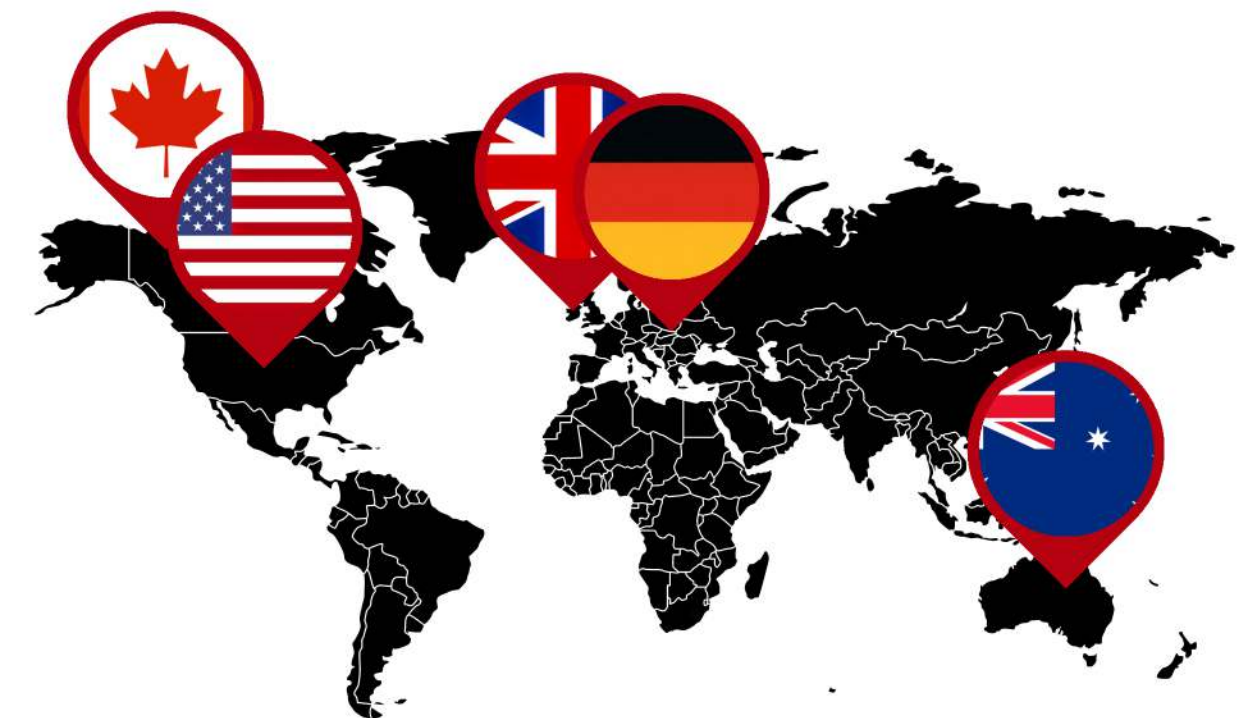
Gender



Ages



Top countries





Why expats?

- Expats in the Netherlands have a significant earning potential, often enjoy a reduced tax rate, and have a willingness to spend.
- Many expats work in industries like technology, finance, and engineering, which are known for offering competitive salaries, leading to higher disposable income.
- Eager to explore their new environment, expats are highly motivated to spend on dining, travel, leisure, and local services.
- Their digitally savvy nature and openness to new experiences make them an accessible and valuable demographic for businesses looking to expand their reach in the Dutch market.

STRONG. ON. SOCIAL.



117K+
followers



114K+
followers



14K+
followers



12.5K+
followers



1M
Social reach
per month



3K
Newsletter
subscribers



Testimonials



We did a trial article with DutchReview which proved to be much more successful than our previous attempts to reach the right international audience. Now we work together on a regular basis!

**ELITSA ZALEVSKA,
MARKETER**



DutchReview excels in delivering timely, engaging, and accessible content. With extensive reach and editorial excellence, they're a top-tier and pro-active partner for impactful collaboration on complex topics such as finances and banking.

**ERWIN HEENK,
SENIOR SEGMENT MARKETER**



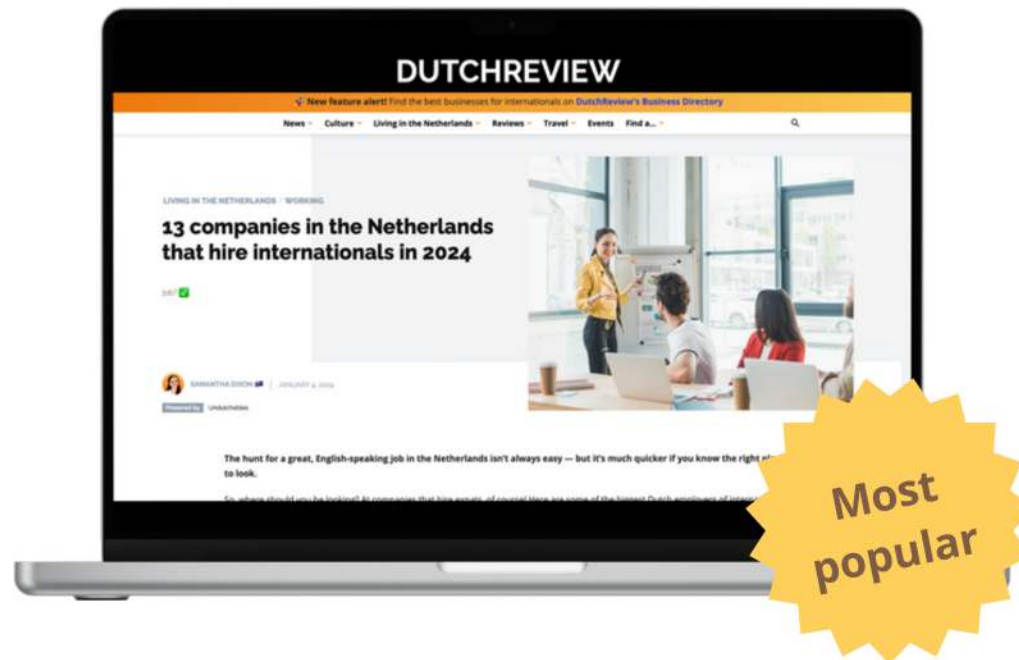
DutchReview creates fun and informative content that helps our international audience find their footing in the Netherlands. They have a clear and friendly way of working that makes collaborating with them easy and enjoyable.


**AUBREY DE WILDE,
DIGITAL MARKETER**



Article options

Sponsored post



 Organic SEO content offering tips and information to the reader for a natural topic

 Two short sections of text integrated to highlight your business


Up to 4 trackable links

+ - 140 words promoting your business

1000+ words of content

Advertorial



 Champions your business's best assets in a naturally positive and direct manner through the whole article

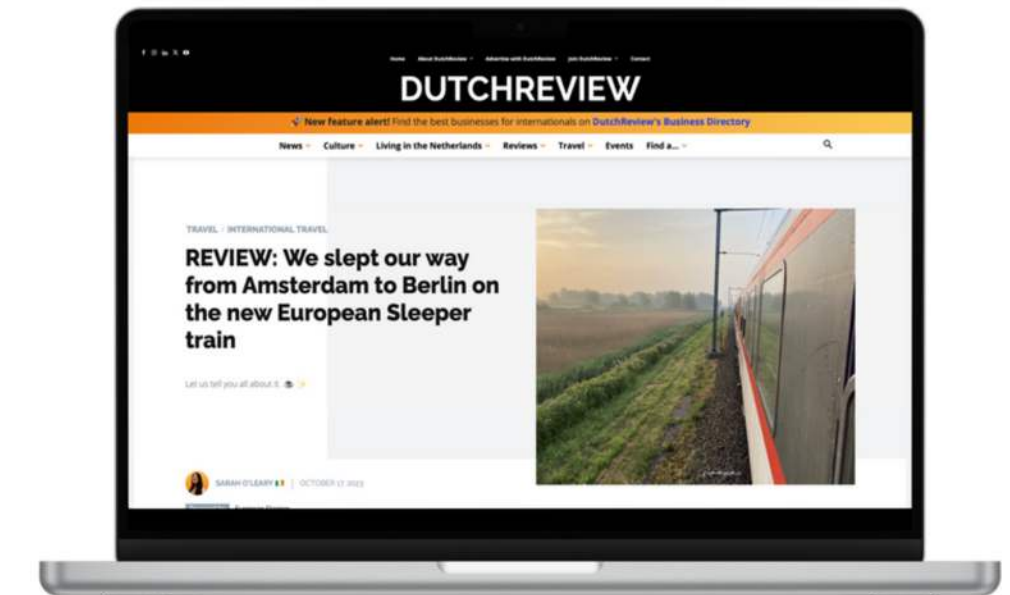
 Unlimited links to your website and social media profiles


Unlimited trackable links


850+ words promoting your business

Your business, in focus

Spotlight



 Short, direct article that naturally targets a niche, SEO query or news item in an informative, clear way

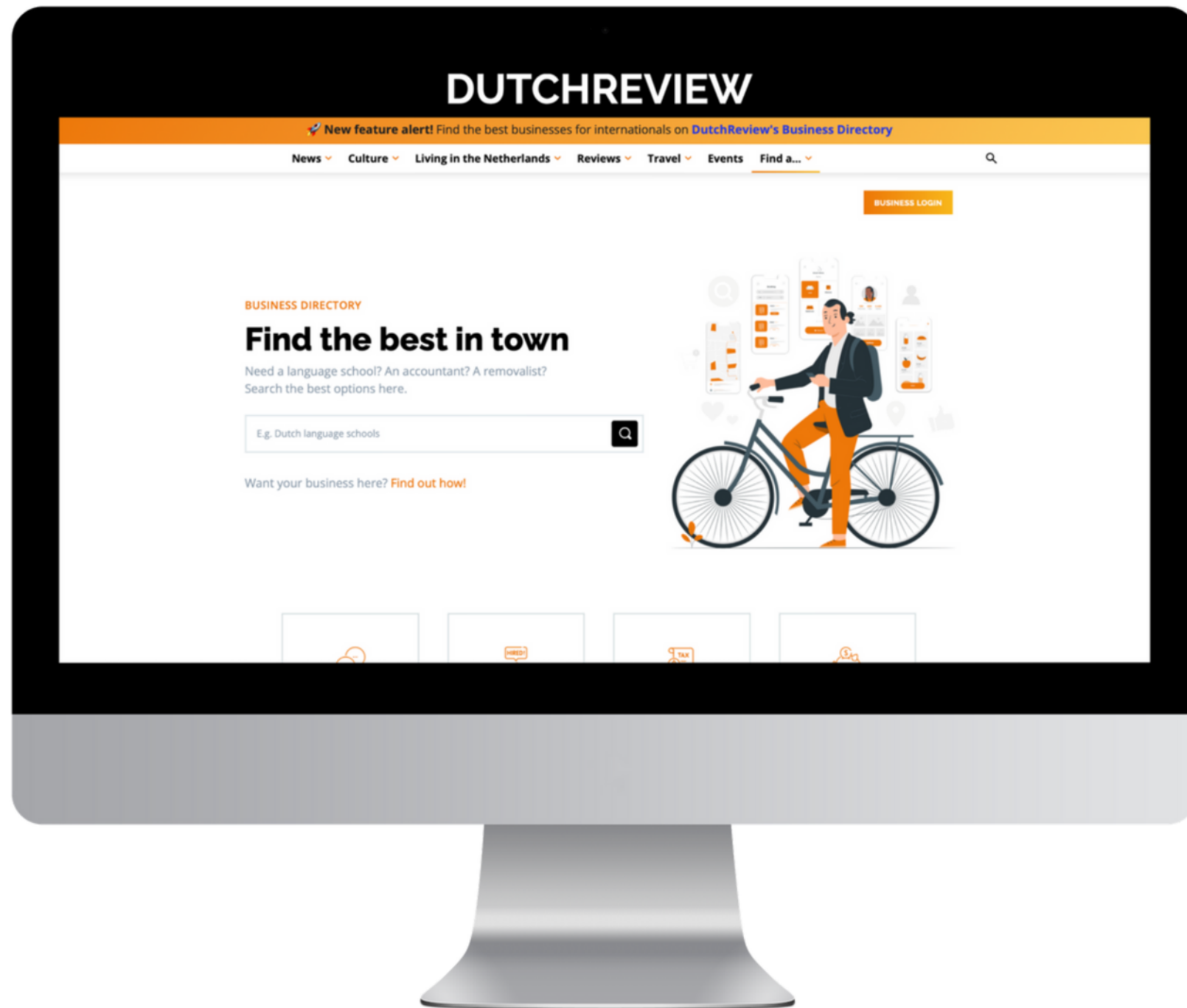
 One short section of text that promotes your business

Up to 2 trackable links

70+ words promoting your business

500+ words of content

Business Directory 👁️👁️



DutchReview's Business Directory is the **ultimate place for expats to find services** that best serve internationals in the Netherlands.

Your listing gives you a full page on DutchReview to promote your business, can be updated with special offers, and has **unlimited links** to your website and social media.

How it works

1. Expats need a service
2. They choose the type of service from the Directory
3. They find your business, ready to help ✨

Extras ✨



DutchReviewers are invited!
Get attention to your event on every desktop page with a dedicated event listing.



Polls, Quizzes, Reaction Sliders, and more — IG Stories are an engaging way to get your message across.



Informative, humorous, or a bit of both? Our expertly-crafted vertical videos will get your brand seen.

Let's make a deal

Articles

Spotlight	€495
Sponsored post	€895
Advertorial	€1095

Extras

Event listing	€250
Event listing + Featured event article	€500
Instagram & Facebook Story (with link)	€350
Instagram & Facebook Stories	From €250
TikTok & Instagram Reel	From €795
Business Directory Listing	From €249
On-page advertising	Pricing on request
Videos	Pricing on request

Prices listed are for the production costs of the initial article or listing and first year of placement.
Reasonable renewal options will be presented every 12 months.
For any questions, please get in touch.

Want the whole package?

Because two is better than one

Sponsored post + Advertorial	€1695
Advertorial + 3 x Instagram Stories	€1595

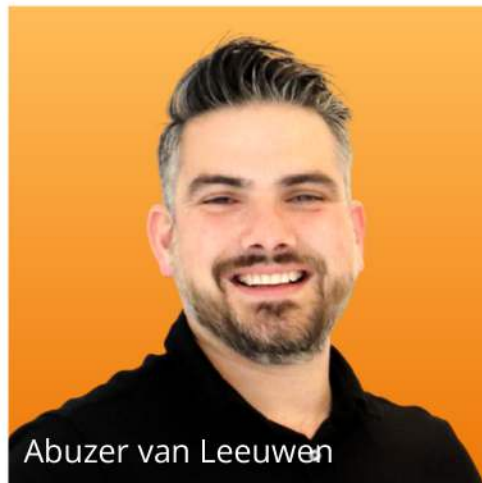
Have something else in mind? Get in touch for a custom deal!

New business?

We love innovation but we understand that cash-flow can be tight for new businesses — we've been there!

If this sounds like you, reach out for pricing tailored to your situation and product 

Let's get reviewing



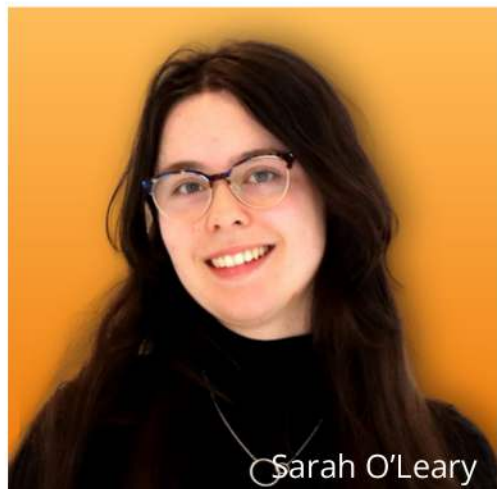
Abuzer van Leeuwen



Jana Vondráčková



Samantha Dixon



Sarah O'Leary

DUTCHREVIEW

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Advertise@DutchReview.com

Contact DutchReview for more options, pricing, and customer packages
— or just for a coffee! ☕

Office @ PLNT Leiden