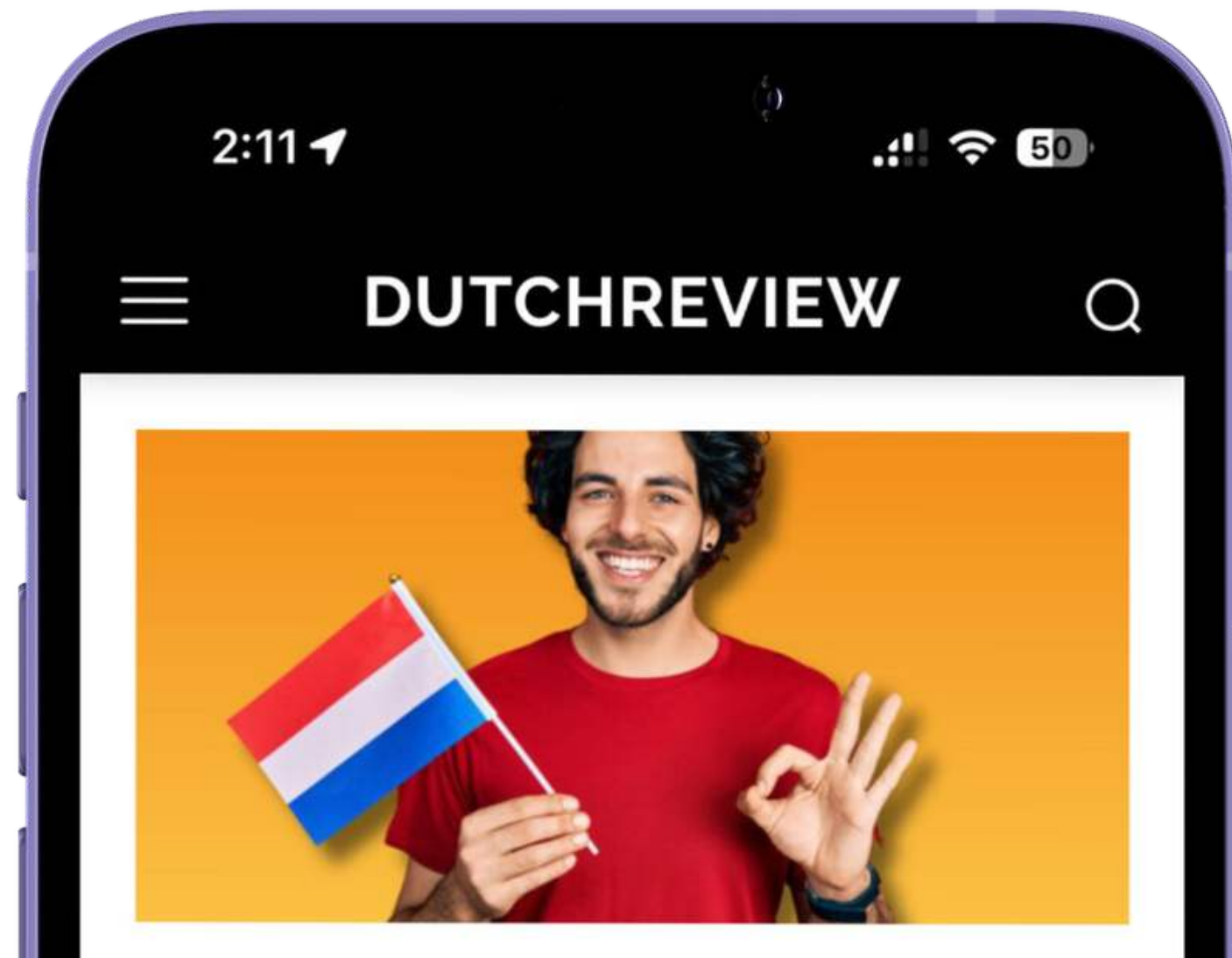


DUTCHREVIEW

The leading website for internationals in the Netherlands

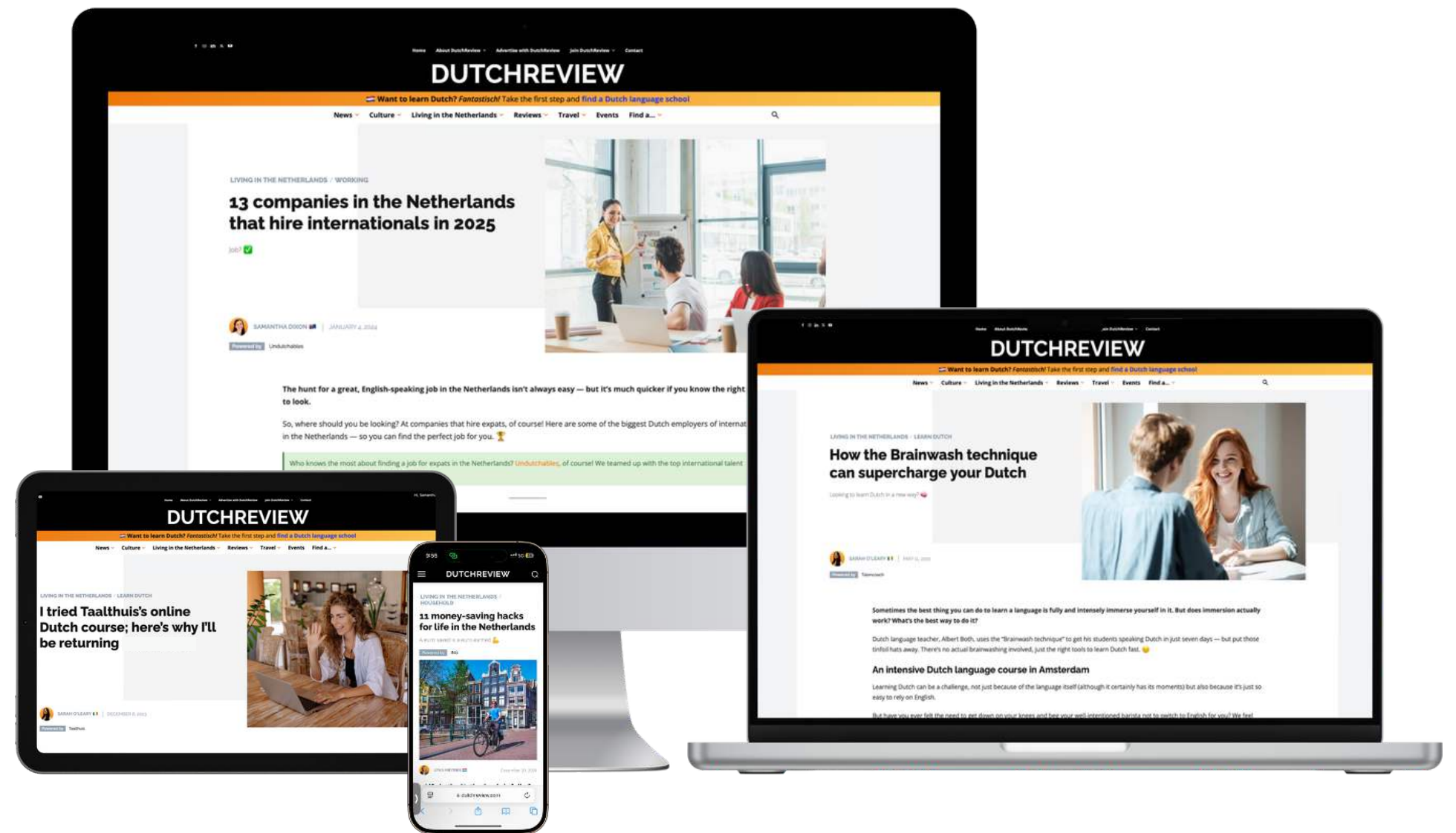


Media Kit
June 2026

**READERS WHO
WANT MORE**

300,000+
page views per month

2,500,000
unique visitors per year



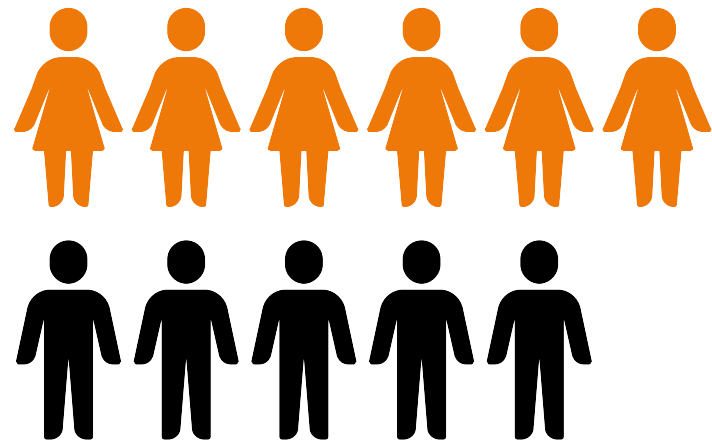
DutchReview is the ultimate resource for expats and internationals in the Netherlands, fully-stocked with the latest news, hotspots, services, destinations and how-to guides.



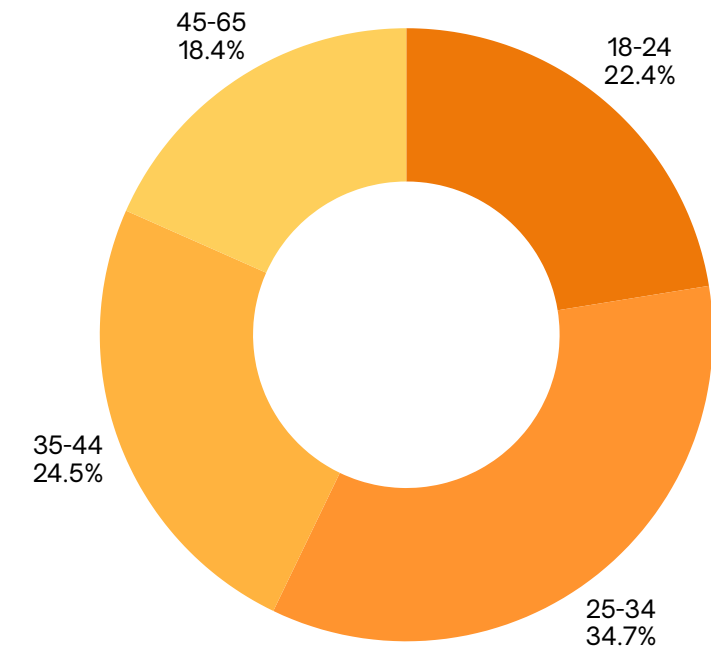
Audience

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

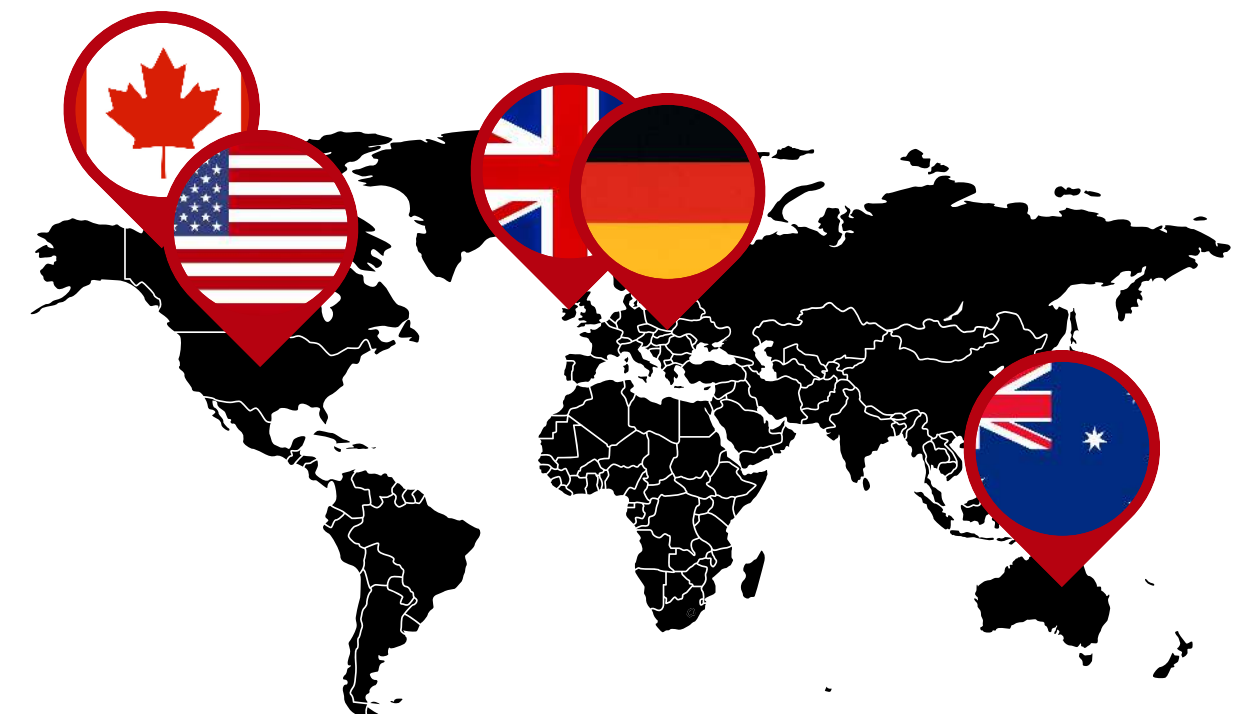
Gender



Ages



Top countries

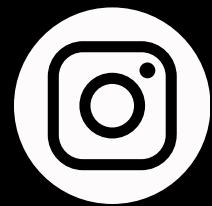




Why expats?

- 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.



123K+
followers



133K+
followers



2.2K+
followers



16K+
followers



1M
Social reach
per month



3.8K
Newsletter
subscribers



Testimonials



DutchReview consistently deliver valuable sales and are always a pleasure to work with. The team is very approachable, proactive, and makes collaboration easy and enjoyable. Thanks to their efforts, Simyo achieves strong results and the partnership continues to run smoothly.

SHWETHA KARANAM
DIGITAL MARKETING CONSULTANT



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



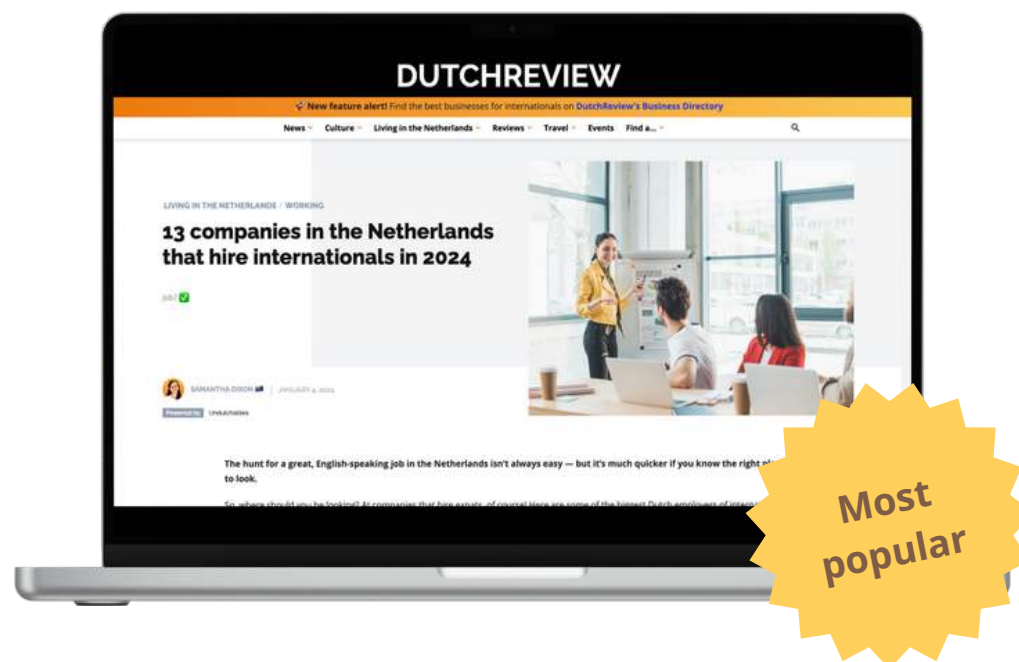
DutchReview creates fun and informative content that helps our international audience find their footing in the Netherlands. They have a clear and friendly way of working that makes collaborating with them easy and enjoyable.


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

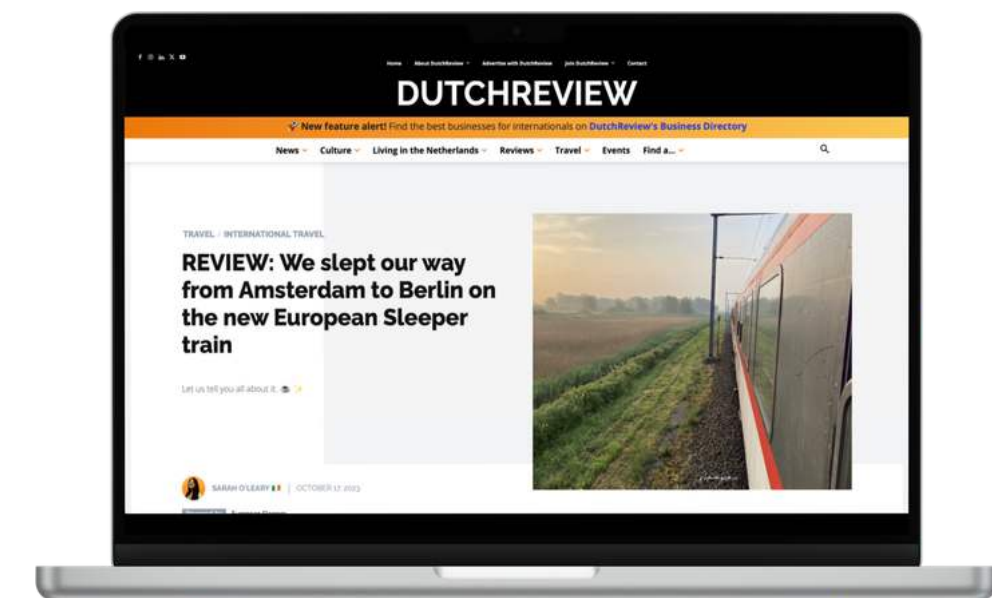
 Unlimited links to your website and social media profiles


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

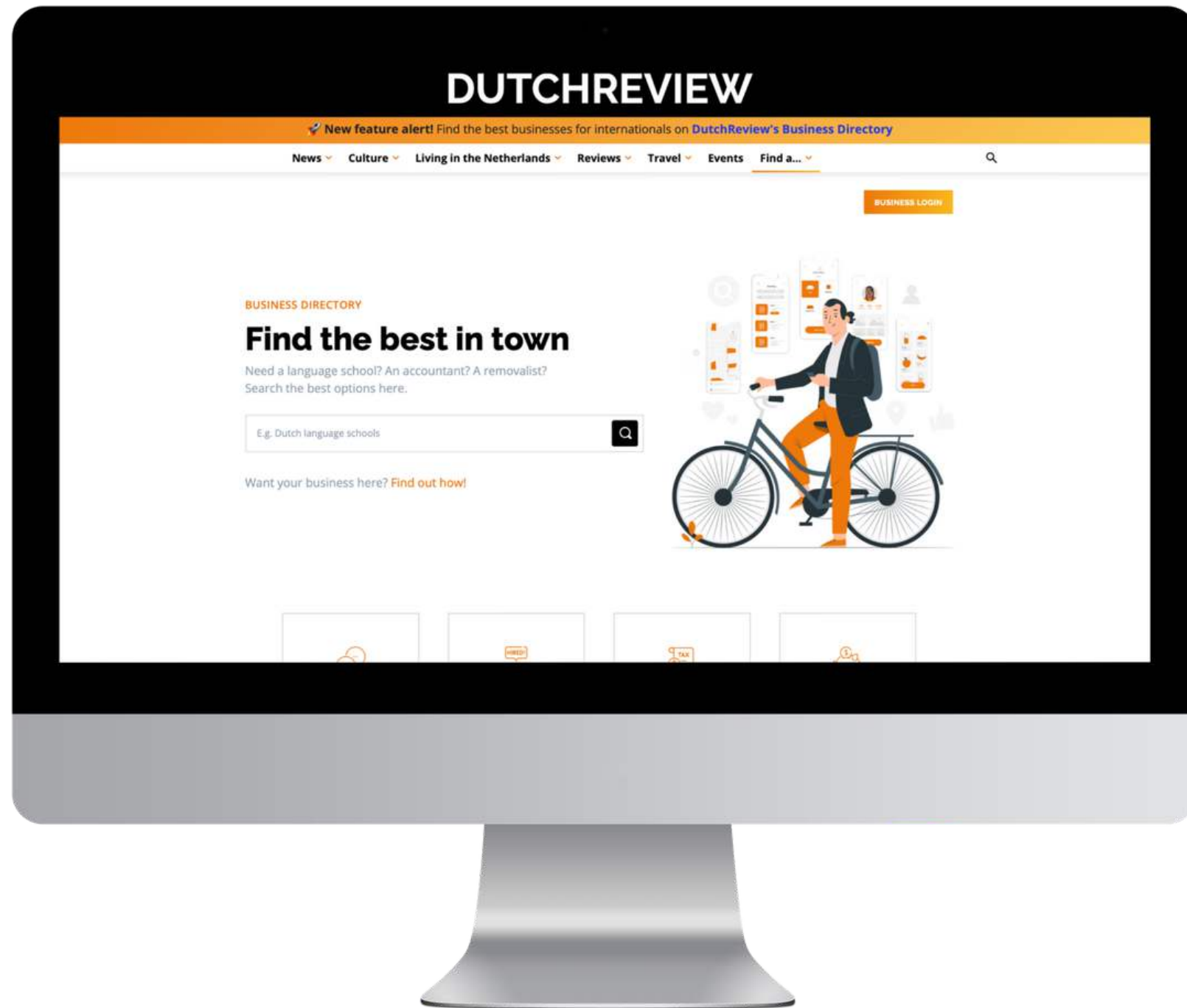
Business Directory 👁️👁️

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** (do-follow) **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 ✨



Display advertising

Display advertising is a great option to get your brand attached to DutchReview's **widely-watched homepage and articles**. Pick your preferred ad placements and budget and be seen by thousands of expats.

Desktop



Mobile



[Find out more](#)

Extras ✨



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



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



How DutchReview helps you dominate AI 🏆

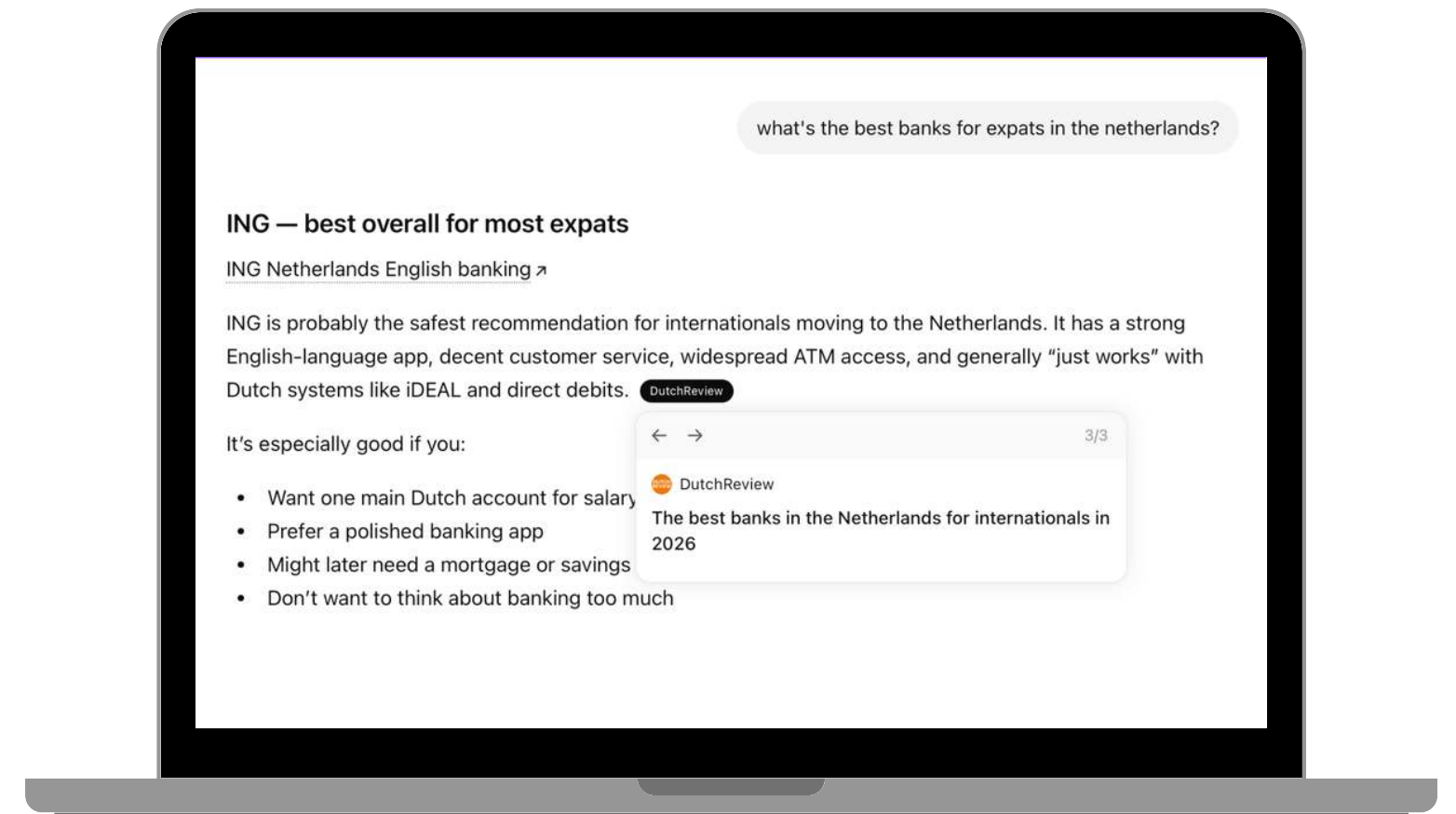
When AI answers a question, it doesn't list hundreds of links — it credits a handful of trusted sources. With millions of internationals relying on AI tools like ChatGPT and Google's AI Overviews, **being mentioned in structured, trusted sources** like DutchReview is becoming **as important as ranking in Google Search**.

We create content that's designed not just for search engines, but for AI systems that generate answers and recommendations. This includes:

✅ Curated and **well-structured "best lists"** that AI tools can easily scan, putting your brand front and centre.

📖 Clearly formatted guides that establish DutchReview as a **credible and trustworthy source**, making AI more likely to pull from our pages.

🎯 Content that **positions your business exactly where internationals are searching** — whether that's in Amsterdam, Rotterdam, or across the Netherlands.



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
Display 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

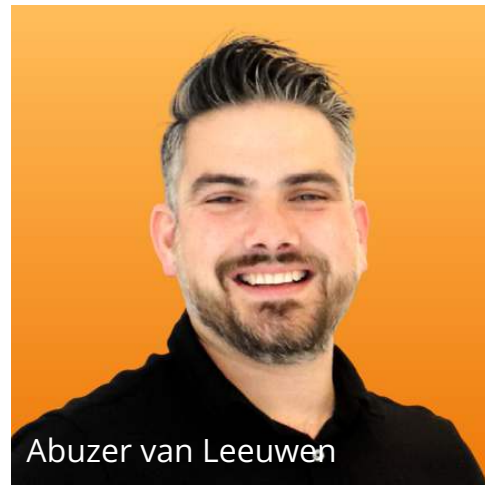
Sponsored post + Advertorial	€1695
Advertorial + Business Directory Listing Standard	€1195

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 



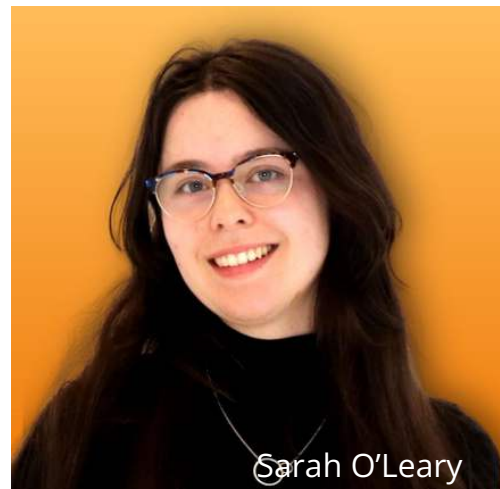
Abuzer van Leeuwen



Jana Vondráčková



Samantha Dixon



Sarah O'Leary

DUTCHREVIEW

DutchReview.com

Advertise@DutchReview.com

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

Office @ PLNT Leiden