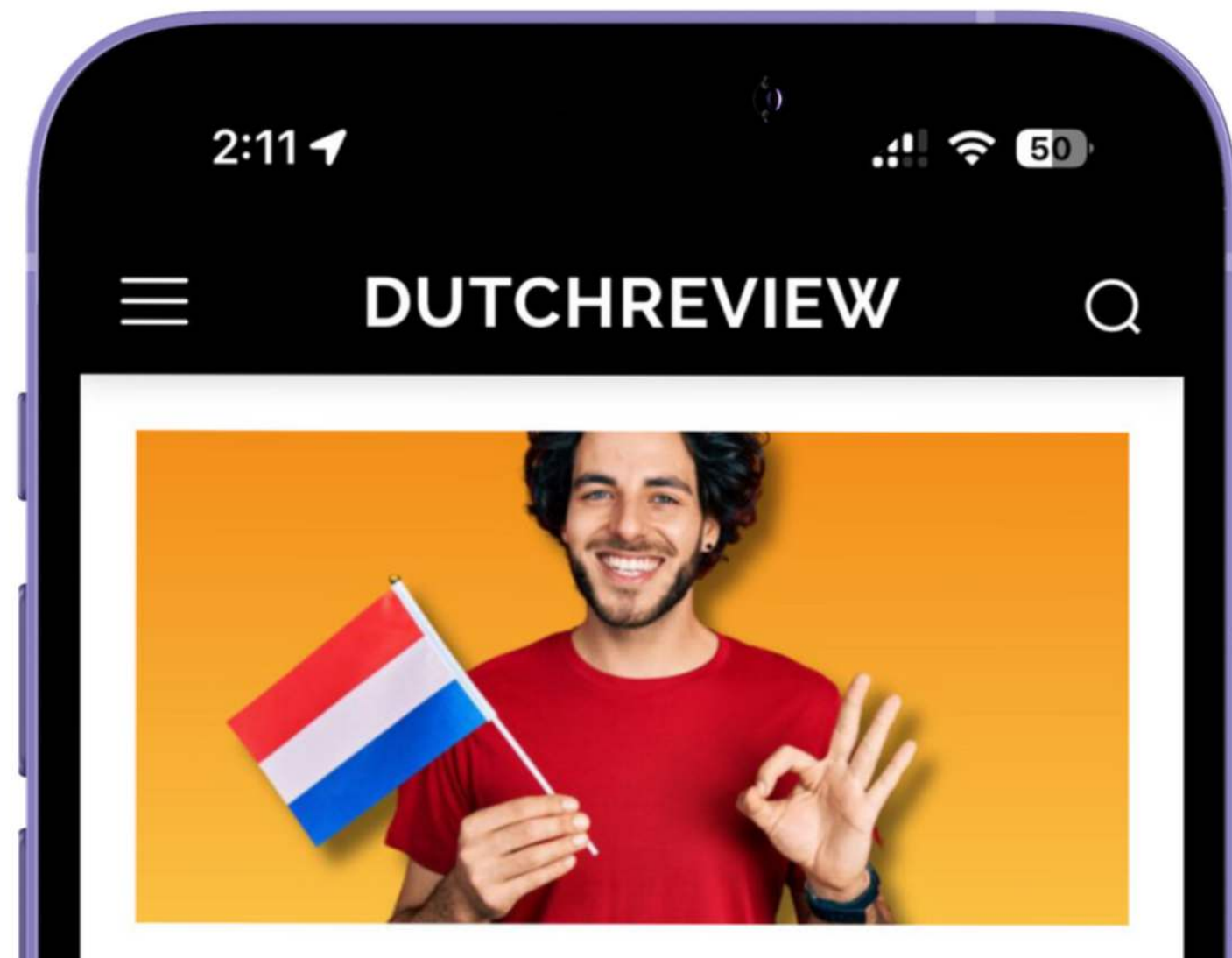


# DUTCHREVIEW

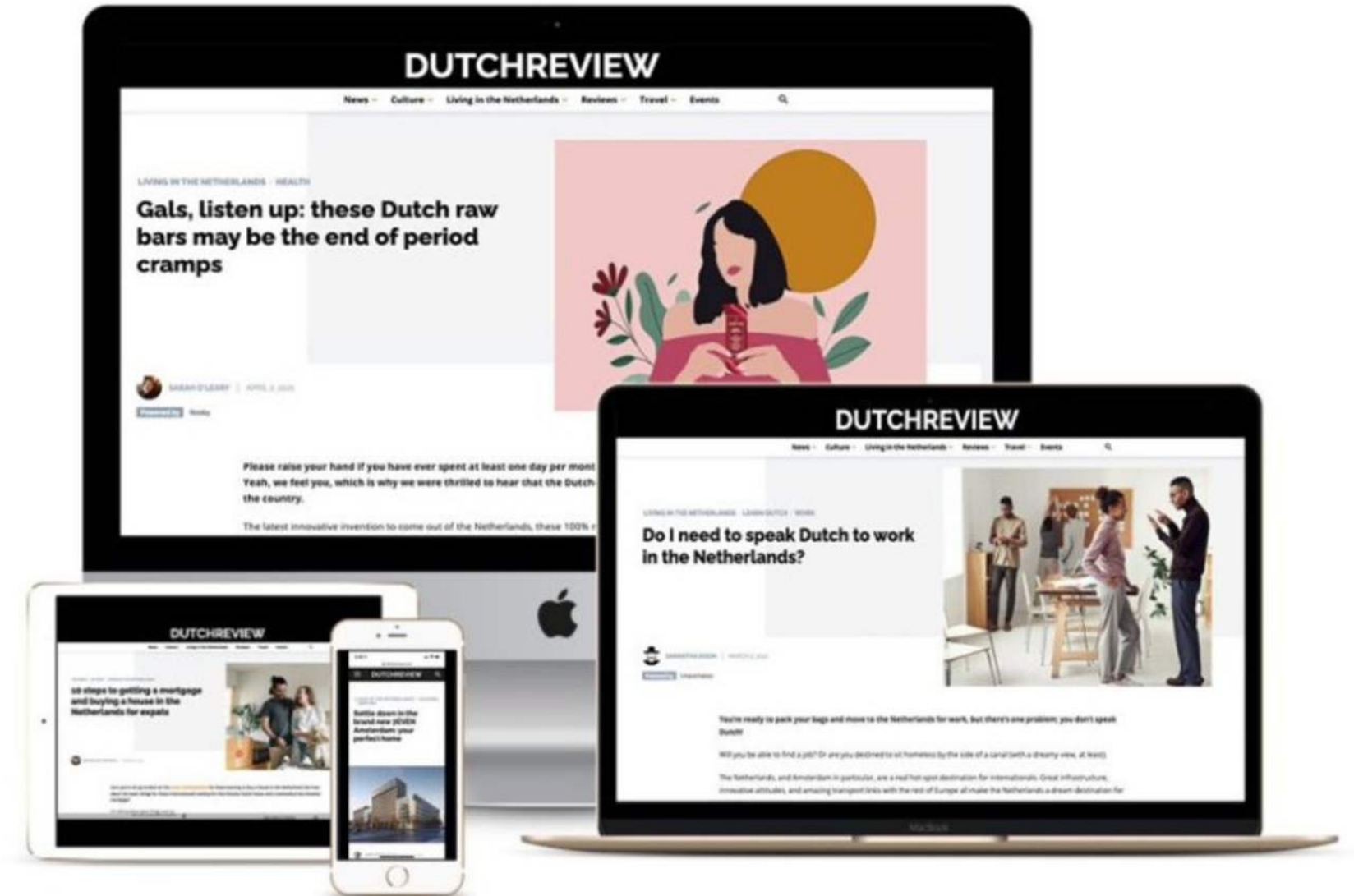
The leading website for internationals in the Netherlands



**Media Kit**  
**November 2024**

**READERS WHO  
WANT MORE**

**650,000+**  
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.

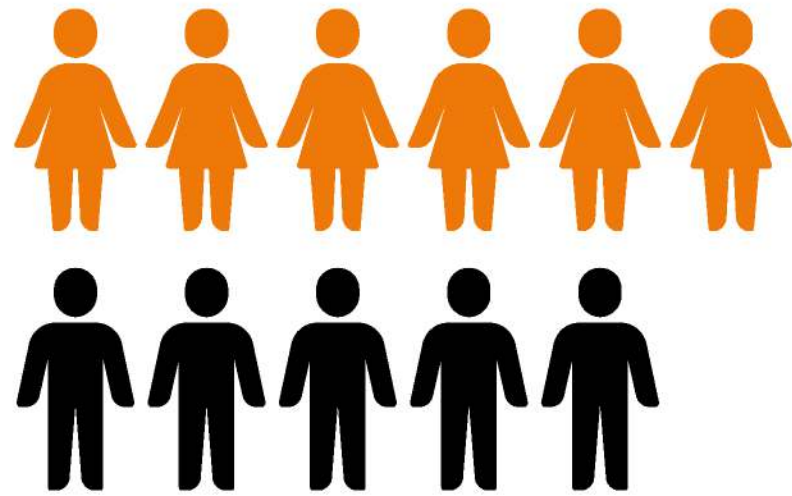




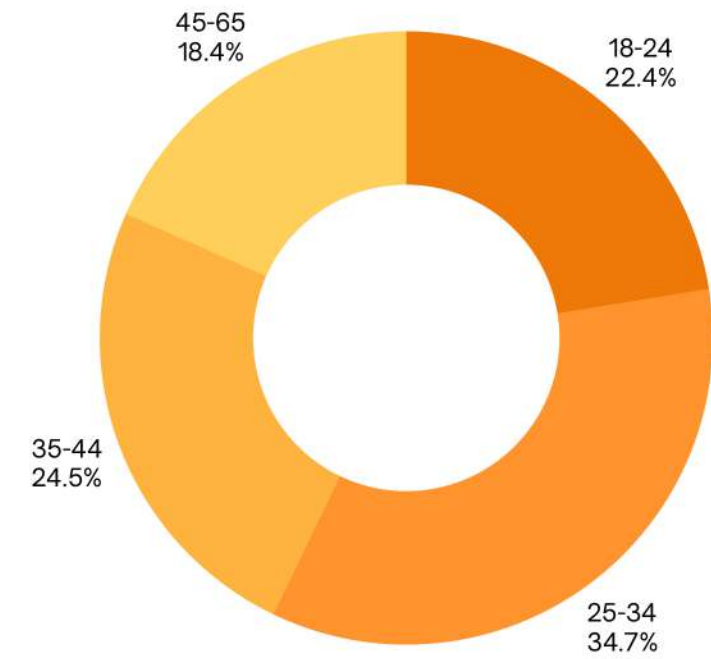
# Audience

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

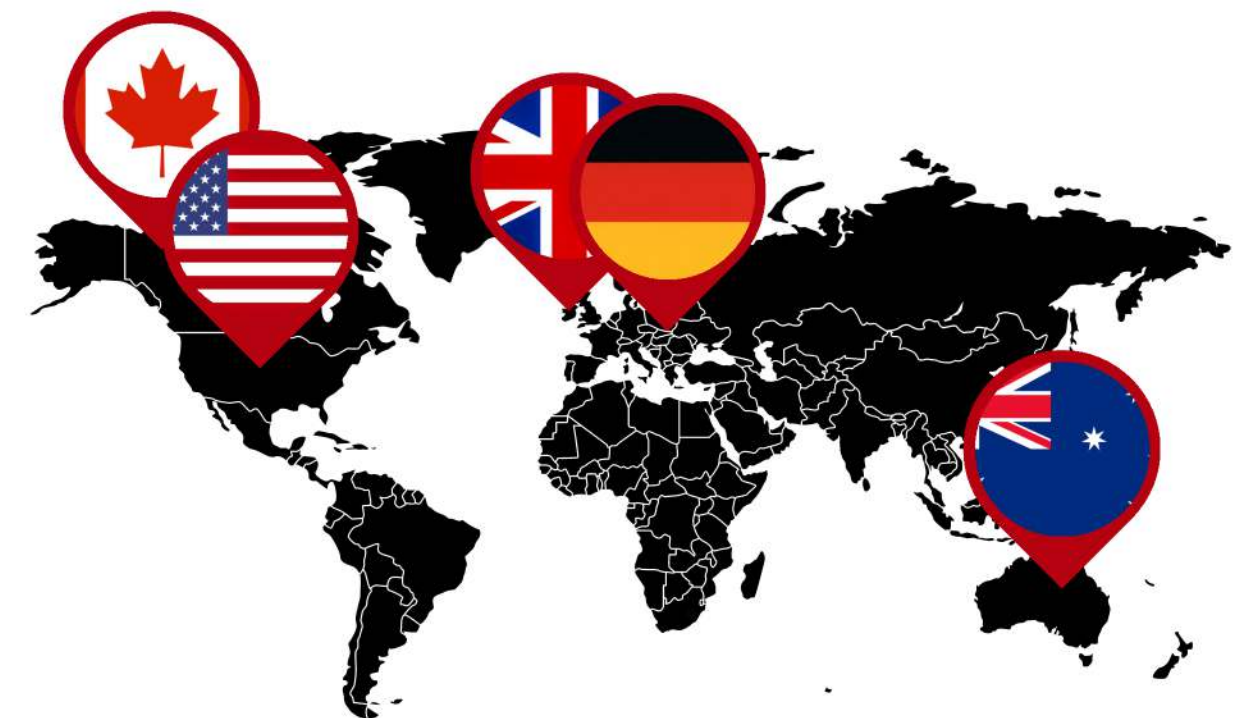
## Gender



## Ages

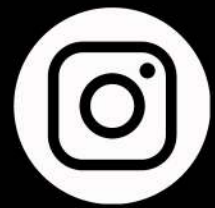


## Top countries





# STRONG. ON. SOCIAL.



**113K+**  
followers



**114K+**  
followers



**14K+**  
followers



**11K+**  
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 is our go-to party for putting our city in the spotlight of the international community. Really proud how they made our city shine in their video about us!

**BEN SMIT,  
CITY 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.

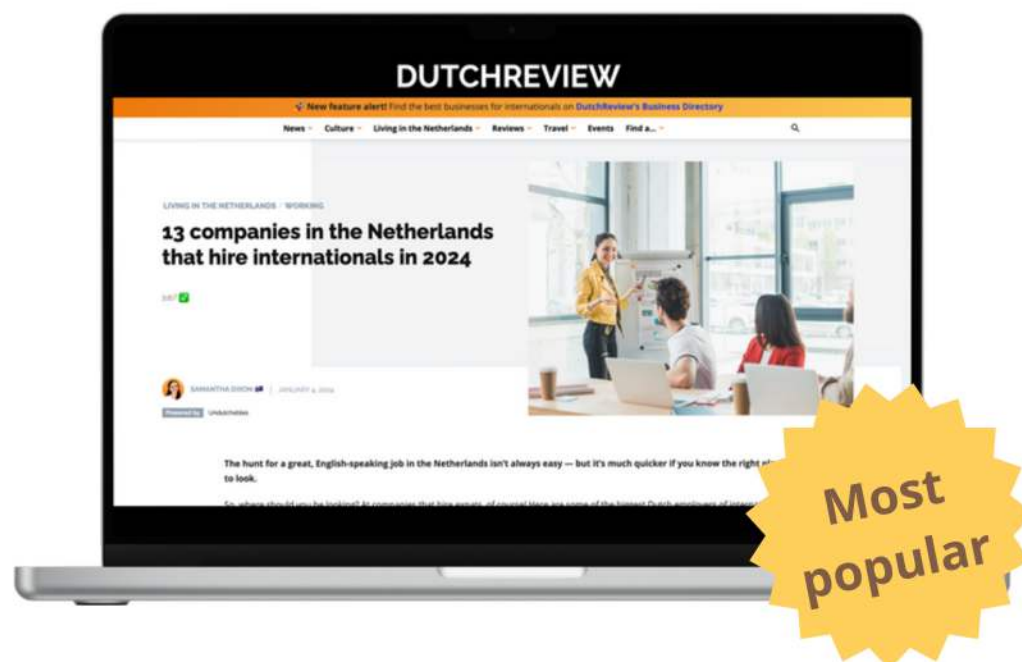
**AUBREY DE WILDE,  
DIGITAL MARKETER**







# 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

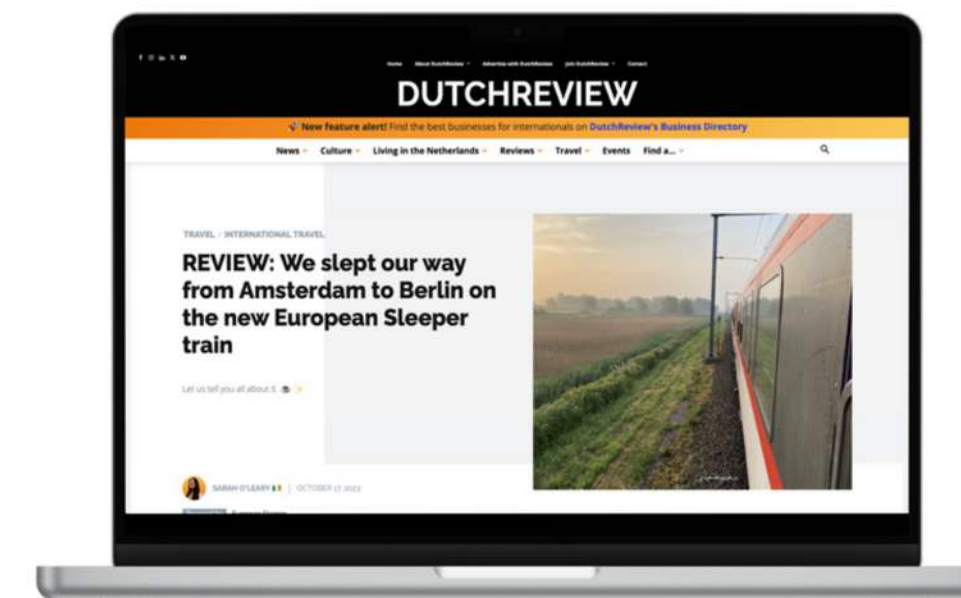
 Unlimited links to your website and social media profiles


Unlimited trackable links

850+ words promoting your business

Your business, out loud

## Spotlight



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

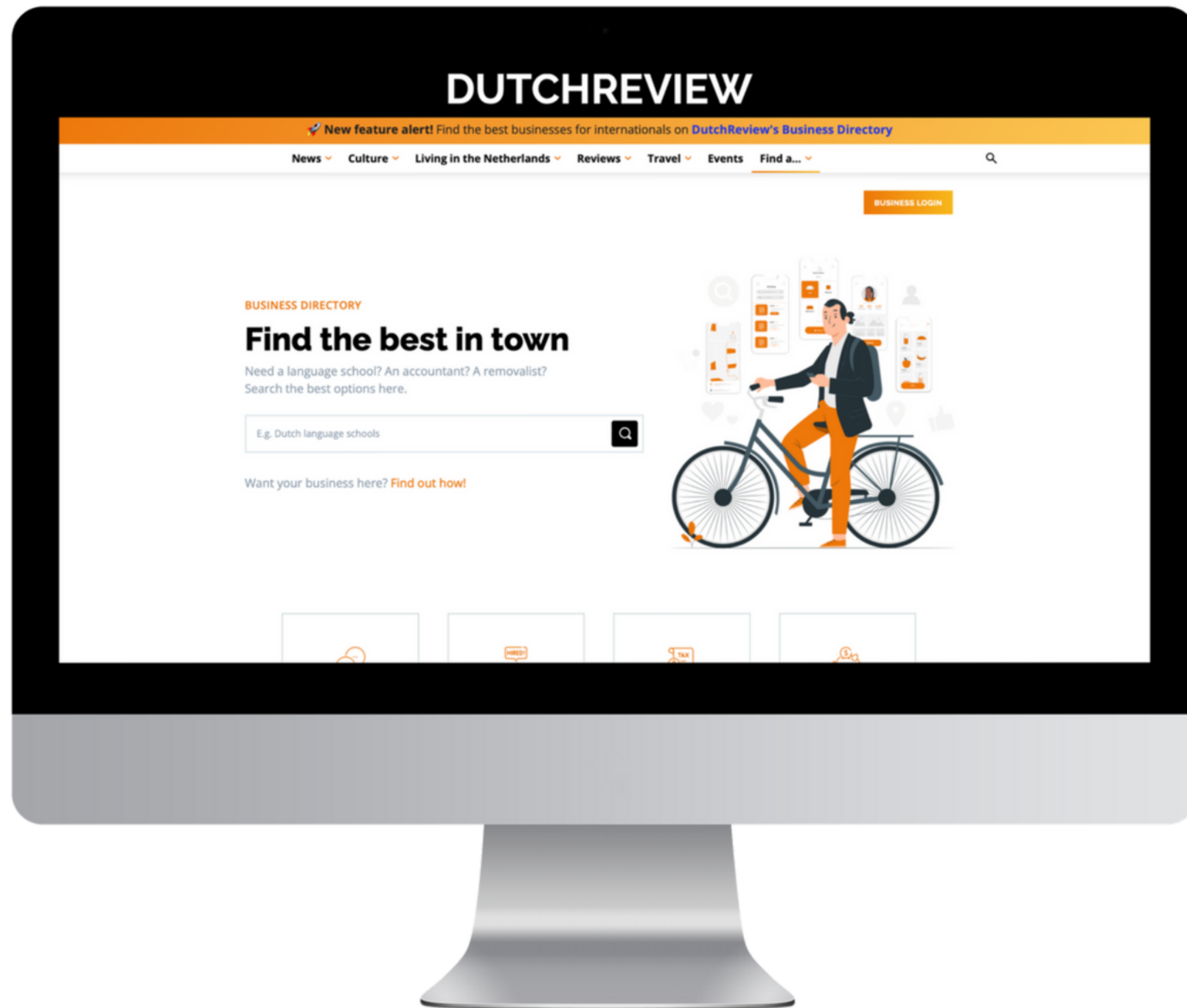
 One short section of text that promotes your business

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 Story (set of 3)	€795
TikTok & Instagram Reel	From €795
Business Directory Listing	€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

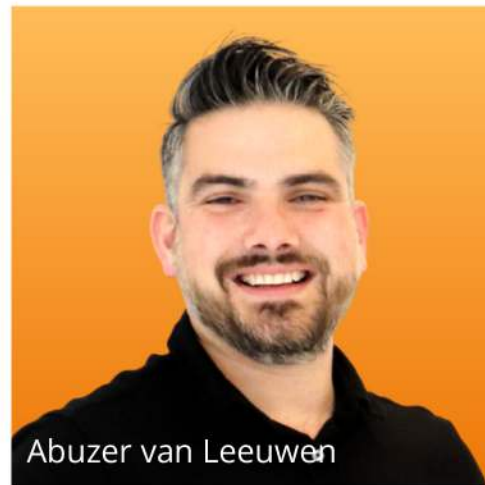
### Have something else in mind? Get in touch for a custom deal!

## 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 





Abuzer van Leeuwen



Jana Vondráčková



Samantha Dixon



Lyna Meyrer

# DUTCHREVIEW

[DutchReview.com](https://DutchReview.com)

[Advertise@DutchReview.com](mailto:Advertise@DutchReview.com)

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

Office @ PLNT Leiden