



# MEDIAKIT 2018

# DUTCHREVIEW

The leading international magazine of The Netherlands

# DUTCHREVIEW

DutchReview is a Dutch magazine for expats, Dutchies with an international taste, Internationalists with a Dutch appetite, in short: anything involving Dutchness. Our content is a mix of themes related, but not restricted, to culture (both refined and popular), politics, history, opinions, lifestyle, and backgrounds. We strive to bring factual, informative, and also humorous writings. Because if you wanted to read dry informative pieces of text, you could have gone to school instead of DutchReview.

**DUTCHREVIEW**



## **CONTENT**

REACH - 01

AUDIENCE - 02

WHY ADVERTISE WITH US? - 03

BRANDED CONTENT - 04

HOTSPOTS, CITIES, EVENTS &

CULTURAL INSTITUTIONS - 05

VIDEO - 06

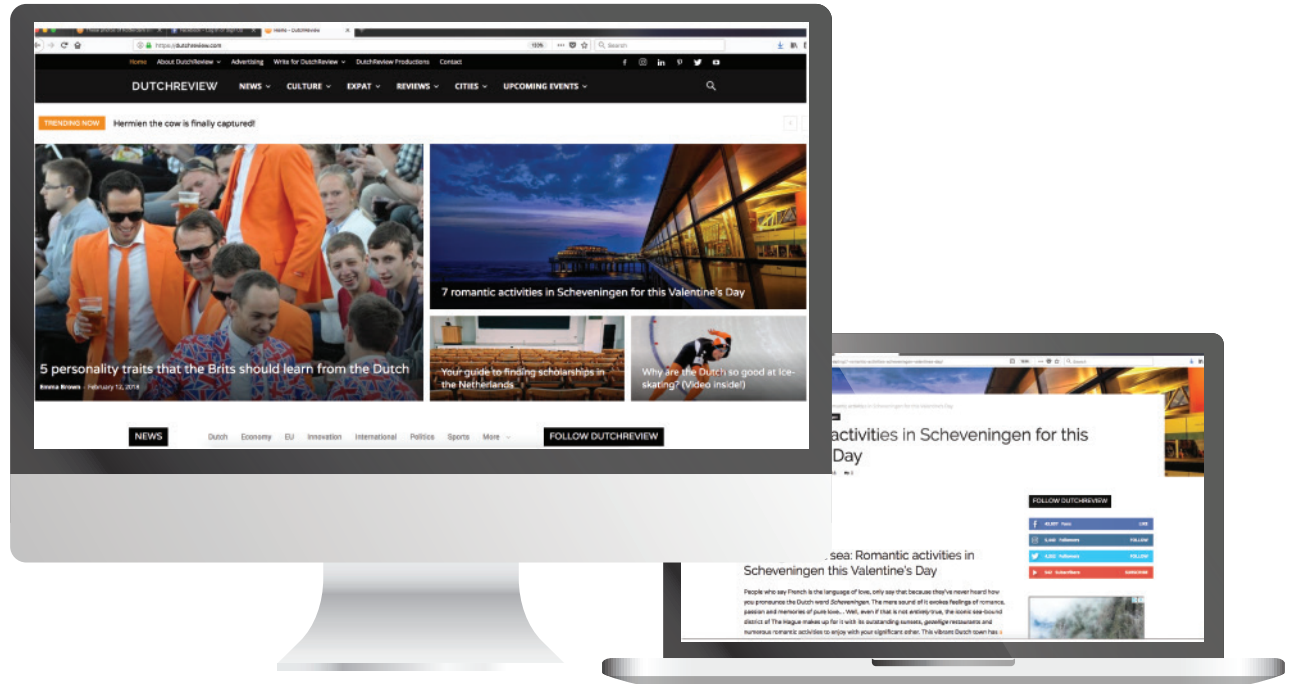
# DIRECT WEBSITE PAGEVIEWS

+185.000

UNIQUE VISITORS PER MONTH

+350.000

VISITS PER MONTH



“OUR CORE AUDIENCE ARE THE EXPATS AND INTERNATIONALS IN THE NETHERLANDS. A FAST GROWING GROUP OF PEOPLE WHO STAY AROUND FOR AN INCREASINGLY LONGER TIME”

DUTCHREVIEW

REACH 01

# FACEBOOK

+44.000 FOLLOWERS



organically grown  
Avg. 1% growth per week

1  
million

Reach: 1 million per month (!)  
on average 20K followers per post  
< organic reach and high  
engaging audience

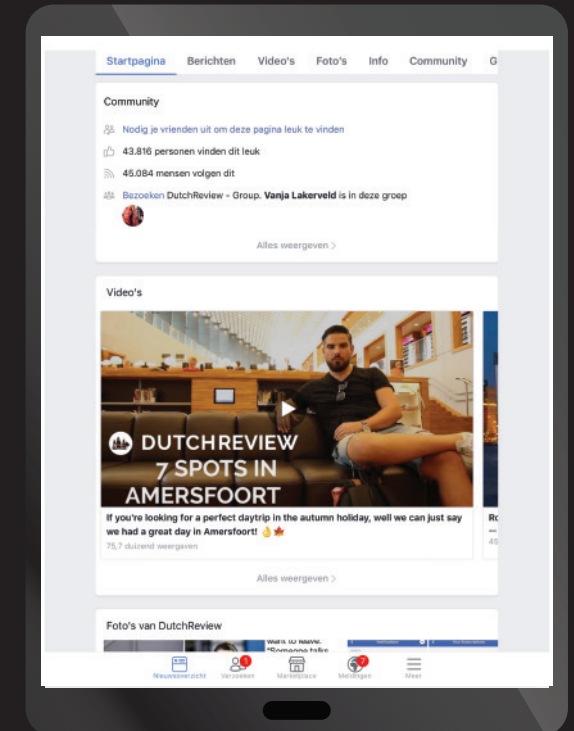
+50K

members

Direct Facebook group control

[WWW.FACEBOOK.COM/DUTCHREVIEW/](http://WWW.FACEBOOK.COM/DUTCHREVIEW/)

OTHER  
SOCIAL MEDIA  
CHANNELS  
+ 15K FOLLOWERS



DUTCHREVIEW



# DUTCHREVIEW AUDIENCE

Expats in The Netherlands

The young & international crowd

Prospective visitors to The Netherlands

Highly educated

More than average interest in leisure,  
culture and traveling



46%  
male



54%  
female



18/24 yrs



25/34 yrs



35/44 yrs



45/65 yrs

DUTCHREVIEW



## TOP 7 DUTCH CITIES



# AUDIENCE 02

# WHY ADVERTISE WITH DUTCHREVIEW?

Authentic tone of voice  
(we also turn down shady  
and shoddy advertisers)

We make complex projects easy to  
to understand. While informing  
and entertaining at the same time

Our personal approach has  
an extra convincing factor

Internationals and expats  
in the Netherlands are a fast  
growing group, but difficult  
to target for the regular media

Every product, service or brand  
is different and requires a tailored  
approach. It's how we succeed in  
getting your message out there!

We're big on presentation and  
use 'rich media' like no other to  
showcase your service



## **A great way to go for most parties is branded content.**

DutchReview will feature your product or service through articles written in our typical style. This way we will draw attention to you and your product in an authentic and sustainable way. Due to the high quality of our content, we can share an advertorial multiple times per year (without added costs for you!).

Together we will decide on what style and kind of article will fit your needs and goals best. We're always a fan of the idea of combining content marketing with other advertising methods.

- SEO optimized
- Promoted on our social channels and newsletter
- Proudly featured right on top of our homepage
- Links to your social channels, website or embeds of your Youtube

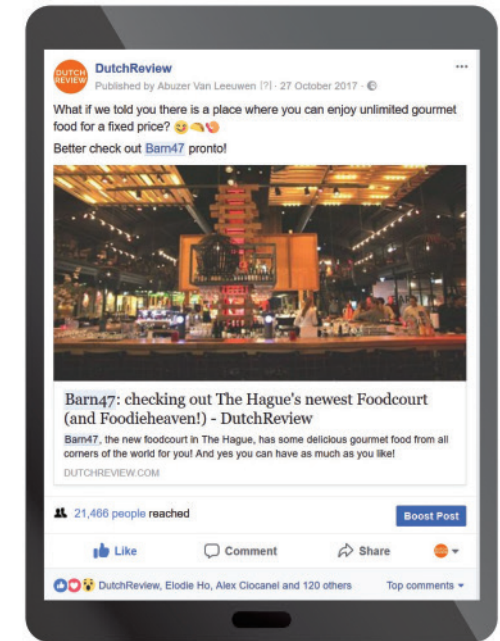
**ARTICLE PRICE:** **895** euro

Discounts possible with package deals or for cultural parties

Is an advertorial too much?  
Perhaps sponsored content is more to your liking.  
Contact us for the possibilities!

# OUR AUDIENCE IS ALWAYS ON THE LOOK-OUT FOR THE BEST AND HOTTEST PLACES IN THE NETHERLANDS!

We have a reduced price-setting for restaurants, museums, festivals and citymarketing organizations. Contact us and see how we can team up!



Check our special cities and events sections on the website! Due to our unique contributor structure DutchReview has writers and readers in every Dutch town!



## Need an English-spoken vlog for your company? A social explainer video that goes viral? A showcase of your product?

At DutchReview we have the experience, production means and community to produce and effectively distribute a video that features your product or service.

**MOST WATCHED VIDEO:**  
THE NETHERLANDS IS CYCLING  
STRAIGHT INTO THE FUTURE  
**+ 450.000 VIEWS (!)**  
on Facebook alone  
Average per video: 50.000 views

[WWW.YOUTUBE.COM/DUTCHREVIEW](http://WWW.YOUTUBE.COM/DUTCHREVIEW)

DUTCHREVIEW



**The Netherlands is cycling straight into the future**  
454 duizend weergaven · 15 november 2017



**7 Great spots in Amersfoort**  
75 duizend weergaven · 13 oktober 2017

YouTube NL search results for 'dutchreview'.

Video: **HOW TO SPEAK DUTCH IN 7 WORDS**

How to speak Dutch in 7 words  
37,759 views

187 likes, 12 comments, SHARE, ...

VIDEO 06

## DISPLAY ADVERTISING

We can feature your banner in our sidebar, header, articles or even go for a background take-over! Contact us for the exact pricing and options available.

## DUTCHREVIEW TEXT & VIDEO PRODUCTIONS

Do you want DutchReview to take care of your written content? Help out with your communication strategy? Or interested in having a company video made? We'll gladly help you out!

## CLAIM A THEME AND BECOME A DUTCHREVIEW PARTNER!

In a variety of sectors DutchReview is always on the lookout for sustainable partnerships. For a certain period of time you will be our partner when we write about certain topics such as financial matters and jobs. Contact us and let's talk!

## DUTCHREVIEW

[www.dutchreview.com](http://www.dutchreview.com)

### ABUZER VAN LEEUWEN

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Contact Abuzer for more options, pricing & custom packages! (or just coffee!)  
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