

MEDIA KIT 2021

DUTCHREVIEW

The leading international website of the Netherlands



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

DUTCHREVIEW



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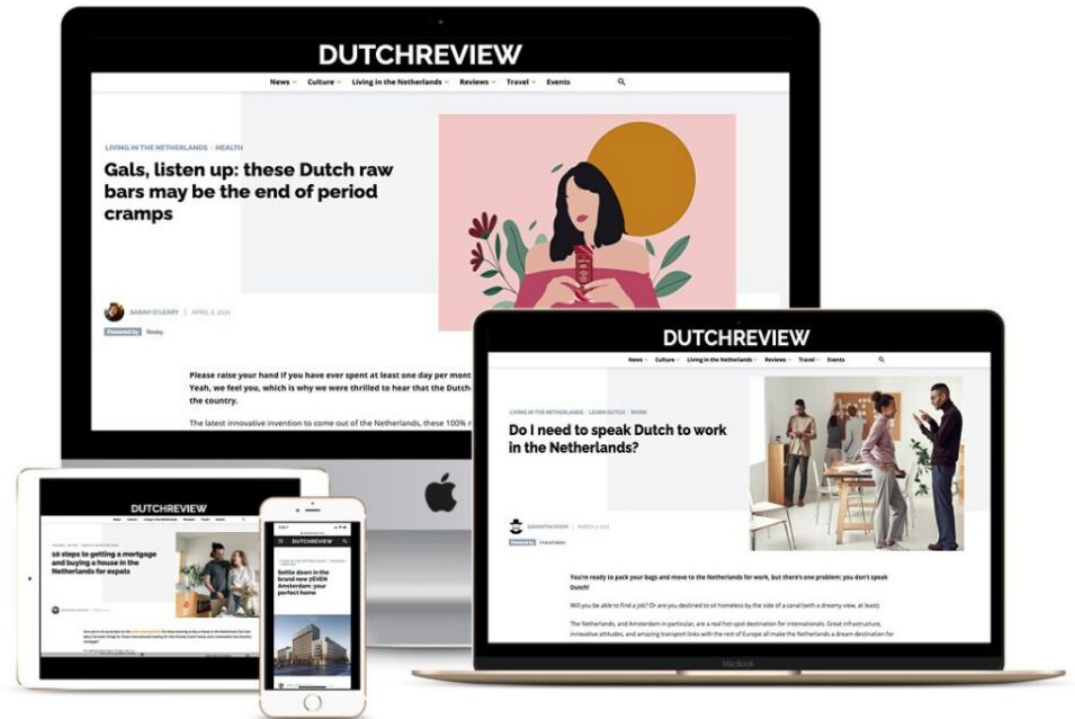
DIRECT WEBSITE PAGE VIEWS

600,000+

UNIQUE VISITORS PER MONTH

1,000,000+

PAGE VIEWS PER MONTH



“Our core audience are the expats and internationals in the Netherlands.
They’re a fast-growing group of people who are sticking around
for an increasingly long period of time”

DUTCHREVIEW

REACH 01

DUTCHREVIEW AUDIENCE

Expats in the Netherlands

The young, international crowd

Visitors and tourists in the Netherlands

Highly educated

Above-average interest in leisure and traveling services



46%
male



54%
female



18/24 yrs



25/34 yrs



35/44 yrs



45/65 yrs

DUTCHREVIEW

TOP 7 DUTCH CITIES



AUDIENCE 02

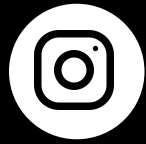
STRONG. ON. SOCIAL.



100K+
followers



10K+
followers



36K+
followers



5K+
subscribers



Reach
per month
million



60K+
Direct Facebook
group members



DUTCHREVIEW

SOCIAL 03

We're different. Here's how



Our **writers**

Smart, fresh, on-trend and bursting with ideas, our writers know **how** to connect with internationals in the Netherlands because they **are** internationals in the Netherlands.



Our **reputation**

We have one clear aim: be the **number one resource** for non-Dutch speakers in the Netherlands. We're clear-cut, straight-talking, and just a little **quirky** — and that's why our readers keep coming back.



Our **readers**

Are 54% female, 46% male — **just kidding**, they're way more than statistics! DutchReviewers are well-travelled, **highly engaged**, part of a fast-growing market, and are looking for ways to make their time in the Netherlands unforgettable.



Our **website**

The DutchReview tone of voice is that of a **good friend**: approachable, on beat, and full of humour. We focus on **real tips**, presented in a bite-size, digestible, reliable form. Even better? Our website 'aint bad to look at, either!



Our **reach**

Instagram, Facebook, Twitter, and LinkedIn — our **content** is consumed far and wide, and our **engagement** is second to none. With the **fastest-growing international Instagram page**, we know how to get in touch with your future clients.



Our **service**

We'll seamlessly integrate your product into a **value-ridden article** and make complex topics engaging and **understandable**. Every piece of DutchReview content is written in-house, **custom-made**, and is unique for your business.

We make fantastic, energetic articles with real, tangible results

“

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

- Elitsa Zalevska
Expat Mortgages



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
Citymarketeer Tilburg



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TESTIMONIALS 05

What'll it be?



Sponsored Post

A highly-engaging SEO-optimised article that DutchReviewers will love, share, and re-read with **two** mentions and links integrated within.

Article

Advertorial

Your business, out loud. Glowing, personal, and highlighting your best assets — this article will be devoted to making your business shine.

Article

Cultural Review

Personal opinion, shared across our full channels. We'll test out your service, product, restaurant, or offering and generate buzz.

Article

Social Sharing

DutchReview's extensive social networks are primed for you to contact readers. Instagram Stories, posts, Tweets, and newsletter spots are all up for grabs.

Extra

Event Listing

DutchReviewers are invited! As long as they know about the party, of course 😊. Get their attention on every desktop page with a dedicated event listing.

Extra

The proof is in the pudding

De proef op de som nemen



New Email: DutchReview

Your latest article's results! 🎉

No secrets 🤝

Every link, trackable.

And comprehensive results,
delivered to your inbox.

Let's make a deal

Articles

Sponsored post	€995
Advertorial	€1295
Cultural review	€695

Extras

Event listing	€200
Integration in existing article (non-exclusive)	€495
Instagram & Facebook Story (with link)	€300
Instagram & Facebook Story (set of 3)	€750
Instagram feed post	€500
Newsletter feature	€100
On-page advertising	Pricing on request
Videos	Pricing on request

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

DUTCHREVIEW

Want the whole package?

Because two is better than one

Sponsored post + Advertorial €1895

Advertorial + Integration in existing article €1495

Got something else in mind? Get in touch for a custom setup!

Start-up?

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

If this sounds way too much like you, **reach out for pricing tailored to your situation and product** 🙌

RATE CARD 08

Let's get reviewing



Samantha Dixon



Sarah O'Leary



Abuzer van Leeuwen

DUTCHREVIEW

www.dutchreview.com

✉ Advertising@DutchReview.com

Contact DutchReview for more options,
pricing & custom packages! (or just coffee!)
Office @PLNT in Leiden