



MEDIAKIT 2020 DUTCHREVIEW

The leading international magazine of the Netherlands

DutchReview is the leading international magazine of the Netherlands, here to bring expats and internationals the latest news, stories, videos and all kinds of other content in English.



DUTCHREVIEW

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DIRECT WEBSITE PAGE VIEWS

500,000+

UNIQUE VISITORS PER MONTH

1,000,000+

PAGE VIEWS PER MONTH



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

DUTCHREVIEW

REACH 01

FACEBOOK

90,000+ FOLLOWERS



Instagram
22.8K+ followers



Newsletter
5K+ subscribers

1

million

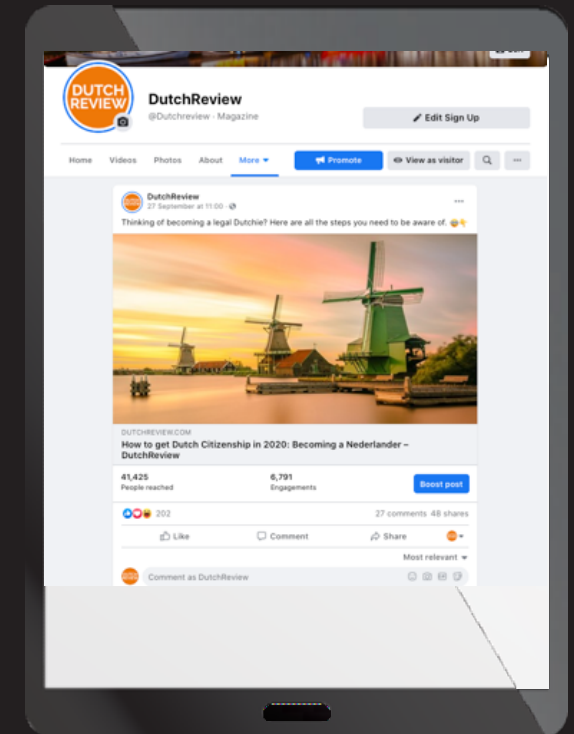
Reach: over one-million per month (!)
on average 30K reach per post
Highly engaged audience

50K+

members

Direct Facebook groups control

WWW.FACEBOOK.COM/DUTCHREVIEW/



DUTCHREVIEW



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

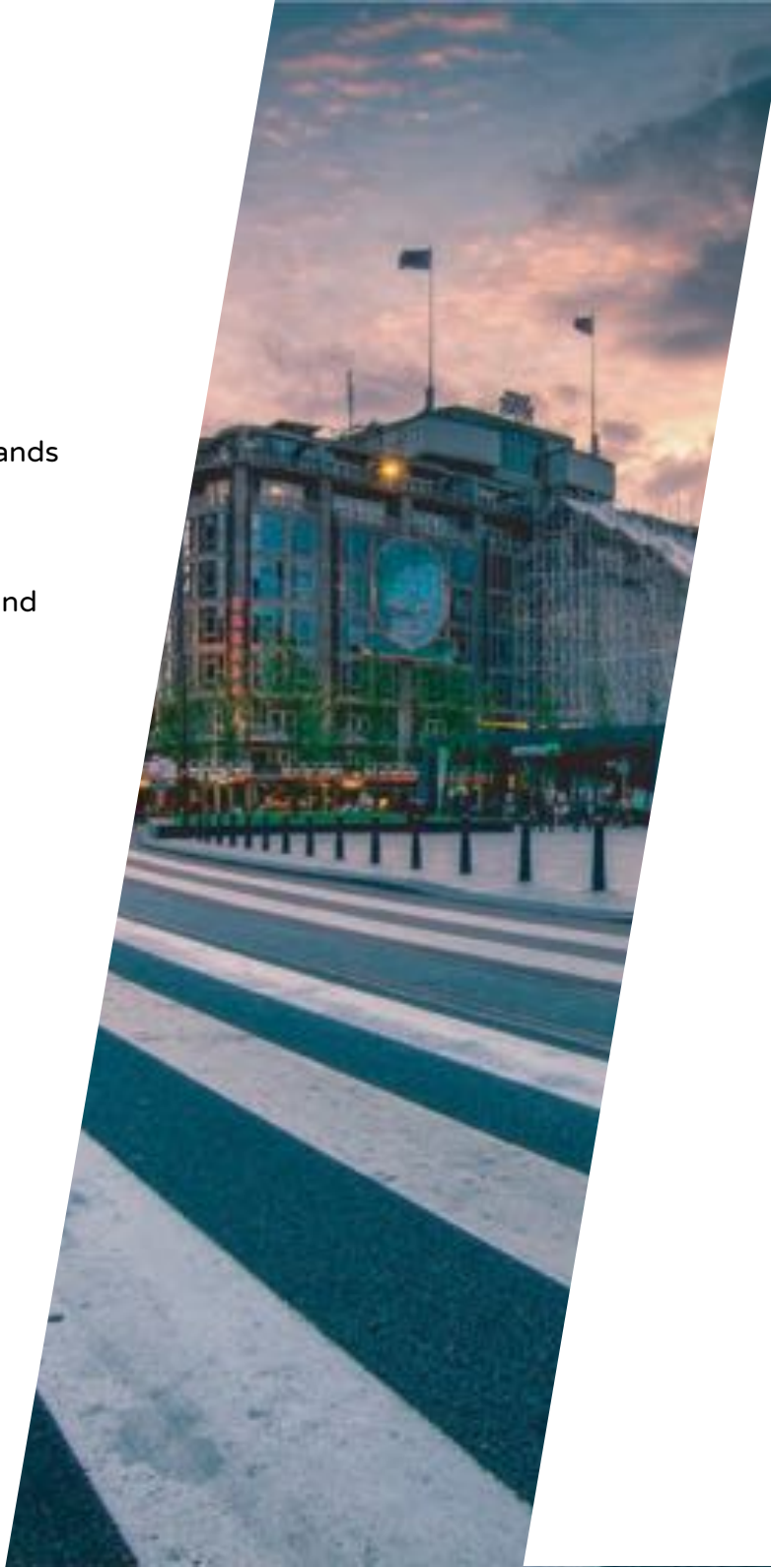


35/44 yrs



45/65 yrs

DUTCHREVIEW



TOP 7 DUTCH CITIES



AUDIENCE 02

WHY ADVERTISE WITH DUTCHREVIEW?

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

We make complex projects
easy to understand and
effortlessly walk the line of
informing and entertaining.

Our personal approach to
writing makes articles
convincing and readable.

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

Influencer status on Insta and
making movies: DutchReview is
the best way to reach
young internationals.

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

bunq

UNDUTCHABLES
RECRUITMENT PARTNER FOR INTERNATIONALS

eurosender

Lemonade™

TICKET to
TILBURG

Helping

Moco
MUSEUM

The
British
School
in The Netherlands

DUTCHREVIEW

ADVERTISE 03

Valuable branded content with demonstrable success

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 article 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

ADVERTORIALS FROM:

995 euro

SPONSORED CONTENT FROM:

795 euro

ATTRACTIONS & CULTURAL HOTSPOTS FROM

495 euro

Prices listed are for 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

Approaching the pandemic

We understand now is a tough time for businesses — so we've discounted all our prices to give you the best value, and still get real results.

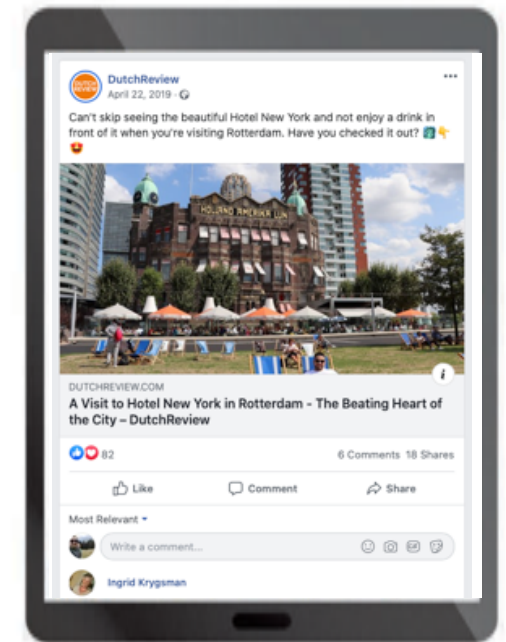
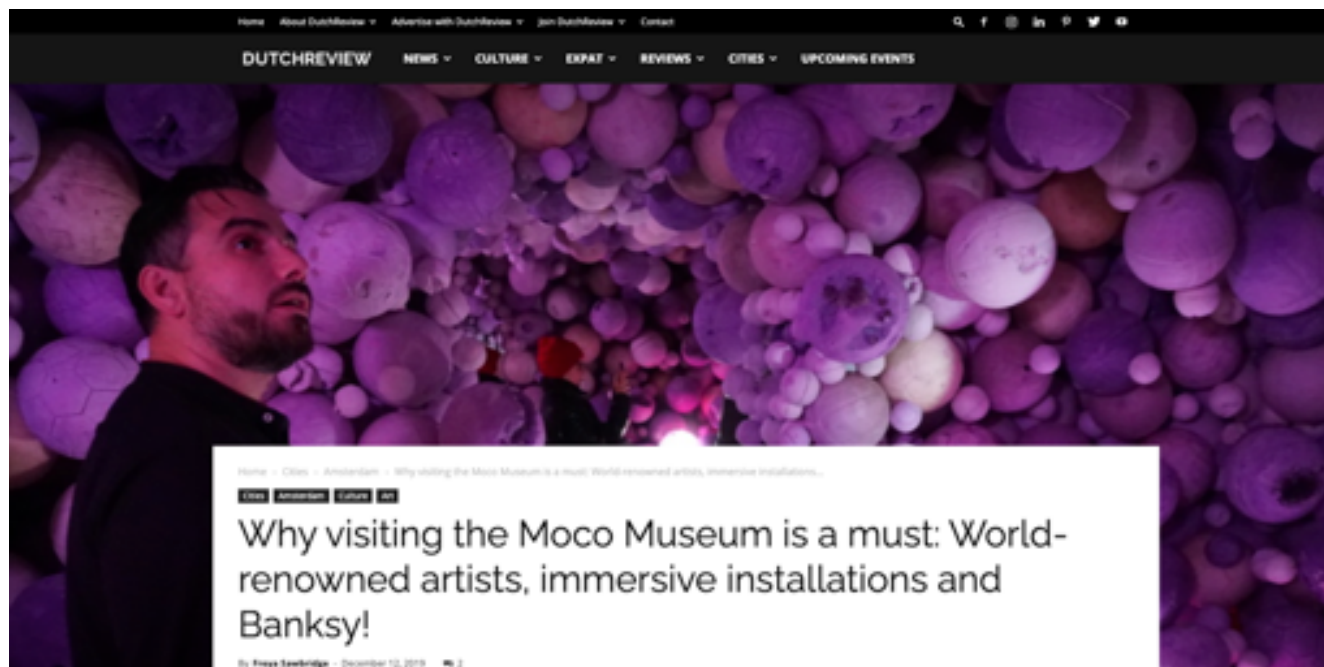
Even better: we'll update your article when pandemic passes 100% free!

Contact DutchReview to discuss a bespoke package deal, tailored to get your business results!

BRANDED CONTENT 04

OUR AUDIENCE IS ALWAYS ON THE LOOKOUT FOR THE BEST AND HOTTEST PLACES IN THE NETHERLANDS!

Our readers love travelling and visiting attractions, cultural sites and hotspots. We're always interested in reviewing the best restaurants, museums, festivals and attractions of the Netherlands or anywhere else. Contact us to team up, we'd love to tailor an approach to fit your business.



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

HOTSPOTS, CITIES, & CULTURE 05

FOCUS ON FANTASTIC 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!

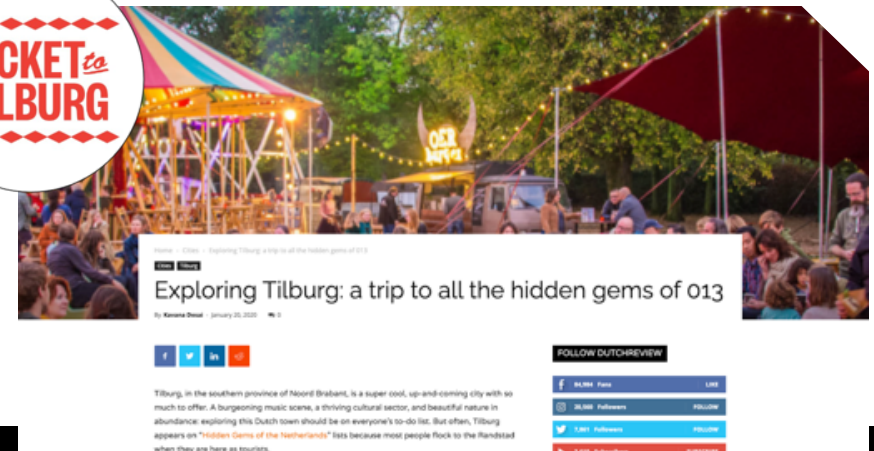
- Elitsa Zalevska
Expat Mortgages



“

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



TESTIMONIALS 06

CLAIM A THEME AND BECOME A DUTCHREVIEW PARTNER!

In a variety of sectors DutchReview is always on the lookout for sustainable partnerships.

For an agreed 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!

CAN'T FIND WHAT YOU'RE LOOKING FOR?

We're always open for innovative and clever partnerships.

If you have a great idea, or just a potential thought, get in touch with us to discuss!



Abuzer
van Leeuwen

Samantha
Dixon

DUTCHREVIEW

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ABUZER VAN LEEUWEN

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

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