

www.reisgenie.nl

Reisgenie

DUTCH TRAVEL BLOG WITH
2.5 MILLION YEARLY VIEWS

MEDIA KIT 2024

Our blog



WWW.REISGENIE.NL

Discover Reisgenie (Dutch for genius), one of the largest blogs in the Netherlands. We're Kimber & Saskia, two travel enthusiasts who love to reveal stunning destinations, unforgettable experiences, and mouthwatering cuisine. In 2014, next to our jobs in marketing, communication and photography, we decided to start our blog, where we could combine our love for travel, photography, and storytelling. A few years later we decided to quit our jobs and focus fulltime on Reisgenie. Kimber mostly travels with her husband, while Saskia explores the world with her husband and two young daughters. Our blog thus covers both couples' getaways and family adventures. We would love to get to know you and show your inspiring brand to our readers!



FOCUS TOPICS

- ✓ **Road trips.** We share complete routes, including tips for overnight stays and the most beautiful sights along the way.
- ✓ **City trips.** We love cities! Our best read articles include 'what to do in city X' or 'one day in city Y'.
- ✓ **Outdoor & nature.** As a contrast, we also adore spending time in nature and discover national parks and nature reserves.
- ✓ **Food.** For us, travelling is inextricably linked to food. That's why we share must eat dishes and restaurant tips for a lot of our destinations.
- ✓ **Travel tips & inspiration.** From travelling with children, finding flights and essential packing recommendations to the most impressive nature in Europe or the most beautiful islands.

BLOG STATISTICS

100-175k

unique monthly
visitors

225-350k

page views per
month

84%

organic visits

12%

direct visits

SOCIAL STATISTICS



+5k



+3.5k



+2.8k



+350k
reach

Our audience

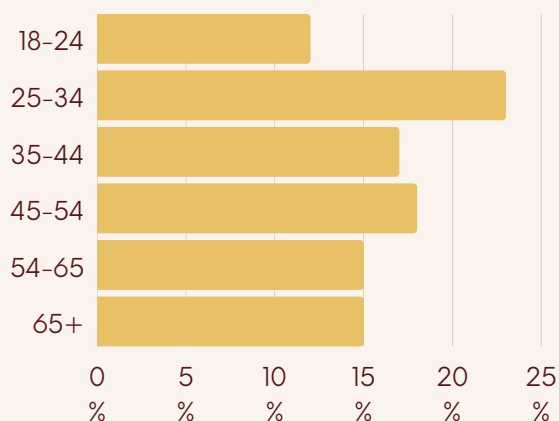
We are firm believers that travel is for everyone. Therefore, our articles cater a wide-ranging group of travellers. While our readers span a wide age range, our typical readers are 25+ and travel either as a couple or family. They are seeking to extract every ounce of magic from their journeys and are on the hunt for charming accommodation, the best sightings and finest local cuisine. They are more than willing to invest and splurge on unforgettable moments.



DEMOGRAPHICS

40% 25-44 years old
59% women
64% mobile

AGE GROUPS



ENGAGED IN-MARKET AUDIENCE

Reisgenie boasts an active community with 6,000+ comments. In addition, the majority of our readers find us through Google, ensuring you access to a highly engaged, in-market audience. These readers are actively searching for specific destinations or travel guidance, presenting the perfect opportunity for you to showcase your accommodation, tour, or travel-related product to an audience eager to embark on their next adventure.



HOW CAN WE WORK TOGETHER?

- ✓ **Sponsored blog content (from €850).** Advertorials or reviews in which we showcase your brand or travel-related product. Combinations with a give-away are possible.
- ✓ **Links in existing articles (from €375).** Showcase your brand or product in our existing articles.
- ✓ **Press trips and destination marketing (customizable daily fee).** Press trips where we discover a destination and create inspiring content about it on our website or social media channels.
- ✓ **Sponsored accommodation or tours (customizable).** Testing accommodations or tours which we can include in our articles about a destination.
- ✓ **Affiliate collaboration (from €100 implementation fee).** Including affiliate links to your brand in our content.
- ✓ **Licensing photos or videos (from €25).** Use our imagery for your own marketing.
- ✓ **Reels, stories or photo posts on social media (from €250).** While social media is not our main focus, we do have a combined following of over 10k travellers.

Please note that we are always fully transparent with our readers by stating:

- 'we were invited by brand X'
- 'This article was written in collaboration with brand Y'.

These brands preceded you





WHY WORK WITH US

- ✓ **Professional and high quality content.** We write all articles on Reisgenie.nl ourselves, ensuring professional top-notch high quality content and imagery on our website.
- ✓ **Trusted travel source.** Our honest and genuine travel advice makes us a trusted travel source, evident in the large number of accommodations, tours and travel packages booked daily through our content.
- ✓ **SEO optimised.** We prioritize organic reach and consistently rank on Google's first page for travel-related terms, with 84% of our readers coming from Google.
- ✓ **Large in-market audience.** Our high organic reach connects us with travellers who are actively searching for a holiday or even specific destinations, offering your brand access to a large and highly engaged in-market audience and our more than 2.5 million annual views.



GET IN TOUCH

Are you curious about all collaboration options? Would you like to send us something? Or would you like to receive a personal collaboration proposal? Contact us at info@reisgenie.nl

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Kimber & Saskia