REISDOC.NL

MEDIA KIT 2026

Advertise on Reisdoc.nl

Reisdoc.nl is a Dutch travel platform full of inspiration, honest reviews and practical tips. From city breaks and road trips to boutique hotels and luxury stays, we show our readers how to get the most out of every trip.

750k+ total impressions

25k unique visitors per month

32k page views per month

6.5K social media followers

33 domain authority

ABOUT REISDOC.NL

Travel inspiration since 2011

Destination guides, travel routes, hotel reviews and practical tips. Founded by Chantal Schram in 2011, Reisdoc.nl has been owned by Bryan Groothuis and Benck van Limburgh since April 2026, with a growing focus on remarkable hotels and premium travel.

- City breaks
- Road trips
- Long-haul travel
- Sun and beach
- Hotels and resorts
- Luxury travel

AUDIENCE

84% are 21 to 40 years old

75% are highly educated

NL & BE
Dutch and Belgian (Dutch-speaking) travellers

Reisdoc.nl readers are mainly women, highly educated, in a relationship and with a good job. Some have (young) children. They travel several times a year, from city breaks to long-haul trips, and are happy to invest in a special hotel or an unforgettable experience.

OUR STRENGTH

Content that reads well and ranks high

With **SEO** we attract steady organic traffic from Google. With **GEO** we make sure our content also shows up in AI search and AI answers, such as ChatGPT and Google AI Overviews.

This brings in readers every month who are already further along in their customer journey and therefore convert or book faster. We give them the final push with inspiration, practical tips and honest reviews.

EXAMPLE ARTICLE 1, 2025 FIGURES

#1	16,137	535,827
avg. position in Google	unique visitors	impressions in Google

EXAMPLE ARTICLE 2, 2025 FIGURES

#2	3,013	304,701
avg. position in Google	unique visitors	impressions in Google

SOCIAL MEDIA AND DESTINATIONS

New posts every day

We post daily on Instagram and Pinterest, reaching 6.5K followers. For destinations, hotels and tour operators we combine a featured article with social posts. Price on request.

@reisdoc.nl

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Reisdoc.nl

REISDOC.NL HAS BEEN FEATURED IN

AD · De Telegraaf · Flair · Koffietijd · VIVA · Marie Claire · Cosmopolitan · EditieNL · Metro · Nieuws.nl

PARTNERSHIPS

Rates

Advertorial

Sponsored article, written by our editors

1 article with 1 do-follow link	€575
1 article with 2 do-follow links	€650
2 articles with 1 do-follow link each	€950
2 articles with 2 do-follow links each	€1,100

TERMS

- Permanent placement
- Do-follow links
- Written by a Reisdoc.nl blogger
- Article is indexed

Guest post

You supply, we edit

1 article with 1 do-follow link	€395
1 article with 2 do-follow links	€450
2 articles with 1 do-follow link each	€600
2 articles with 2 do-follow links each	€800

TERMS

- Permanent placement
- Do-follow links
- Supplied by the client, edited by Reisdoc.nl
- Article is indexed

We can write the article for you for €35.

Link placement

In an existing, well-ranking article

1 do-follow link	€295
2 do-follow links	€550
3 do-follow links	€750

TERMS

- Permanent placement only
- Do-follow link
- Multiple links can go in different articles
- Always indexed

All prices exclude VAT. Want to combine packages or need something custom? Just ask.

Let's work together

Tell us about your brand, destination or idea and we will send you a tailored proposal.

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