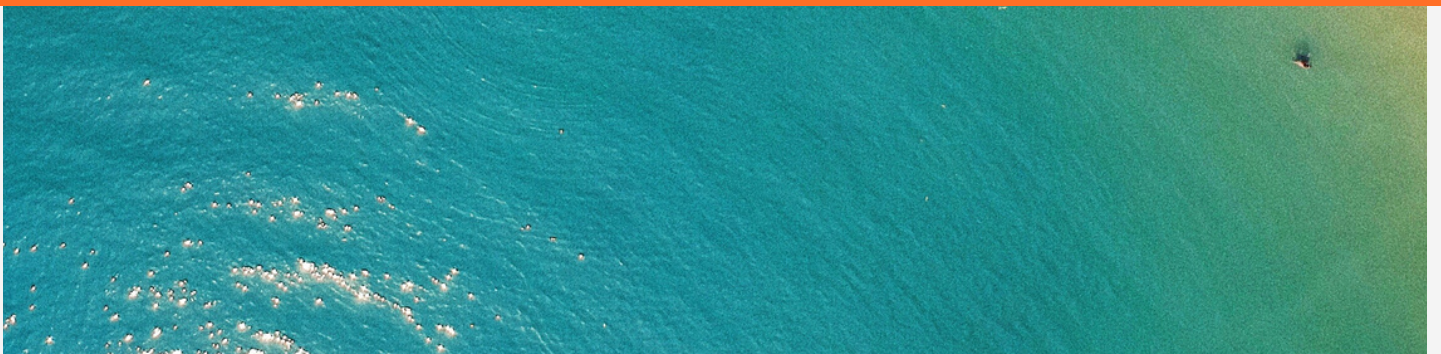




zoover
BRANDED CONTENT



About Zoover

This is us

Do you spend hours trying to find your perfect holiday? Are you afraid expectations will not match reality? With 3.8 million reviews, Zoover helps you to make the right choice.

All our reviews are written by real 'vakantiegangers', just like yourself. With all their upsides and also their honest disadvantages. Not only our reviews are honest, even our pictures and descriptions are checked by people just like you. This way, you will not be surprised.

Our 3.8 million reviews make sure there are no better recommendations in the market. This is how Zoover exactly knows which accommodations will match your holiday needs, and which ones are highly rated among people like you.

Still need some help or advice? Our experts are happy to help you 7 days a week. When you book with us, we will even help you in the middle of the night.

Zoover helps you make the right decision for your next perfect holiday.

For Dutch vakantiegangers, by Dutch vakantiegangers.



TARGET GROUP

The Facebook & Instagram
targetgroup

2.5M

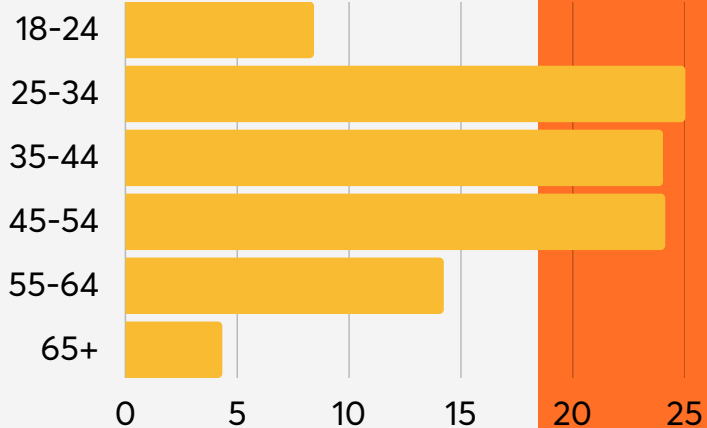
Monthly reach

Audience gender

Man
24.9%

Woman
75.1%

Audience age



PERFORMANCE



01

BLOG & WEBSITE

- Zoover.nl: 1,5 million sessions monthly
- Zoover.nl/blog: 200K sessions monthly

02

NIEUWSLETTER BASE

- Newsletter: +125.000 subscribers
- Newsletter CTR total: 2%
- Newsletter OR: 40%

03

SOCIAL MEDIA CHANNELS

- Facebook: 55k fans
- Instagram: 10K fans
- Pinterest: 4.4K fans

Advertorial Package 1

Contents	Impact
Blog article (incl. 1 no-follow link)*	+ 1.000 sessions
Blog article highlighted in top position for 2 weeks	+ 500 sessions
Newsletter position	Minimum of 50k subscribers
Facebook post	55k fans
Instagram story (organic)	10k fans
Social media advertising	Budget €100
Investment	€1.950

*Runtime minimal 1 year after publishing

Advertorial Package 2

Contents	Impact
Blog article (incl. 2 follow links)*	+ 1.000 sessions
Blog article highlighted in top position for 2 weeks	+ 500 sessions
Newsletter position	Minimum of 50k subscribers
Facebook post	55k fans
Instagram story (organic)	10k fans
Social media advertising	Budget €100
Investment	€2.950

*Runtime minimal 1 year after publishing

CONTENT: blog

Highlighted position for 2 weeks

The screenshot shows the Zoover Blog homepage. At the top, there is a search bar with the text "Wat zoek je?" and a magnifying glass icon. To the right of the search bar are links for "Categorieën", "All-Inclusive", "Kindvriendelijk", "Last minute", "Zoover.nl", "Bewaard", and social media icons for Facebook, Instagram, and Pinterest. The main content area features a large article titled "Parkeren bij Schiphol? Zo bespaar je op parkeerkosten!" with a "Tips" tag and a "V" icon. Below the title, it says "Geschreven door: Tuti". The background image of the article is an aerial view of a parking lot filled with cars.

Populairste artikelen

Populair

Meest gelezen deze maand

This article preview shows a stack of vintage suitcases. The title is "Wat moet mee op vakantie? Dit is de meest complete checklist voor het inpakken van je koffer". It has tags for "Tips" and "Voorbereiding".

This article preview shows a park with a winding path and a lake. The title is "De 10 best gewaardeerde dagjes uit in Nederland". It has a tag for "Bezienswaardigheden".

De 10 best gewaardeerde dagjes uit in Nederland

Geschreven door Redactie

This article preview shows a lake with a small boat. The title is "Waar is het warm tijdens de meivakantie: Zoover geeft jou inspiratie!". It has a tag for "Tips".

Waar is het warm tijdens de meivakantie: Zoover geeft jou inspiratie!

Geschreven door Eva

This article preview shows a campfire at night. The title is "Koken op de beste campings: 23 lekkere eenpansgerechten". It has a tag for "Kamperen".

Koken op de beste campings: 23 lekkere eenpansgerechten

Geschreven door Redactie

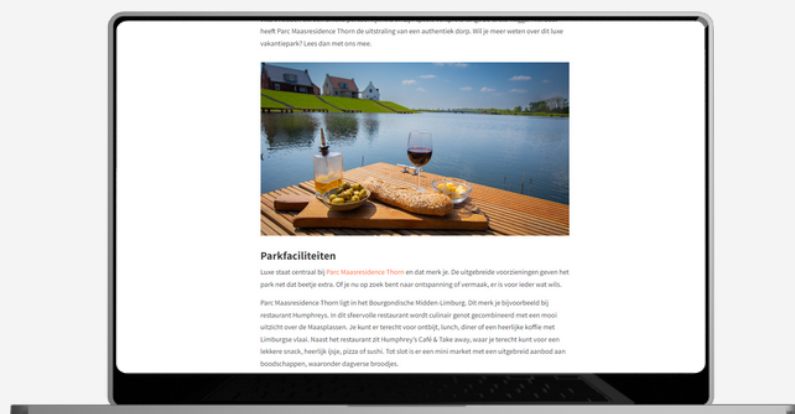
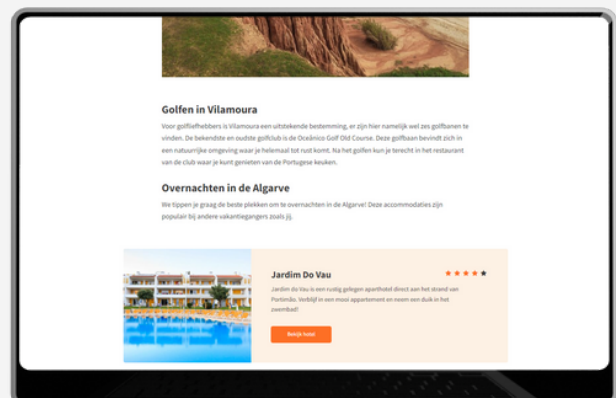
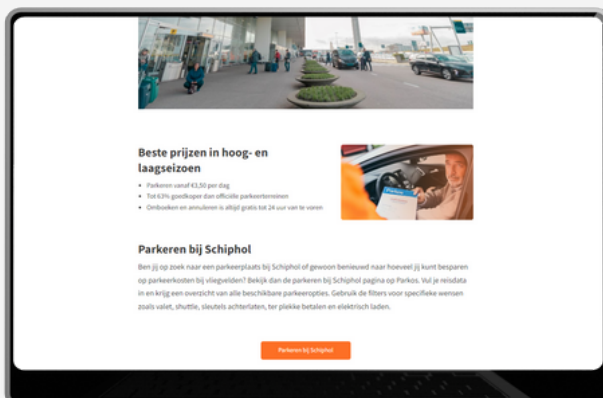
This article preview shows a parking lot filled with cars. The title is "Parkeren bij Schiphol? Zo bespaar je op parkeerkosten!". It has a tag for "Tips".

Parkeren bij Schiphol? Zo bespaar je op parkeerkosten!

Geschreven door Tuti

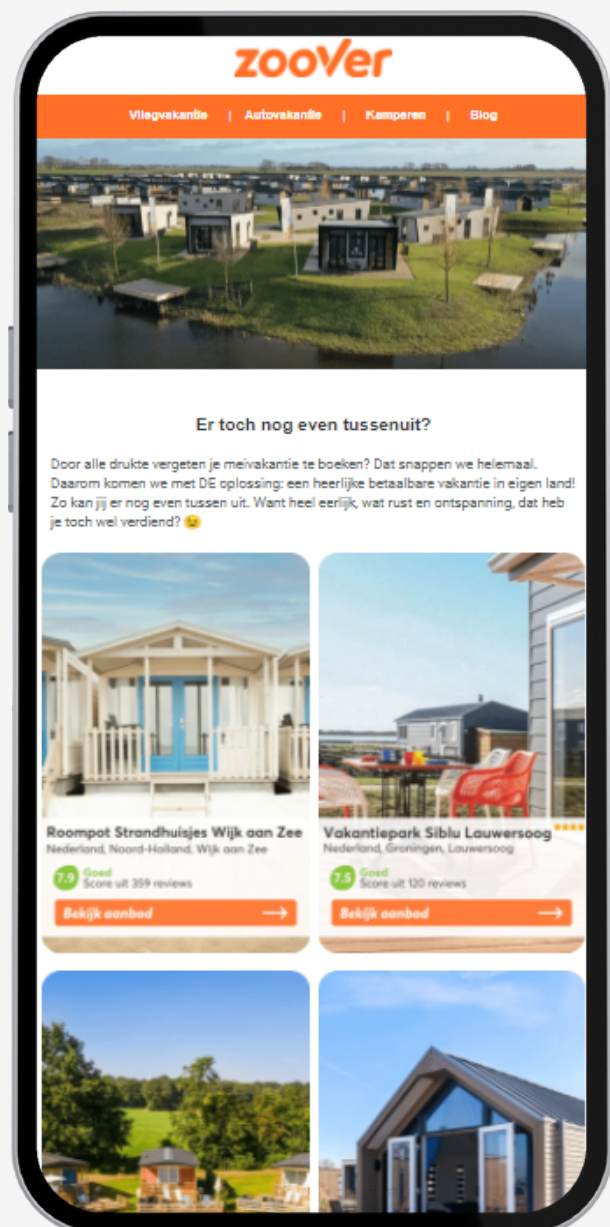
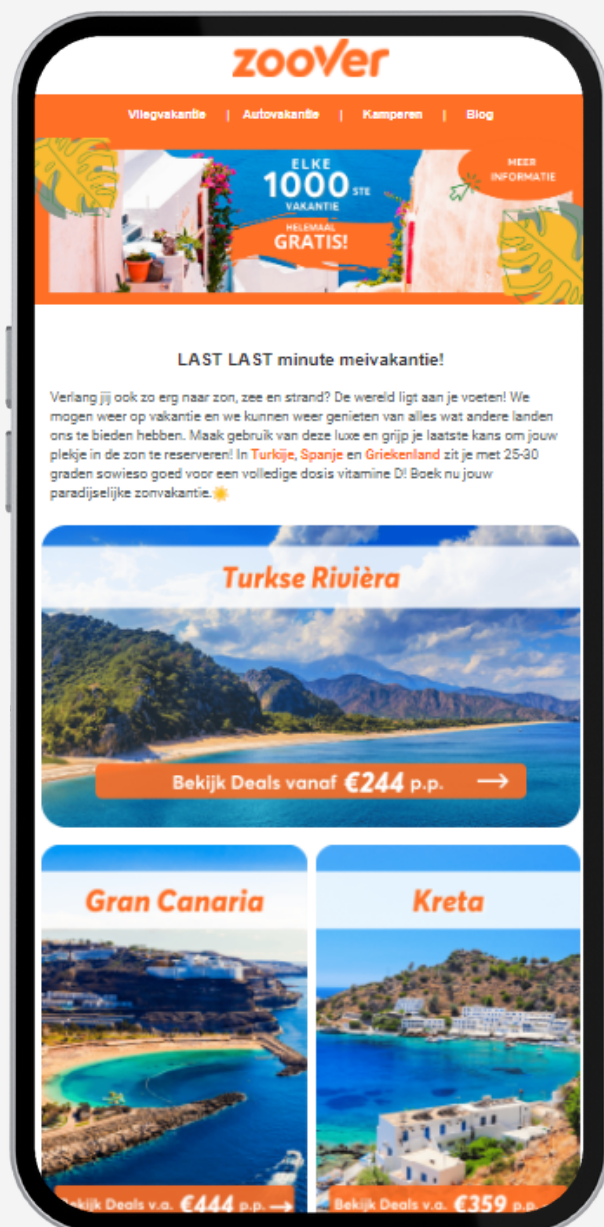
CONTENT: blog

Inspirational article on Zoover Blog with URLs (depending on package)



CONTENT: newsletter

Reach our large email database



CONTENT: social media

65k+ fans on Facebook and Instagram



TERMS & CONDITIONS

- Links to third parties are set to no-follow (package 1).
- Maximum of 2 follow-links to third parties (package 2).
- Text for the advertorial delivered by client is written in Dutch.
- Blog article is marked as 'advertorial' on the blog.
- Article, social post and newsletter will be checked and if needed adjusted by our editors to be in line with the Zoover brand guidelines.
- Client gets one moment to give feedback. Second round is possible based on factual inaccuracies.
- We use 100 euros advertising budget for the social media post (Facebook). This is a fixed amount per post and cannot be adjusted. More advertising budget is possible for 100 euros per post.
- Zoover uses Shutterstock images, if you want to use your own images these should be free to use on our blog, social media channels and newsletter, we can add copyrights, but the client should have the rights to distribute these pictures.
- All copy and articles are written in Dutch.

