

mediapit
vetexbart.

2025

welcome to
VETEXBART MEDIAKIT 2025

Travel blog, social media & content writing

introduce **ABOUT US**

Vetexbart, established in 2012, is one of the most popular and longest-running travel blogs in Belgium. In addition, Vetexbart frequently appears in newspapers, magazines, and as a travel expert on radio and television.



meet the TEAM



BART - EDITOR IN CHIEF

Bart is the globetrotter behind Vetexbart. (In his dreams) often spotted on that iconic green bench in Central Park. A huge fan of NYC and Antwerp, but also passionate about Central and Eastern Europe. Car-free, yet always ready for an epic road trip. He'd rather sleep in a hotel than in his own bed.



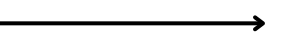
WOUT - VETEXBART BLOGGER

Nele & Wout regularly head out for Vetexbart. A weekend in Limburg or city trips to the Netherlands or Luxembourg? Check!



SIMON - VETEXBART BLOGGER

Simon is an active thirty-something who loves adventurous challenges. As an avid skier and snowboarder, he has been covering the winter sports destinations for Vetexbart since 2024.



signature TOPICS

The interests and topics on Vetexbart are wide-ranging, but these are our highlights.

DISCOVERING HIDDEN GEMS

CULINARY TIPS & HOTSPOTS

ACTIVE, OUTDOOR, ADVENTURE

CITY TRIP PLANNING

ROAD TRIPS

TRAVELING BY TRAIN

SOME NUMBERS | 2024

50.800

Website visitors/month

15.100

Social media followers

9.180

VetexVibes magazine subscribers

SOME NUMBERS

AGE?

Most visitors are in the 25-45 age group (about 49%), followed by the 45-65 age group (about 31%).

WHO?

More than 6 out of 10 of our visitors are women and about 73% of the traffic comes from Belgium. Dutch visitors make up just under 22% of the total.

SOME NUMBERS

Time on **WEBSITE?**

Visitors spend nearly 7 minutes per session browsing our website.

Because of the good use of SEO and because Vetexbart has a good domain authority (DA 33 by Moz), 83% of our visitors come to the site from organic search traffic.



some successful CAMPAIGNS

- Dubai on a budget
- on the NightJet to Vienna
- hidden gems in NYC with Connections
- on boystrip to Picardy Wallonia
- by bike from Belgium to Denmark
- culinary game reportage in the Achterhoek region
- 3 x a breath of fresh air with Landal
- Central Sri Lanka: versatile dream destination
- DFDS Ghent: with the Volvo boat to Gothenburg

VetexVibes MAGAZINE

Vetexbart publishes VetexVibes, a digital magazine filled with inspiring travel stories. Released three times a year, each issue contains at least 32 pages and is sent to nearly 10,000 subscribers.



CAMPAIGN VISIT
WALLONIA



previous COLLABS



Sri Lanka Tourism, Dubai Tourism, Travel Portland, Visit Seattle, BuroSix, Tourism Marketing Concepts, Aosta Vallei, Visit Czech Republic, GetYourGuide, YAYS Hotels, Gastvrij Duitsland, Amazing Thailand, NBTC, Campingaz, Stella Fietsen, Schleswig-Holstein, Nedersaksen, Bremen, Visit Wapi, Glenaki, Avontuur Dichtbij, Hanzesteden, Toerisme Veluwe, TUI, Visit Brabant, Rijnland-Palts, Visit Portugal, Floriade Expo, Dranouter, thx.agency, Zeeland, Center Parcs, Interhome, FlixBus, Connections, Eliza was here, Terhills, Toerisme Balen, Decathlon, Toerisme Diest, Landal, Toerisme Wallonië, Agentschap Natuur en Bos, Pakawi Park, Toerisme Maasmechelen, Visit Limburg, Toerisme Leuven, Toerisme Koksijde-Oostduinkerke, Westtoer, B&B Hotels, Thon Hotels, Accor Hotels, Ibis Hotels, Toerisme Blankenberge, Toerisme Beringen, Le Boat, DFDS, MSC Cruises, Costa Cruises, Brussels Airlines, Sunny Cars, Visit Miami, Lannoo, Coolblue, Visit Brussels, Val di Fassa, Visit Benidorm, Hannover, Rotterdam Marketing en Partners, Visit Austria, sLOVEnia, Kroatisch Nationaal Bureau voor Toerisme, Beaujean Vacances, Visit Nicaragua, Visit Almere, Visit Asturias, Family Cars Georgia, Flibco, Visita Gijon, Visita Asturias, WizzAir ... and many many others.

CLIENT FEEDBACK

ERNA, CZECH TOURISM

"The promised article was really perfect and was published super fast. Thanks for adding all the links."

RUTH, JOLIE LOGIE

"After the coverage about our vacation home on social media and the blog, we got to welcome a lot of new customers who had discovered us through Vetexbart."

MISSY, HIHIGUIDES

"After my story & link appeared in some of your NYC articles, the number of Belgian & Dutch people I could guide around my beautiful city grew spectacularly. Even after more than two years, the effect is still huge. Thanks Bart!"

featured
IN THE MEDIA

GVA
Krant

**HET BELANG
VAN
LIMBURG**

N
Het Nieuwsblad

rtv

tvplus
Blij dat je kijkt

ROB^{TV}

Knack

HLN

**vtm
nieuws**

nina

radio
2

radio
mol

1weekend

AD

TL

goodbye

let's work
together

Meerhout, Belgium

vetexbart@gmail.com
Whatsapp: +32498/053917 (text only)

www.vetexbart.be