MEDIA KIT 2026

Holland Explorer & Amsterdam Explorer

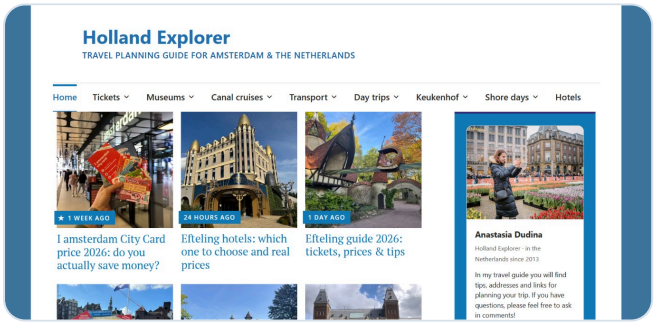
Practical travel guides to Amsterdam and the Netherlands, written by a local since 2013.



Hello, I'm Anastasia

I've lived in the Netherlands since 2013 and have helped travellers plan their trips for over 11 years. Every guide is written and updated by me, with real prices, opening hours and the tips I'd give a friend.

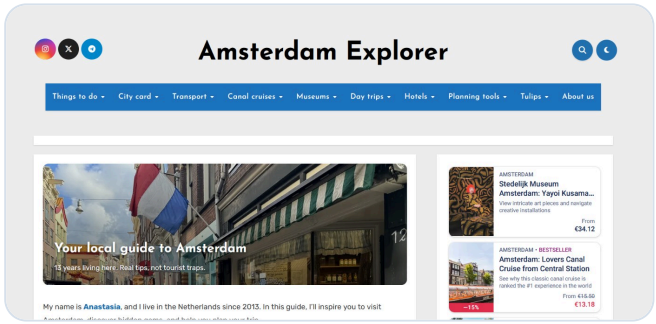
I'm also a professional copywriter and strategic website manager with 20 years of running multilingual web projects: content, SEO, AI visibility and lead generation (adudina.com). I know how to put a business in front of the right audience.



Holland Explorer

Trip planning for the whole Netherlands

Tickets and prices, museums, day trips, Keukenhof, cruise shore days, transport and seasonal events.



Amsterdam Explorer

The Amsterdam guide written by a local

Itineraries, neighbourhoods, canal cruises and museums, plus calculators, a cruise selector and a ticket finder.

Our guides in other languages

Amsterdam on Air
Russian
amsterdamonair.com

Holland Explorer
German
holland-explorer.de

Festiwal Tulipanów
Polish
festiwal-tulipanow.com

AUDIENCE

International travellers, planning their trip

11.9K
visitors a month

13.2K
visits a month

15.5K
pageviews a month

Holland Explorer and Amsterdam Explorer, 21 September to 20 October 2026.

Top countries, share of visits

Netherlands	24%
United Kingdom	17%
United States	16%
Germany	4%
France	2%
Other countries	37%

Age

Under 18	11%
18 to 24	28%
25 to 34	31%
35 to 44	10%
45 to 54	8%
55 and over	12%

Devices

Smartphone	55%
Desktop	43%
Tablet	2%

Gender

Women	38%
Men	62%

Trusted by travel and booking brands

We work with dozens of travel and online booking companies, including:

Booking.com · NSInternational.com · Iamsterdam.com · Lovers.nl · Tours & Tickets · Tiqets.com · GetYourGuide.com

COLLABORATIONS AND RATES

Ways to work together

Run a boat rental, tour company, restaurant, hotel or another local business, or represent city marketing? We'd love to help travellers discover you while they plan their trip to Amsterdam and the Netherlands.

Sponsored guide

A new guide built around your product or experience, online for at least 12 months

from €400

In-guide placement

Your business featured inside a popular existing guide, such as my canal cruise picks

from €300/3 months

Seasonal campaign

Keukenhof, Light Festival or Christmas market season

from €250

Tool sponsorship

Your brand in a planning tool, such as the City Card calculator, cruise selector or budget calculator

from €250/3 months

All collaborations are labelled as sponsored; rates exclude VAT.

1

Get in touch

Tell us about your product and timing.

2

Proposal

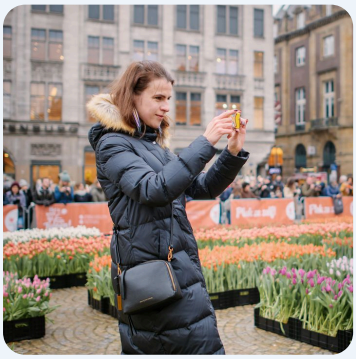
We suggest the guides and format that fit.

3

Go live

Content is written, approved and published.

We accept press visit invitations when the story is interesting for our international audience. If you'd like to invite us for commercial coverage of your business, the rates above apply.



Please feel free to get in touch

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