

MEDIA KIT

2024

ABOUT THE ASSOCIATION

The association Visit USA The Netherlands, together with its members, has one goal: the promotion of travel to the United States, among Dutch travelers and Dutch travel partners. Visit USA The Netherlands does its utmost to use all possible tools to inform and inspire the Dutch about the endless possibilities of the United States as a holiday destination.

The official website of Visit USA The Netherlands (www.visitusa.nl) functions as the starting point for both first-time travelers and repeat customers to the United States. This is where visitors can find a lot of information, travel tips and most importantly and links to trusted organisations that support our mission, otherwise known as our members. In addition to the dedicated landingpage on our website, the benefits that come with the membership are: 2 yearly posts on social media, exposure in the bi-monthly newsletter, representation and co-participation during travel events.

We are glad to have you as a member and we do not want to limit you to the included benefits. Hence why we are presenting various additional promotional opportunities within this media kit.

We hope that you will find something to help spread your message and extend your reach. If you have any inquiries, please contact us via email at center@visitusa.nl.

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CONTACT DETAILS

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| center@visitusa.nl

Visit USA The Netherlands

Bisonspoor 3002 – A701

Athens tower

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OUR REACH

CONSUMER DATABASE

Subscribers: 1800+

Avg open rate: 36%

Avg. click rate: 2,1%

TRADE DATABASE

Subscribers: 420

Avg open rate: 43%

Avg. click rate: 3,6%

PRICING

Dedicated newsletter

€ 290

Translation to Dutch

(if applicable)

€ 100

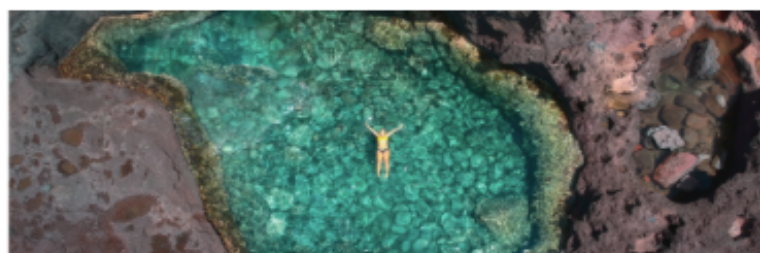
DEDICATED NEWSLETTER

Reach out to our consumer or trade database, or both, with a dedicated newsletter. You can provide your own input, accompanied with copyright free photos and we will create the newsletter. A draft version will be sent over for approval. Together we can discuss the mailing date.

[Bekijk in je browser](#)



HET STARTPUNT VOOR JOUW REIS NAAR DE **VERENIGDE STATEN!**



Hidden gems in de VS!

Tijdens een eerste vakantie naar de Verenigde Staten wil men vaak de iconische bezienswaardigheden, zoals een Time Square, het Grand Canyon National Park en de Golden Gate Bridge zien. Maar naast deze populaire plekken herbergt de Verenigde Staten ook een groot aantal verborgen juweeltjes. Deze zijn voor zowel een eerste bezoek als een tweede of derde rondreis het bezoeken waard! Van charmante kleine stadjes tot ongerepte stranden, unieke attracties en natuurlijke wonderen. Ga je voor de *hidden gems* van de stad of de natuur?



De wonderen van de natuur

Wij durven te wedden dat je wel eens gehoord hebt van Yellowstone National Park, of er zelfs al bent geweest! Maar ken je ook Petrified Forest National Park, Lost Dutchman State Park of White Sands National Park?

OUR REACH

WEBSITE

www.visitusa.nl

Visitors: 5400*

Page views: 8460*

Demographics:

78% The Netherlands

15% Belgium

7% Other

*All numbers are the average amount, on a monthly basis.

PRICING

Sponsored article

(incl. social media promotion)

€ 295

Translation to Dutch

(if applicable)

€ 100

SPONSORED ARTICLE

Do you have more information to share, and want to reach an even larger audience? With a sponsored article you will not only reach out to our website visitors, but also our social media audience. Moreover, the article will remain on our website indefinitely, generating additional views over time.

Home > Condor als ideaal begin- en eindpunt voor rondreizen in Alaska

CONDOR ALS IDEEAAL BEGIN- EN EINDPUNT VOOR RONDREIZEN IN ALASKA

door Visit USA | 26 mei 2023 | Nieuws | 0 Reacties

Het laatste nieuws

- [Roadtrips door de nationale parken van West-Amerika](#)
- [Mooie routes: te voet, op fiets en met de auto](#)
- [5 nieuwe webinars van EURAM en Brand USA](#)
- ['Dit is waar het is': de nieuwe campagne van Brand USA en Visit USA Nederland](#)
- [Baren & bizons: de beste plek om ze te spotten](#)

visitusa.nl

VISIT USA
THE NETHERLANDS

BESTEMMINGEN REISTIPS NIEUWS OVER ONS TRADE FAQ CONTACT

VISIT THE USA

Staten Steden Spots

OUR REACH

FACEBOOK

Followers: 4900+

Growth: +25 followers*

Reach per post: 2300*

Interaction per post:
245*

INSTAGRAM

Followers: 600+

Growth: +10 followers*

Reach per post: 1100*

Interaction per post: 65*

*All numbers are the average amount, on a monthly basis.

PRICING

1 dedicated social post

€ 90

2 dedicated social posts

€ 170

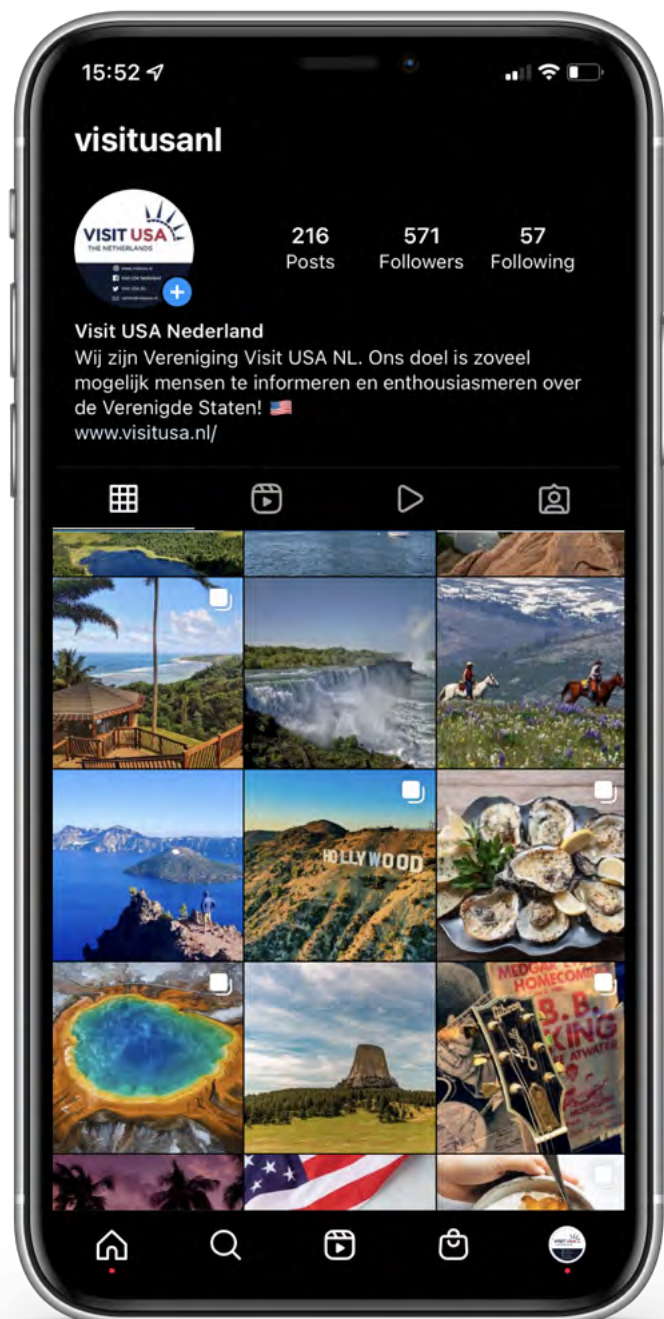
Quarterly social posts

(4 in total)

€ 320

SOCIAL MEDIA

Is there a specific event happening, do you want to highlight a travel itinerary or do you wish to share some other information? Select the option of our sponsored social media post and reach a high number of USA enthusiasts. The input can be both video or photo(s).



OUR REACH

Attendees

Approx. 50 - 80

Webinar duration

45 - 60 min.

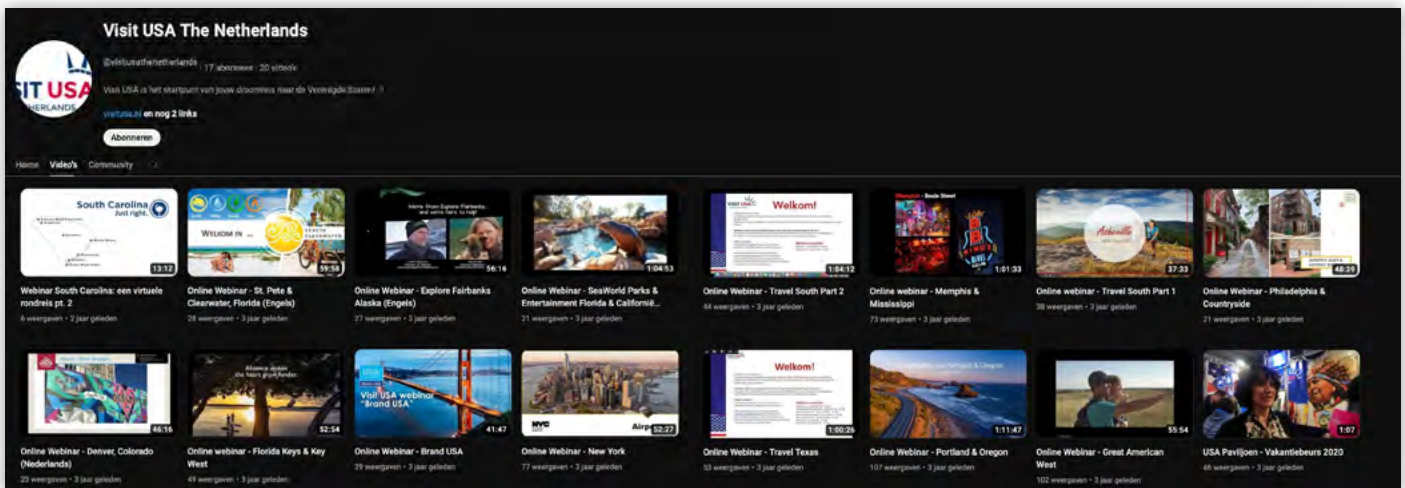
PRICING

Webinar

€ 495

WEBINAR

In the past we have organized various webinars for the trade, to keep them informed about new developments in the industry, or new events/activities. We also offer the option to do a consumer-focussed webinar, with the goal to inspire them about travelling to the USA. We include a quiz/prize draw to attract more attendees and the webinar is concluded with the opportunity to ask questions. The webinar will be recorded and uploaded to YouTube afterwards.



PACKAGE DEAL

Want to do more? This package deal includes: a **dedicated newsletter** + **sponsored article**, with promotion on social media. The sent date can be in a close timespan or spread out over the year.

PRICING

Newsletter + dedicated article

(incl. social media promotion)

€ 485 **€ 450**

Amerika Only

REACH

600.000 potential
USA-travellers per month*

Facebook

450.000* visitors
24.000 followers

Website

100.000* visitors

Instagram

50.000* visitors
3.500 followers

Newsletters

1.900+ subscribers

*All numbers are the average amount,
on a monthly basis.

MEDIA KIT

[Link](#) to the complete media
kit with extra opportunities.

CONTACT

Boy Tijbosch

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06 41310771

PACKAGES MEDIA PARTNERS

AMERIKA ONLY PRO

- 24 articles on AmerikaOnly.nl, including mini-versions on Facebook (3x), Instagram (3x) and in our newsletter
- 24 extra posts on Facebook
- 24 extra posts on Instagram
- Own section on AmerikaOnly.nl

Pricing: € 6.499 **Member price:** € 4.299

AMERIKA ONLY PLUS

- 12 articles on AmerikaOnly.nl, including mini-versions on Facebook (3x), Instagram (3x) and in our newsletter
- 12 extra posts on Facebook
- 12 extra posts on Instagram

Pricing: € 3.799 **Member price:** € 2.499

AMERIKA ONLY STANDARD

- 6 articles on AmerikaOnly.nl, including mini-versions on Facebook (3x), Instagram (3x) and in our newsletter
- 6 extra posts on Facebook
- 6 extra posts on Instagram

Pricing: € 2.199 **Member price:** € 1.399

AMERIKA ONLY LIGHT

- 3 articles on AmerikaOnly.nl, including mini-versions on Facebook (3x), Instagram (3x) and in our newsletter
- 3 extra posts on Facebook
- 3 extra posts on Instagram

Pricing: € 1.299 **Member price:** € 799



REACH

Social media

380.000* followers

Website

40.000+* visitors

App

8.000+ users

Podcast

5.500+ listeners

Newsletter

14.000 subscribers

*All numbers are the average amount, on a monthly basis.

MEDIA KIT

[Link](#) to the complete media kit with extra opportunities.

CONTACT

Sebastiaan Klijnen

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PACKAGES MEDIA PARTNERS

GOLDEN GATE PACK

Advertise with the power of Hey!USA online.

- 1x article on HeyUSA.com (12 months duration)
- City Blok or State Block on HeyUSA.com cityguide
- Facebook Post & Instagram Story
 - + optional sponsored boost
- Story in the Hey!USA-app

Pricing: € 750 Member price: € 450

YELLOWSTONE PACK

A social media boost

- Facebook Post & Instagram Story
 - + optional sponsored boost
- Story in the Hey!USA-app

Pricing: € 450 Member price: € 270

EMPIRE PACK

This extensive pack includes all Hey!USA media channels. A great mediamix of print, digital and audio.

- 1/1 magazine advertisement
- 1x article on HeyUSA.com (12 months duration)
- City Blok or State Block on HeyUSA.com cityguide
- Article post on Facebook
 - + optional sponsored boost
- Story on Instagram
- Story in the Hey!USA-app
- Audio Billboard 'In Alle Staten'-podcast
- Audio Bromo 'In Alle Staten'-podcast

Pricing: € 2.500 Member price: € 1.500

VISIT USA
THE NETHERLANDS



**THANK
YOU!**