



online travel magazine



About Mireille & Kleine Wereldreiziger

Kleine Wereldreiziger was founded in 2012 as one of the first family travel blogs in the Netherlands. Mireille Steegmans, still the owner, started blogging in 2004 during her studies. She has a bachelor's degree in communication and online marketing and she is an author and online marketer since 2008. With her personal mission and ideas, Mireille has continued to expand her company and nowadays as a team we have 25+ years of experience in traveling with children.

Our readers travel upon the recommendations in our blogs. They are interested in our first-hand travel experiences and value our honest information. With our team we inspire parents with children up to the age of 16 to explore the world together. Our content is always unique, embracing the slow lane and cherishing family moments. That's what it's all about when traveling with children according to us.

Dive into the vibrant world of the Kleine Wereldreiziger. Our brand goes beyond being only an online travel magazine; it's a source of inspiration, encouraging families to explore the beauty and diversity of the world together. We also launched e-guides by Kleine Wereldreiziger, a Kleine Wereldreiziger APP and our own community.

Make us your trusted partner in crafting campaigns that resonate with adventurous families from the Netherlands.

[Read Mireille's articles](#)



Focus points

At Kleine Wereldreiziger, we have five key focus points that best describe what we stand for. Whether it's summer or winter, each season brings its own unique experiences that we love to share with other parents.

Family travel - We guide other families to explore the world through the wonder-filled eyes of their children. Our family mantra is to seize the day together, transforming ordinary moments into unforgettable memories.

(Mini) roadtrips - Embarking on roadtrips is our favorite way to explore destinations, which can also be several mini roadtrip from one location. Our approach isn't a race to tick off a list of tourist spots, but to immerse ourselves in the delightful things that each destination has to offer. Sometimes you just have to plan a next visit!

Education - For us, the world is a classroom. Engaging with other cultures and locals isn't just an activity, it's a way of enriching every journey. Learning from others guides our travels, and this philosophy resonates deeply within the entire Kleine Wereldreiziger team.

Nature - We love outdoor adventures and endorse green initiatives. We are passionate about activities which have a connection with nature. We focus on making smart choices to preserve the earth and educating our children - and other - about sustainability.

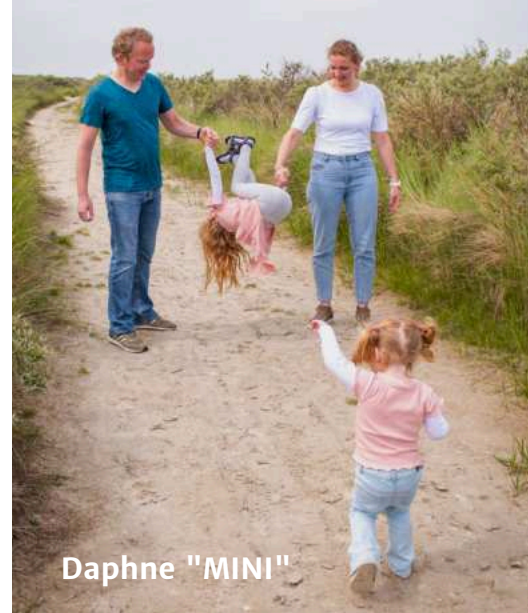
Local food - Gijs used to be a chef and our whole team are food enthusiasts, finding joy in global cuisines during travels or outings. Our gastronomic adventures have turned our children into easy eaters.



Daphne



Angreni



Daphne "MINI"

Meet the other adventurous families

Daphne, Barry, Mella and Ruben | [Read Daphne's articles](#)

Traveling has been Daphne's passion for years - it's even how she met her husband in Egypt! Together, they've explored the world and passed their love for adventure to their two children. After traveling the globe as a family, Daphne joined the team in 2019, co-writing all the e-guides with Mireille. She loves to inspire others and to show team that traveling with children is an amazing adventure. Through her blogs, she shares the incredible places they've discovered.

Angreni, Léon and Fleur | [Read Angreni's articles](#)

Since 2014, Angreni has been part of the team, collecting passport stamps and seeking adventures during every school holiday. Together with her husband, she's passed on the "travel bug" to their daughter, who has explored the world with them since birth - even before. They discovered Angreni was pregnant just one day before starting their journey on the Trans-Siberian Express. A cherished family tradition is their annual ski trip to France, enjoying the slopes and snow.

Daphne "MINI", Jouke, Tess and Mia | [Read Daphne's articles](#)

Daphne loves traveling in her classic Mini, named Fien. The whole family enjoys scenic road trips, hikes and back-to-basic moments. She unwinds through sports and creative writing and values involving her children in the travel process, introducing them to new cultures and experiences. Combining her passion for travel with sustainability, Daphne cherishes quality time with her family and creating unforgettable memories along the way.

STATISTICS KLEINWERELDREIZIGER.NL

48K

unique visitors
per month

8K+

newsletter
subscribers

SOCIAL MEDIA



total reach
per month

38K



average reach
per month

17K+



impressions
per month

35K+





Brand Kleine Wereldreiziger

This media kit highlights our website with 1,200+ articles online. Beyond the website, the Kleine Wereldreiziger brand also offers:

E-guides in the Kleine Wereldreiziger APP

- Complete Dutch e-guides: Like picking up a book, they provide everything families need to plan a trip effortlessly.
- Expertly crafted: Co-written with Daphne Liebrand, a children's book author and teacher, ensuring educational value.
- Handpicked gems: Our personal, non-commercial selection of must-visit spots for families.
- Practical and exclusive: Packed with travel routes, maps, tips and itineraries. Exclusive insights which are not on the website.
- Always accessible: Available 24/7 via the Kleine Wereldreiziger APP on any mobile device with an internet connection.
- Kid-friendly fun: Includes child-focused content and activities to excite and engage young travelers.

Community (Kleine Wereldreiziger PLUS membership)

Our exclusive membership program for travel-enthusiastic parents seeking more from their family adventures. Members unlock access to a private online community in our APP, completely free of ads and algorithms. This includes exclusive perks such as discounts on Sunny Cars rentals, access to members-only e-guides with tailored travel insights and travel itineraries. This community is one of a kind in the Netherlands, designed for our audience: travel-enthusiastic parents.

Please contact us for opportunities involving our e-guides or community, as these are always custom projects.



E-guides

E-guide Cape Town & Cape Town travel routes

The ultimate Cape Town family guide with 90+ child-friendly attractions, hidden gems and exclusive travel routes. Includes insider tips and access to an online moodboard for planning a trip.

E-guide the Netherlands: 225+ tips & activities

Our bestseller is sold 2,000 times. The ultimate guide to discover the most unique places in the Netherlands. Over 225 tips and organized by province. Accessible in our Kleine Wereldreiziger APP.

E-guide France: Roadtrip Route du Soleil

This 300+ page e-book is your go-to guide for a memorable family vacation in France, packed with personal tips, attractions, accommodations, and fun extras to involve children in the planning.

Holiday package for children

The ultimate kids' travel package! This online bundle includes child-friendly guides for France, Italy, Spain and Denmark. Expect printables, fun facts, creative activities, quizzes and more.

> [Click here for a complete e-guides overview](#)

STATISTICS E-GUIDES

95K+

(paid) e-books
downloaded

18

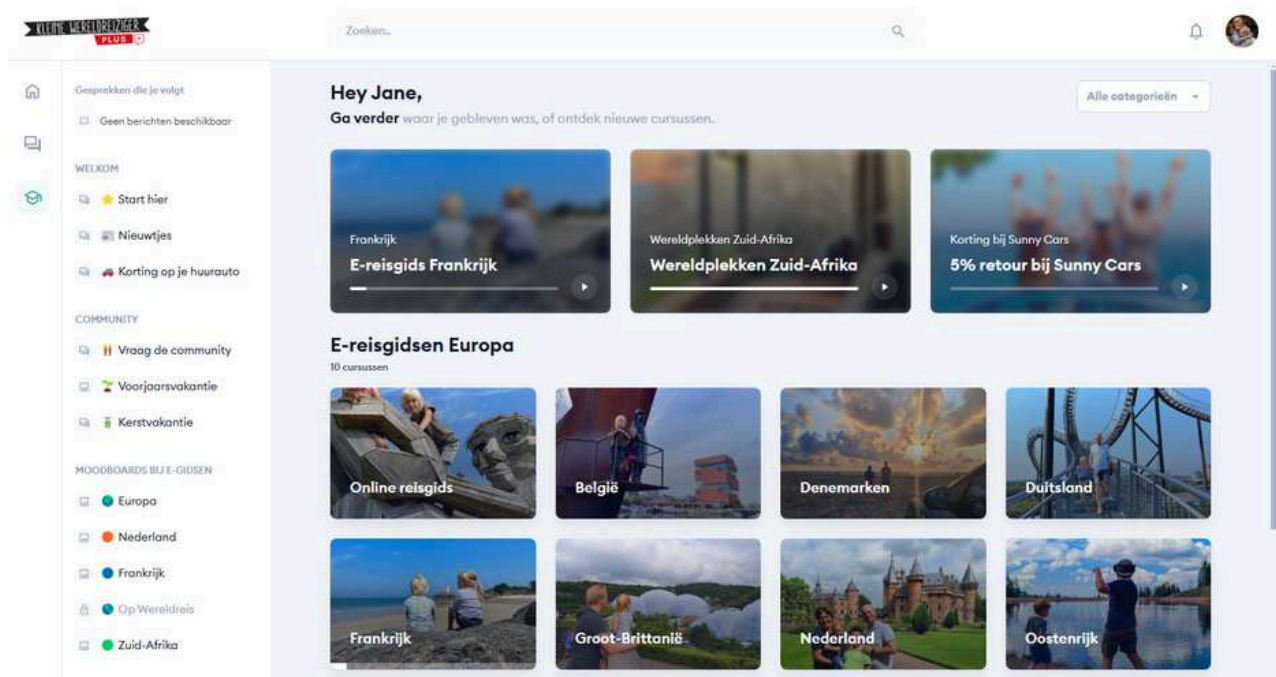
18 pieces on the
online bookshelf

Community

Kleine Wereldreiziger PLUS is an exclusive membership designed for adventurous parents exploring the world with their children. Members receive access to a complete package of 15 exclusive e-guides featuring our unique selection of travel inspiration and a special guide to car vacations in Europe. Quarterly updates bring fresh ideas for family adventures.

The membership also includes a special kids' vacation package, offering interactive activities like games, coloring pages and an Amsterdam city guide tailored for families.

Through a personal login on the Kleine Wereldreiziger APP, members can access travel itineraries, accommodation recommendations and connect with other parents to ask travel-related questions. An added benefit is a discount on car rentals through Sunny Cars, making family trips even more convenient and affordable.



STATISTICS COMMUNITY

6K+

community
members



Let's collaborate

At Kleine Wereldreiziger, we prioritize authenticity and credibility above all. We always think long term. That's why we primarily cherish collaborations that are personalized, inspiring and with long-term goals. This brings mutual benefits to both parties.

We are always ready to create clever advertising solutions for our partners. We believe in collaborations where we can utilize a mixture of promotion to achieve the set goals. We work with companies such as Sunny Cars, LEVEL8, Osprey Packs, THULE, BajaBikes and many destinations, accommodations and other brands.

Mireille is strong in online marketing and SEO. By setting up Facebook and/or Instagram marketing campaigns you can reach a large audience in a very targeted way through Kleine Wereldreiziger. Think also of quality blogs, social media posts, a message in our community, a dedicated newsletter and product reviews. We believe in a marketing mix for the best results and we can put a brand, destination, accommodation or product into the spotlight in many ways.

Contact us and together we'll work out a great cooperation based on your goals, budget and the things we do best. Many things are possible and coming up with creative solutions that tell the brand's message is what we love to do!

CONTACT

www.kleinewereldreiziger.nl · mireille@kleinewereldreiziger.nl
Koningsloper 2 · 5348 KT Oss · Nederland · +31 6 55 77 46 39

Being an ambassador

Being an ambassador for a brand or region involves representing and promoting the unique qualities, values, and interests of that brand or area. We are proud ambassadors for our own municipality of Oss for the 5th year in line.

This year we are on the cover of the new magazine and other campaign expressions. The magazine is available online and also as a printed copy.

Since 2012 we have worked with many destinations and brands. A selection of collaborations can be found below.



& more collaborations



Bela krajina
SRČNIH LJUDI





Latest update: Q1 2025