



online travel magazine - e-guides - branded content



About 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 e-books, blogs and tips in our PLUS-community. 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 "Kleine Wereldreiziger", where we inspire parents in many ways to plan an unforgettable adventure-filled vacation. Our platform is not just a travel guide; it's an inspiration, inviting families to explore the beautiful and diverse world that we have, together as a family. We pave the way for enriching experiences that resonate with both young and old.

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



Focus points

At Kleine Wereldreiziger, we have five key focus points that best describe what we stand for. Whether it's summer or winter, we focus on family travel, (mini) road trips, culture, nature, and local food. 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.



Unique selling points

We support travel-loving parents when planning their next family vacation with three products. These are: KleineWereldreiziger.nl, E-books by Kleine Wereldreiziger and Kleine Wereldreiziger PLUS - our own community.

KleineWereldreiziger.nl

At our website you will find all the great places, hotspots and familyfriendly places. Our team members write blogs sharing their firsthand experiences about the places visited. Always including tips for nice accommodation, restaurants and the best places to book a vacation.



E-books by Kleine Wereldreiziger

Our e-books provide parents with a golden ticket to crafting unforgettable family adventures. They are packed with more specific insights and inspiration. Tailored for adventurous families, these guides are filled with engaging stories, travel routes, maps and practical tips to ensure family travels are nothing short of spectacular. All e-books are co-authored by a primary school teacher and a children's book writer. Educational extras about a destination are always included, catering to children's interests.



Kleine Wereldreiziger PLUS (membership)

PLUS is our own exclusive membership. Members can enter our online community where travel-enthusiastic parents can connect without any ads and algorithms. This extension of KleineWereldreiziger.nl is unique in the Netherlands. Our members receive benefits like a discount on Sunny Cars car rentals, access to unique e-guides exclusively for members, travel itineraries and downloads.



STATISTICS

70K+

unique visitors
per month

9K+

newsletter
subscribers

95K+

free e-books
downloaded

5,8K+

community
members

SOCIAL MEDIA



total reach
per month

11K



average reach
per month

18K+



impressions
per month

45K+





E-books by Kleine Wereldreiziger

In addition to our website and community several 'By Kleine Wereldreiziger' e-books have been published: the counter now stands at eighteen e-books (& more to come). A small overview.

Autovakanties in Europa

A complete online package of 15 e-books, exclusively written for our PLUS premium members. A treasure trove of travel inspiration: an exclusive guide to car vacations in Europe for adventures for families. Quarterly updates with fresh travel updates are added.

Roadtrip Frankrijk Route du Soleil

This comprehensive e-book is the one-stop solution for a memorable family vacation in France. It offers over 300 pages of personal tips, attractions and accommodations, making a holiday planning time-efficient and fun for parents. It includes exciting extras for children to engage them in vacation preparations.

Reisgids Kaapstad + Kaapstad reisroutes

The ultimate Cape Town travel guide for families, filled with insider tips and handy extras. Explore over 90 attractions and hidden gems perfectly suited for children, with exclusive access to an online moodboard and specially-designed travel routes.

Reisgids Nederland: 225+ tips en uitjes

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 own online app at a mobile device.



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 for companies such as Sunny Cars, Level8, Osprey Packs, BajaBikes and many destinations.

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

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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





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