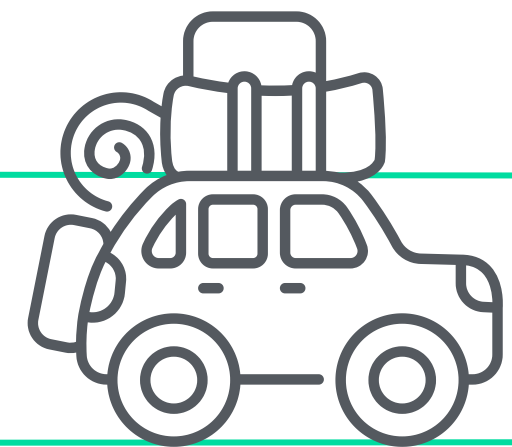
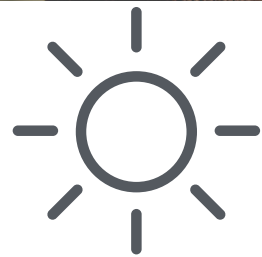




Breakzy Autovakanties

Media Kit 2024





Breakzy Autovakanties

Dutch people go on holiday by car approximately 21 million times per year. We drive an average of 8.1 million vehicles. Longer roadtrips take some preparation in terms of food, beverages and knowing where to take a break. Unfortunately, not all parkinglots and gastations along the highways look that attractive. They do not contribute to a holidayfeeling.

Breakzy Autovakanties thinks a holiday should start as soon as one closes their frontdoor. That's why our goal is to make trips more fun from A to Z.

- ➔ Get the best stops on your trip in our [routeplanner](#).
- ➔ Get inspired on [breakzy.nl](#) on popular countries for holidays all over Europe.
- ➔ Buy [inspirational travelguides](#) on your favorite destination.
- ➔ Before taking off, [download our free app](#) that shows you the best places to take a break.

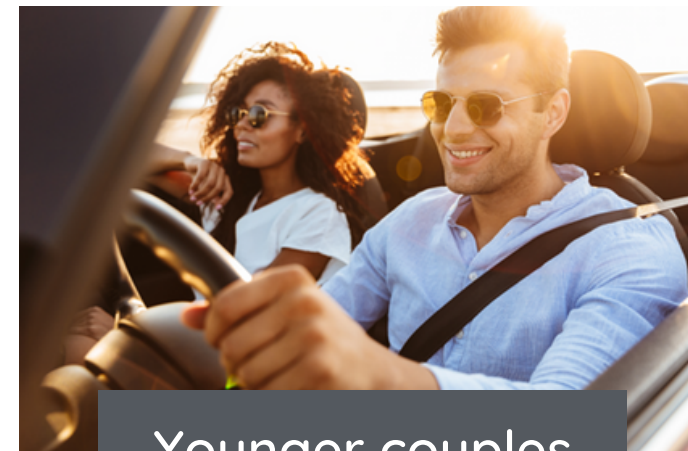


Targetgroup

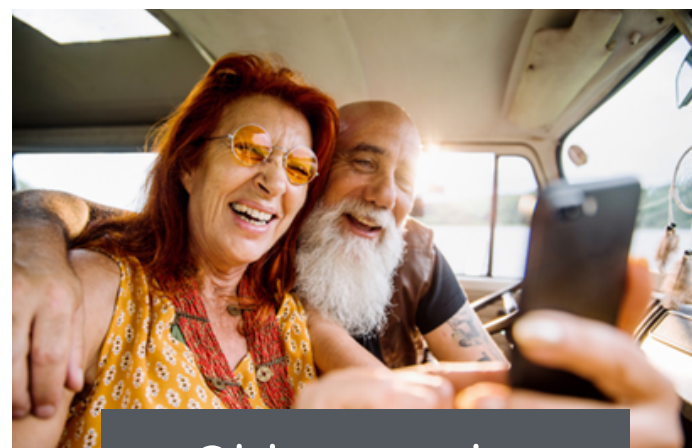
- ✓ Dutch-speaking travellers
- ✓ By car
- ✓ In Europe
- ✓ Age 25 years and above



Singles



Younger couples



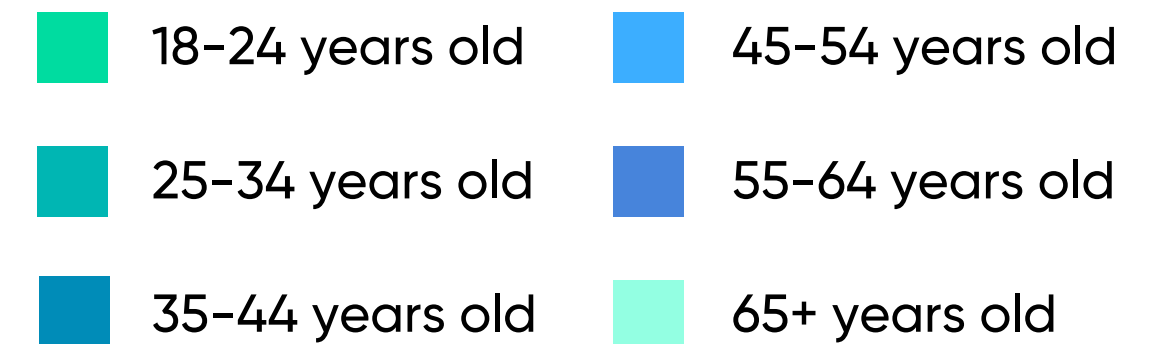
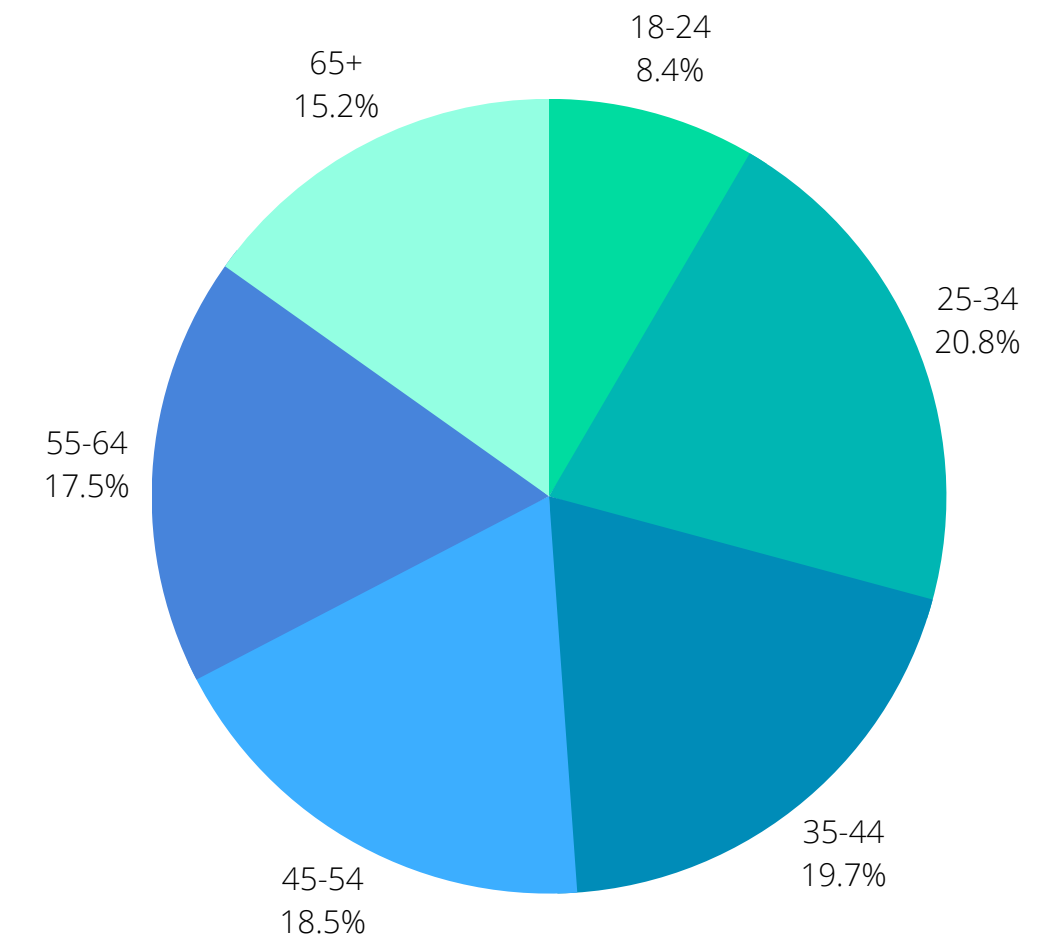
Older couples



Parent(s) with younger kids



Parent(s) with teenagers



Social Media Engagement



WEBSITE

Page views

100k+

July & August 2023

Unique visitors

50k

July & August 2023

EMAIL

Contacts

2627

September 2023

Openingsrate

63%

September 2023

Social Media Engagement



SOCIALS

Instagram followers

6181

Januari 2024

Accounts reached
Instagram feedpost

3,1k

Monthly impression

Accounts reached
Instagram story

926

Monthly impression

Pinterest viewers

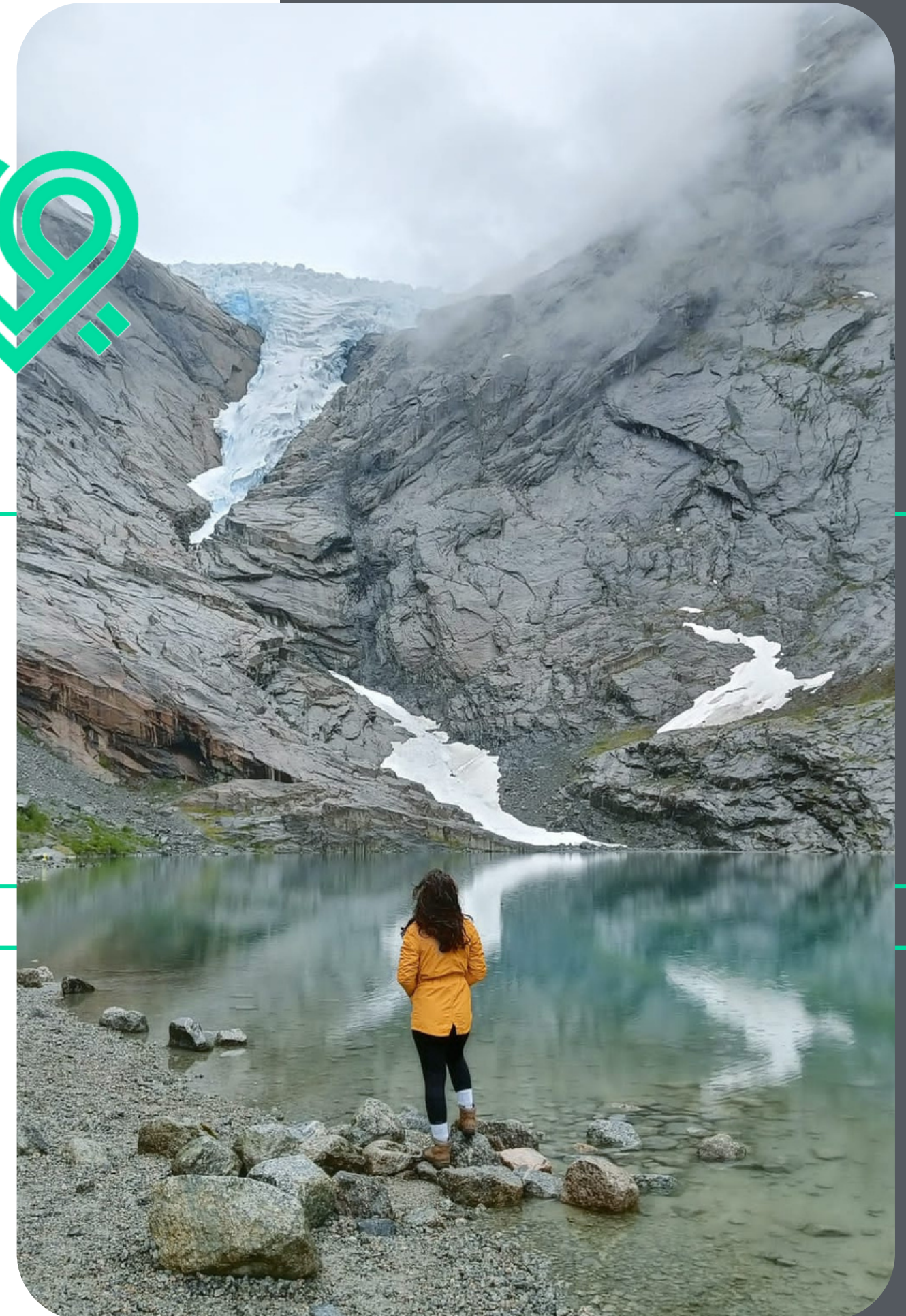
2,6k

Monthly impression

Facebook followers

3397

September 2023



Unique Selling Points



Handwritten content



Every stop has been selected by hand. The story connected to it, is hand written and the images are made by ourself or carefully selected from a stock website.

For travelers by travelers



Every employee at Breakzy Autovakanties is a lover for travels. Every blog written is from experiences in our travels.

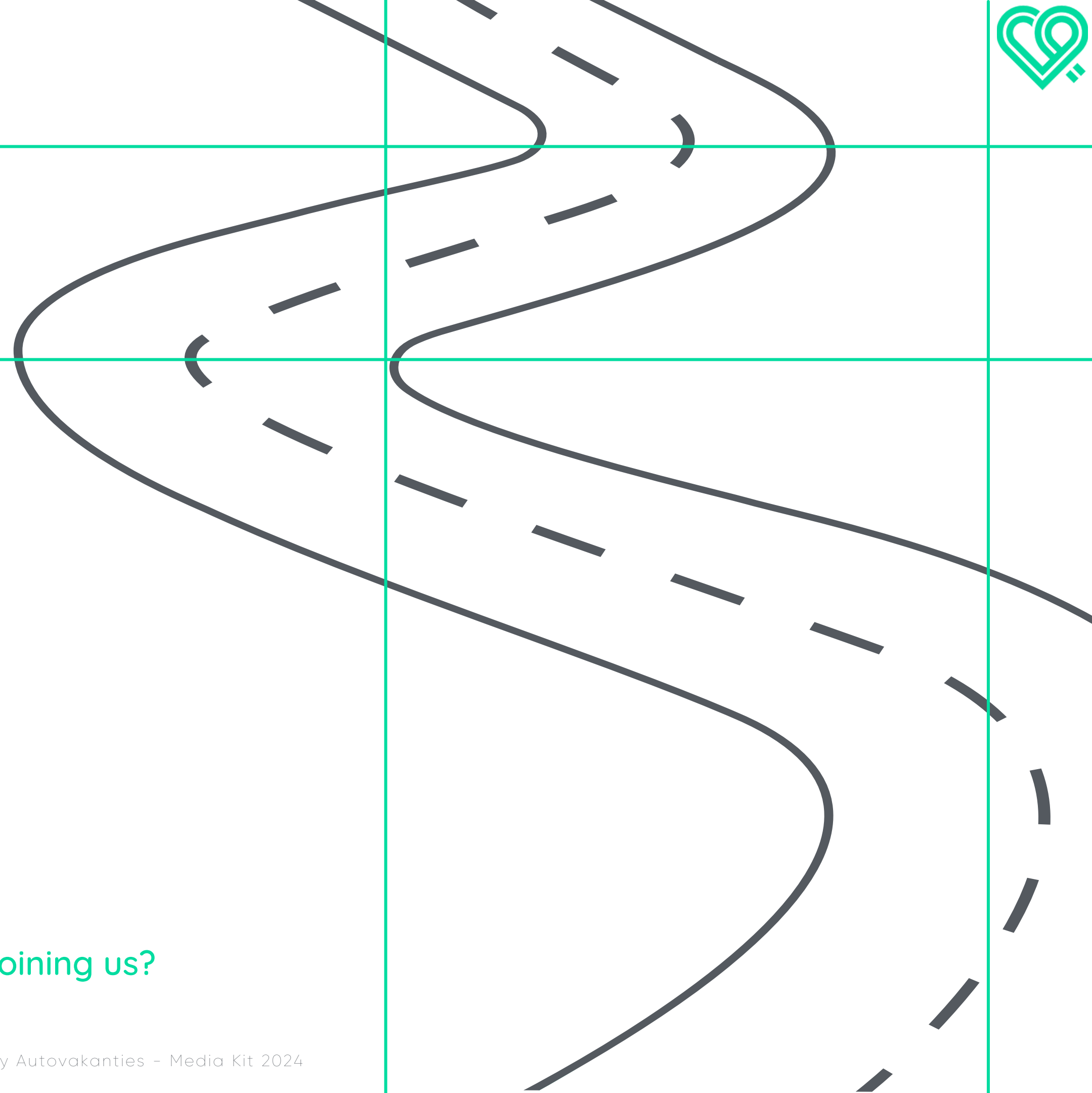
Tips



Every tip that Breakzy Autovakanties give is to make your journey way more fun. No more screaming kids or boring roads with our tips! The best of all, the tips are usable on location as well.



Contact Info



Breakzy Autovakanties likes to collaborate!

Social Media: @breakzy.autovakanties

Email: info@breakzy.nl

Website: www.breakzy.nl

Phone: +3176-889 7879

We stay on the road, are you joining us?

