Essentially Amsterdam

Meet Amsterdam over breakfast

Media kit, November 2026. A daily English-language newsletter and website about life in Amsterdam: things to do, food, new places, jobs and local news.

2,323	52.7%	12.8%	20,000	8,500
subscribers	open rate	click rate	site page views / month	site visitors / month

Newsletter: last 4 weeks, beehiiv (3 Nov 2026). Website: last 30 days, Google Analytics (5 Nov 2026); 71% of page views from the Netherlands. The letter goes out every morning at 07:00.

Who reads us

People who live and work in Amsterdam, many of them internationals, who want to know what is on and what is new in their city each day. More than 90% read the English edition.

Why it works

No politics, no crime, no controversy: your ad sits among friendly local stories, events and tips. Each ad gets its own tracked link, and you get the opens and clicks the next day.

What you can book

Product	What it is	Price excl. VAT
Top Spot	Under the morning intro, seen first	**EUR 95 / day**
Banner	Full-width picture ad mid-letter	**EUR 59 / day**
Featured Event	First in the day's events, with photo	**EUR 49 / day**
Classified	Two or three lines with a link	**EUR 25 / day**
Quick Feature	Short write-up with photo, in our voice	**EUR 79 / day**
Feature Story	A full story about you, also on our socials	**EUR 149 / day**
Solo Send	A whole email to every subscriber	**EUR 249**
Job Listing	First in the daily Jobs list	**EUR 49 / day**
Gift Guide Spot	One product in our holiday gift guides	**EUR 29**
Instagram Post	On @essentiallyamsterdam, you tagged	**EUR 49**
Instagram Reel	Short video, also on Facebook + Threads	**EUR 79**
Site Top Banner	Under the menu on every page	**EUR 105 / week**
Site Sidebar Banner	300 x 250 next to every article	**EUR 63 / week**
Letter + Site	Top Spot + Site Top Banner, same day	**EUR 99 / day**

Book online in a few minutes: essentiallyamsterdam.com/advertise · Questions: info@essentiallyamsterdam.com