

Mediakit

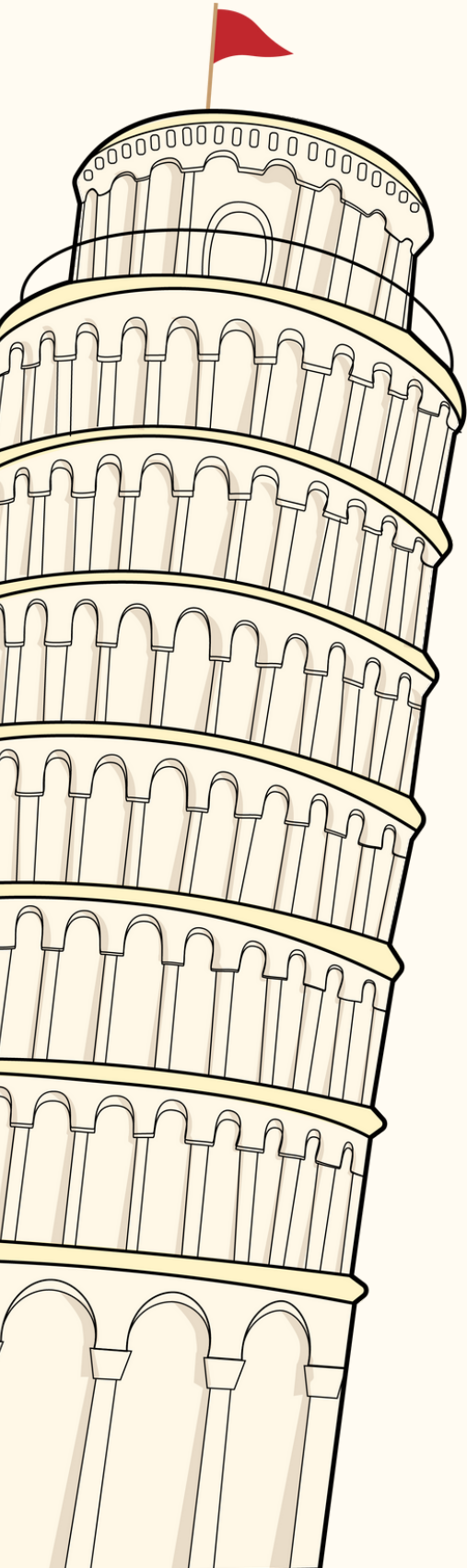


2024



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What is Dolcevia.com?

SLOW travel & FOOD ITALY & the Mediterranean

Dolcevia.com is one of the most inspirational websites for tourists from the Netherlands and Belgium who love to vacation in Italy. We have a long history, in fact we were established in 2008.

It offers mindful inspiration to those independent travellers who love this country and prefer to discover Italy at a slower pace. Relishing pleasure from the act of travelling and discovery, savouring the culture and customs.

People have so many options to travel these days, and you can really go anywhere at anytime, but it takes a mindful presence to really get in touch with the local way of life and perhaps make new friends.

Travelling at our pace implies having a little more time to spend somewhere, to dig deeper and perhaps go off the beaten path a little more often. However, the most important thing Dolcevia.com wants to do is help change the spirit of the journey itself and offer guidance to ultimately gain more peace, harmony and relaxation in travel.

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✉ redactie@dolcevia.com



What do we offer?

SLOW travel & FOOD ITALY & the Mediterranean

The website Dolcevia.com offers daily updated travel guides, gastronomy, lifestyle and tips on living in Italy. There are more than 6000 pages of information available to travelers and every month the site welcomes 150K + visitors in over 60 sections on a wide range of topics. The website is primarily available in Dutch which has been online since 2008. In 2018 we started an English section. As a recognized publisher, all our posts are included in Google News.

Our weekly newsletter is received by readers on two days (wednesday or sunday) and has in total 8,593 recipients and a 50.95% CTR of 7.26% to 19.72%.

We manage over 21 Facebook Groups and Pages for Dolcevia.com not including our Twitter, LinkedIn and Instagram accounts.

On average, including our social media, our news has a circulation of approximately 300K per month.

In our shop available at <https://shop.dolcevia.com> you will find a range of self-published travel guides and recipe books. Since 2023 we have an Android mobile app with regular news updates and several other features. In January 2023 we added an Artificial Intelligent Chatbot by Eyelevel.ai serving as an online travel consultant.



SEO REPORT



ANALYTICS

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The company ethos

Build precious memories, delve into culture and protect the environment.

We and many of our readers are connecting to the concept of slow living, which includes slow food and slow travel. We are trying to slow people down, help them take life one moment at a time, and relish the minutes and hours spent building the most precious memories. This new way of living is a growing in momentum, and we believe Dolcevia.com has always acted at the centre of the slow travel message. We really want our visitors to get to know a place well, understand its citizens, delve into the culture and history, protect the environment. We want to inspire those who love to travel and discover Italy, and we are a point of reference for those in search of the Made in Italy excellence in Food and Design.

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Our profile reader

Independent traveller who
savours life and good food

Our readers are generally aged between 40 and 64 years and are divided almost evenly between men and women. Most are married with children, generally satisfied with their income and have steady jobs. About a third of our visitors are entrepreneurs or own their own business. Socio-economic segment:

- medium to high-income level
- Education: Higher education or university degree
- Usually travels more than once a year for leisure purposes.

Demographics

40-65 yrs

Age demographic

MID-HI

Socio Economic demographic

1-2 x per year

Travel frequency

Contact sales

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✉ accounts@dolcevia.com



Elisabeth Bertrand

Founder, Traveler & Writer

About me

ICE-CREAM

Can't live without?

GREAT SHOES

Often seen with?

VULCANO

Bucketlist destination

Bio

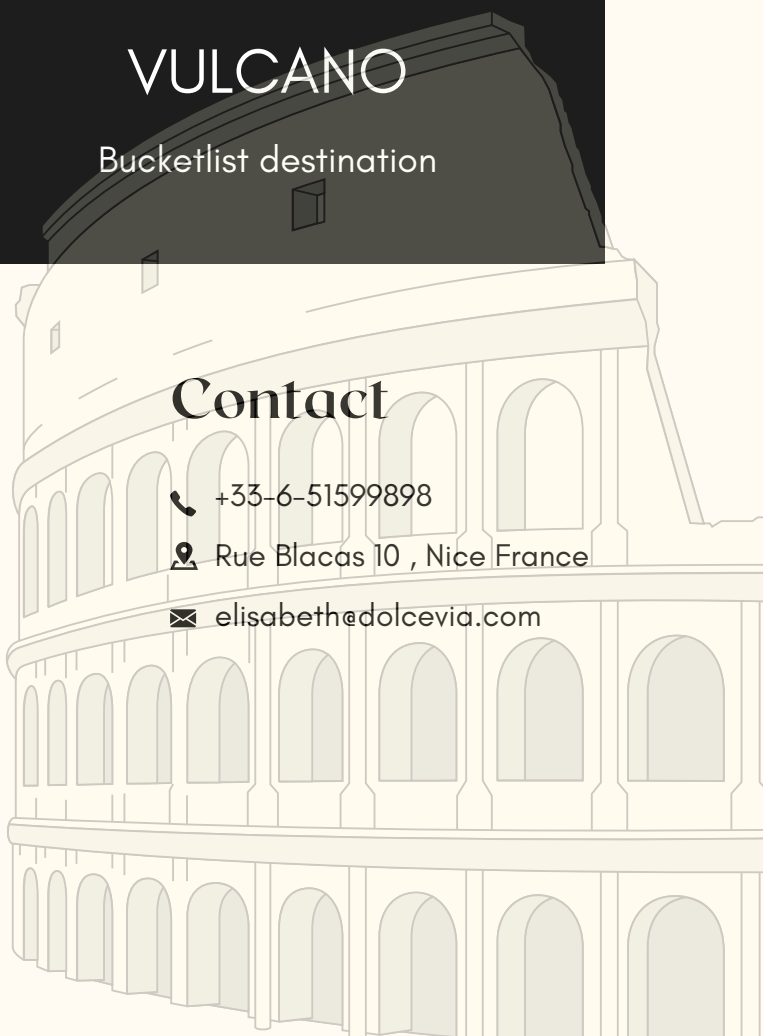
Intrepid, passionate founder of Dolcevia.com who sometimes can't believe she is still doing this after 20 years and still be surprised.

Contact

+33-6-51599898

Rue Blacas 10 , Nice France

elisabeth@dolcevia.com





Bibi Segaar

Traveler & Writer

About me

FIAT 500

Can't live without?

MAURIZIO

Often seen with?

PUGLIA

Bucketlist destination

Bio

Bibi launched herself from the catwalks of haut couture in Rome into the wilderness of Abruzzo yet always flaunting her natural style and enviable looks. Bibi is our sweetest link to the south and beyond.

Contact

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Teramo, Abruzzo, Italy

bibi@dolcevia.com





Lisa Tucci

Traveler, Writer & Editor

About me

ARCHIE

Can't live without?

LOW BATTERY

Often seen with?

ORTIGIA

Bucketlist destination

Bio

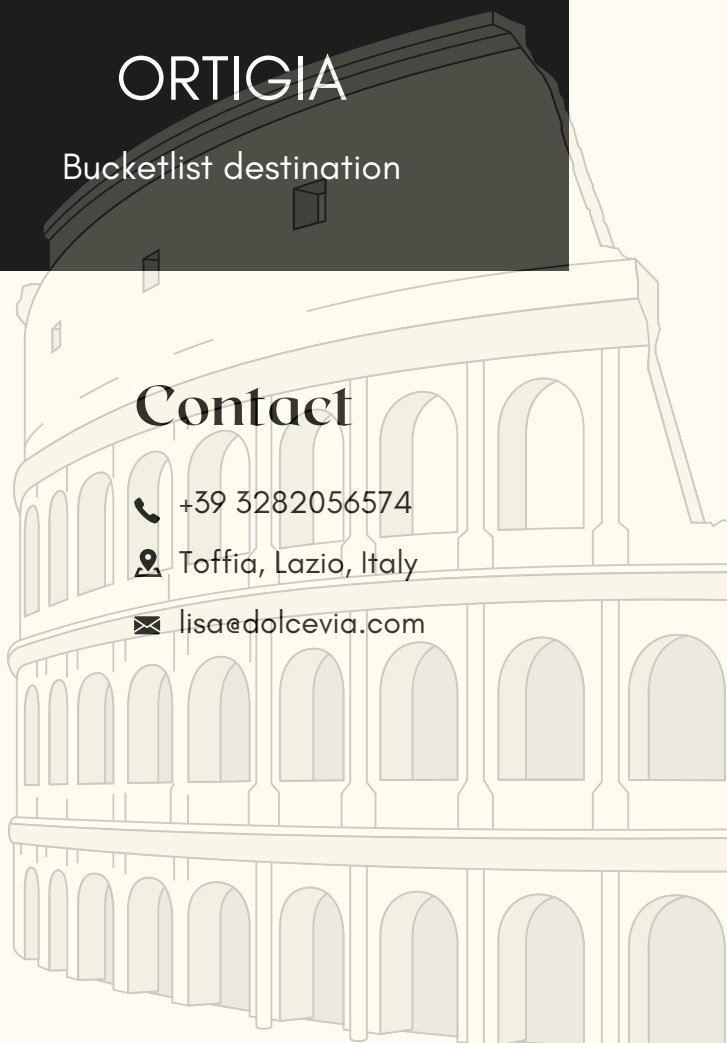
Lisa joined Dolcevia.com when the English version of our website was dying for lack of nurture. She knows everything there is to know about Italy when traveling with kids. Loves Matera and Lucca, but lives in a idyllic village in the Sabin hills.

Contact

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Nelleke Pruijs

Managing Editor

About me

PEANUT BUTTER

Can't live without?

BAD HAIR

Often seen with?

COSTA SMERALDA

Bucketlist destination

Bio

Our anchor, financial brain, grammatical marvel. Even if her eyesight gets a little worse each year we wouldn't know how to go on without her.

Contact

+39 3396412517

Via E. Duse 74, Genova, Italy

nelleke@dolcevia.com





Contributors

Special mentions among our over 120 contributors and freelancers.



Wijnand Lutikholt



Angelo van Schaik



Onno Kleyn



Marie Florence van Es



Klaas de Jong



Andy Luotto



Kasper van Hoorn



Enrico Derflinger



Andrea Vreede



Collaborations

Sponsored Posts

POST ON SITE

Includes newsletter 2 x weekly

FREE TRANSLATION

Ask for options

from € 151

Per year

Display

10.000

Min. impressions

FREE CREATIVE

Ask for options

from € 26.70

Per month

Where to start

If you would like to be highlighted on our website Dolcevia.com and media channels, feel free to get in touch with Nelleke, Elisabeth or Bibi! We will tell your unique story, we'll be entertaining and engaging, which is what our readers love about our style and approach to business. Dolcevia.com is a fundamental tool for those who want to promote their business on the web in the Netherlands and Belgium.



RATES

Ask for our rates

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Weddings in Italy

SLOW travel & FOOD ITALY & the Mediterranean

Italy is a country that boasts unparalleled beauty, rich history, and breathtaking landscapes. It is also a country that has long been synonymous with romance and love. Italy offers a range of stunning locations that are perfect for weddings. The country also has a rich culinary tradition, with delicious cuisine and fine wines that will add a touch of luxury and indulgence to any wedding celebration.

Dolcevia.com is the perfect medium to advertise, whether you are a wedding planner, hotel, resort, wedding photographer or caterer, you will find the audience you are looking for. Dolcevia has a complete section dedicated to 'how to plan your wedding in Italy', the page with practical information received over 160.000 hits and is one of our best read pages.



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A 2nd home in Italy

SLOW travel & FOOD ITALY & the Mediterranean

Italy is a beautiful country with a rich history, delicious cuisine, and breathtaking landscapes. Buying a house in Italy can provide a unique opportunity to immerse oneself in the Italian culture, enjoy a relaxed lifestyle, and experience the Mediterranean climate. Dolcevia.com offers a complete section on acquiring real estate in Italy, which is why we think owning a house in Italy can also be a smart investment, as the Italian real estate market has shown steady growth in recent years. Additionally, Italy's favorable tax laws, low cost of living, and access to high-quality healthcare make it an attractive destination for retirees and expats. Our articles are written by professional architects or developers and offer a large knowledge bank including tips on renovating and tax credits. Many prospecting house hunters start reading our informative pages before reaching out to real estate brokers. Advertising in one way or the other on Dolcevia.com is a smart move.



SEO REPORT

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We already work with



Valle d'Aosta
Vallée d'Aoste



BRIXEN
BRESSANONE

Stadtgemeinde Brixen · Città di Bressanone

Visit Bergamo
An Italian masterpiece



THE LEADING HOTELS
OF THE WORLD®

Booking.com

SÜDTIROL



M
LA MONTINA
FRANCIACORTA



BELMOND



lovely
hotels

Accommodation off the beaten track



NECKERMANN

Marriott
INTERNATIONAL

A ALLEGROITALIA
HOTEL & CONDO

(+E
N()
VA

MORE THAN THIS

