SPONSORSHIP

Meet people while they are *building a new life* in Dutch.

Dutch Fluency is a Dutch-learning network: podcasts, daily learner emails, an app and social channels. Our audience includes people settling in the Netherlands, learning the language one story at a time. Your brand becomes part of that story.



Rick, founder and Dutch teacher

19K+
Unique listeners
last 30 days

38K+
Downloads
last 30 days

50K+
Plays
last 30 days

1.6M+
Social views
last 30 days

7,300+
Social posts
last 30 days

7,600+
Learner emails
delivered, last 30 days

Network totals as of 24 November 2026, bots filtered (19,264 unique listeners, 38,611 downloads, 50,965 plays). Social: 1,648,057 views on 7,324 posts across Instagram, Facebook, YouTube and Pinterest. These are network-wide figures, not per-placement guarantees.

Known *when it counts.*

Many listeners have just moved here and will soon need a home, a bank, insurance, a phone. They hear your name while they learn those words, so when the moment comes, they already know you.

A recurring character works at your company. It is part of the plot, so nobody skips it. On Spotify, listeners hear about two-thirds of an episode on average.

A network *for every stage.*

Dutch Fluency runs **36 live shows** across levels **A1 to B2**, plus learning channels on Instagram, Facebook, YouTube and Pinterest. TikTok is coming soon.

We write and produce everything around a real need, so you don't have to do anything. Sponsorship is clearly labelled.

OUR RECOMMENDED PACKAGE

The *Story* package.

Become part of the learning stories across our whole network, with a recurring character, category exclusivity and monthly reporting. Start with a 3-month pilot. It ends by itself, and after the results call you decide.

3-MONTH PILOT

€1,500 in total

then €1,000 / month, if you continue

Pilot price for our first three sponsors. One invoice at the start.

- **Host-read by Rick** in a rotating third of all new episodes, network-wide
- **Your brand in the stories**, with a recurring character
- **Category exclusivity**: no competitor on the network
- **Mention in daily learner emails**
- **Your logo** on our sponsor page and website footer
- **Trackable links** and monthly reporting

We write and produce everything. You don't have to do anything. Want to read along first? You can. Reads stay in the episodes, so replays keep counting. Max three sponsors on the network at a time.

Mid-Roll

€200 / month

Host-read by Rick in a rotating third of all new episodes. About 4,000 downloads in the first month (an estimate). Monthly, no minimum.

Ecosystem

€2,500 / month

Everything in Story, plus Social on all our channels, an original branded Dutch song and your logo in the learner app.

Social, €500 / month, included in Ecosystem. Your brand in the captions of a rotating third of all our posts on Instagram, Facebook, YouTube and Pinterest, TikTok soon. Labelled #advertentie, with your own hashtags.

See our channels: dutchfluency.com/social

START
3-month pilot, €1,500 in total

AFTER 3 MONTHS
A results call, then you choose: continue monthly (30 days notice), 6 to 12 months, or stop

SETUP
No setup fee

INVOICE
Once, at the start of the pilot

Rick