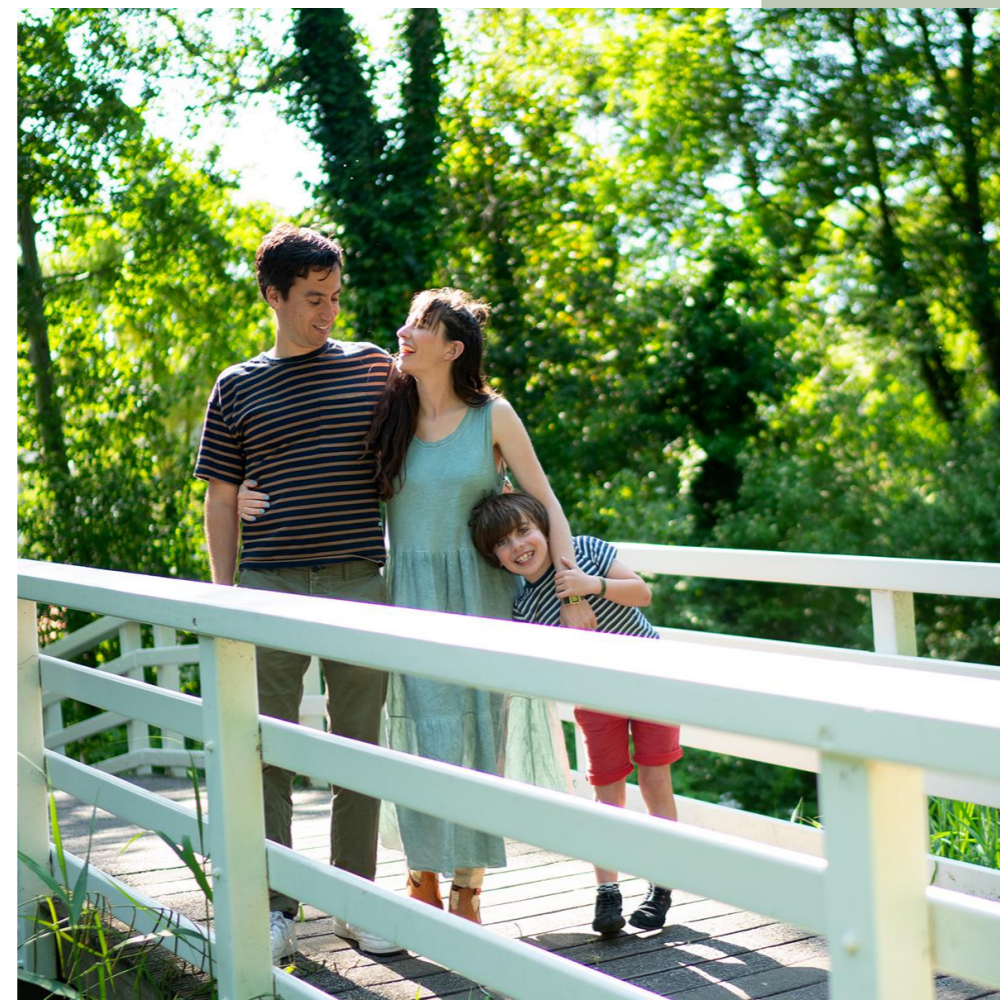


# thegreenlist.nl

your go-to place for a sustainable lifestyle





# The greener lifestyle platform

*Thegreenlist.nl* is the premier green lifestyle magazine and the largest Dutch Instagram community for those seeking a more sustainable way of life. We're on a mission to entice everyone to join us on this journey. Our goal is to showcase that living sustainably is not just important but also enjoyable. You can still embark on exciting adventures and live your best life while making eco-conscious choices. We steer clear of a lecturing tone and the 'you're-not-doing-it-right' mentality. Our mission is to inspire people daily with ideas for a more sustainable life.

We achieve this through our website, social media, (e)books, newsletters, the podcast series 'Die duurzame meiden' (Those sustainable girls) and collaborations with beautiful brands. Since 2022, founder Saskia has been a regular face on television as a sustainable lifestyle expert and since May 2024, Saskia has been the regular columnist and sustainable travel reporter for the leading travel magazine Columbus.

*Thegreenlist.nl* is certified by *influencerregels.com*.

Interested in collaboration?

Drop me an email:

**[saskia@thegreenlist.nl](mailto:saskia@thegreenlist.nl)**



# Who we are

*Thegreenlist.nl* is enthusiastic, positive, and action-oriented. We speak from our expertise and experience, always avoiding the impression that we know better because, truth be told, we don't. However, we love thinking in solutions, bursting with great ideas and fun tips to inspire and entice our readers.

*Thegreenlist.nl* is a community, your green companion. That's why we specifically highlight ideas and tips from others, including our readers and followers, giving them a platform to connect as many people and ideas as possible.

In an (online) world saturated with (in our view: instrumental) sustainable content, and where robots can generate uninspired articles within seconds, *thegreenlist.nl* distinguishes itself with a new, fresh hue of green in the sustainable media landscape.



# Our DNA

- We are a journalistic lifestyle magazine, creating content across the entire spectrum of sustainability.
- We don't criticize anyone and encourage every idea and every step.
- We are solution-oriented and always have good ideas and solutions. Not everyone will agree with us, but in our opinion not every idea needs to be perfectly green. Choosing significantly less meat or opting for a non-industrial piece of meat, we consider that a win too.
- We understand that sustainability is a complex concept encompassing issues such as climate change, environmental pollution, overconsumption, resource scarcity, animal welfare and inequality. We strive to explain as clearly as possible in which areas and how things can be a more sustainable choice. In our view, things can already be a good idea if they address one or several of these major problems.
- Our content is cheerful, and our articles are lively and well-written. We want you to feel excited about sustainability. We are your green companion. That's how we write. No robot can replicate that.
- We don't like nonsense. We conduct thorough research and use reliable sources, which we always cite.
- While we certainly address those already on board with sustainable living, our primary goal is to inspire those who are not quite there yet.
- We step into the world of our readers. We don't talk in lofty terms; instead, we make subjects tangible and relatable. We love clear examples and recognizable daily situations.

# Green with a bite



- We're self-aware; nobody lives perfectly sustainably. Those who claim otherwise, we find less credible and not particularly friendly.
- We steer clear of no-brainers because, by now, everyone knows that 'buying second-hand more often' is better for the planet. We take the next step and provide you with original ideas on *how* to do that.

- We reject sustainable jargon. Impactful? In the green bubble, it might be widely known, but outside, people have no clue. We prefer 'harmful to the planet' or 'a negative influence.'
- Our day is a success if we've managed to inspire just one person to make a different (better) choice.



Hi! My name is Saskia Sampimon-Versneij, and I am a sustainable lifestyle expert and the founder of *thegreenlist.nl*. I am also the author and publisher of the coolest sustainable lifestyle book: NIKS NIEUWS!

What began in 2020 as a personal quest for a more sustainable life has grown into the premier sustainable lifestyle platform in the Netherlands. A dream come true for me as a journalist and content creator!

Together with my amazing editorial team, I aim to inspire as many people as possible to make more sustainable choices.

The time I have left, I prefer to spend with my family. I am married to David and the mother of Frank (2015). Together, we explore how we can live more sustainably.

Interested in collaboration? Drop me an email:  
[saskia@thegreenlist.nl](mailto:saskia@thegreenlist.nl).



***Thegreenlist.nl* is for everyone: deep green, light green, and not green at all. However, we particularly focus on women aged 25 to 65 who are interested in a more sustainable, conscious, and enjoyable lifestyle, or those exploring their options.**



## OUR READERS & FOLLOWERS

# Audience

- Mainly women (Instagram: 92%).
- On average, between 25 and 54 years old.
- Almost all from the Netherlands (88%) or Belgium (5%).
- Noticeably, many reside in the Randstad region. Top 5: Amsterdam, Utrecht, Den Haag, Rotterdam and Haarlem.
- Are looking for tips to live more sustainably, meaningfully and joyfully.
- Some are more concerned about our planet than others. Some are also more informed.
- Find sustainability a complex topic and are grateful that we delve into it for them. *Thegreenlist.nl* is a trusted source.
- If their budget allows, they are willing to spend a bit more on good, fair products.
- However... They also love second-hand bargains and life hacks.
- Have good taste when it comes to fashion, interior design, (vegan) food, entertainment, and vacations.
- Authenticity trumps pretty pictures and empty talk.

**Reach per month:**

**170.000**

**Impressions per month:**

**420.000**

Numbers are based on:  
Instagram: reach 30 days  
Website: unique visitors per month  
Newsletter: subscribers  
LinkedIn: impressions (per) 7 days

Pinterest: views per month  
Website: views per month



# Stats

## LINKEDIN

Connections: +4.500

Reach per post: ~3.000 (between 1.000-20.000)

## PINTEREST

Views per month: ~250.000

## NEWSLETTER

Subscribers: +3.200

Open rate: 50-60%

## PODCAST

Downloads: 13.000

Listeners per episode: ~1.500

Unique visitors per month: ~30.000

Expected unique visitors in 2024: +300.000

# WEBSITE

# INSTAGRAM

**Followers: 30.200**

**Likes per post: ~300-600**

**Engagement per post: ~5%**

**Reach per post: ~15.000**

**(between 10.000-50.000)**

**Reach/ views reel: ~20.000**

**(between 13.000-50.000)**

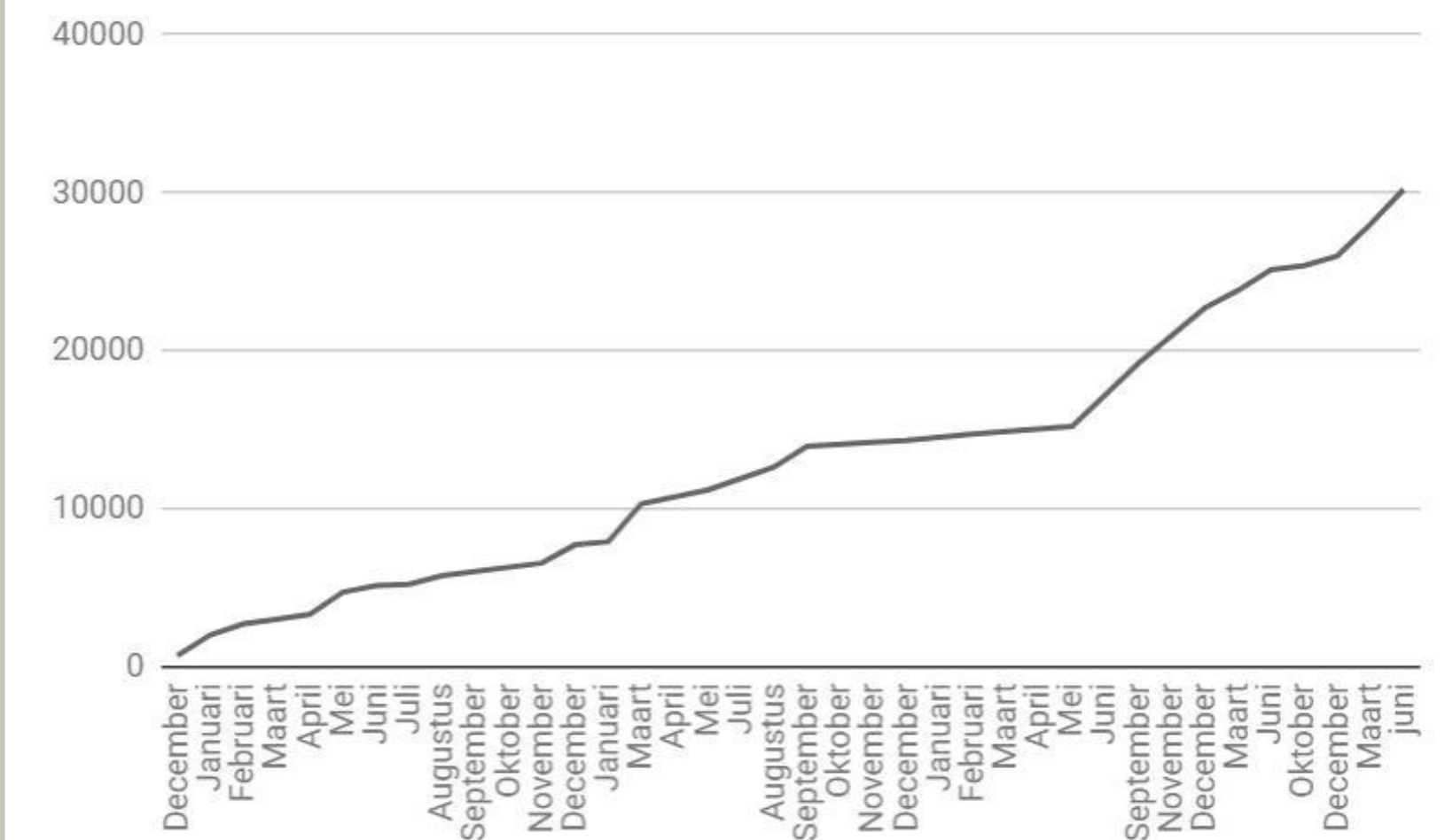
**Reach per month: 100.000-200.000**

**View story: ~2.300**

**(between 1.500-3.500)**

**Sentiment: positive**

Groei following Instagram



MEASURED ON 10/6/24

**SECONDHAND**

**REUSE**

**ZERO WASTE**

**DIY**

**GROCERIES**

**COOKING & RECIPES**

**SUSTAINABLE FASHION**

**OUTINGS & VACATION**

**BEAUTY & CARE**

**HOME & HOUSEHOLD**

**CHILDREN & PARENTING**

**MINIMALISM &**

**DECLUTTERING**

**PRODUCT REVIEWS**

**GARDENING**



**INSTAGRAM**

Daily at 7:00 AM sustainable tips (post or reel, story's, story vlogs & interactive story content).



**PODCAST**

Every Friday at 6:00 AM, a new episode in your favorite podcast app (ON A BREAK).



**PINTEREST**

Pins to inspire greener living ideas.



**(E)BOOKS**

Author and publisher of (e)books.



**ONLINE MAGAZINE**

3 times a week at 7:00 PM, an article from the editorial team.



**NEWSLETTER**

2 times per month with sustainable tips, behind-the-scenes glimpses, and greener giveaways.



**HOLIDAY CAMPAIGNS**

Several times a year, themed weeks featuring greener (gift) tips and giveaways.

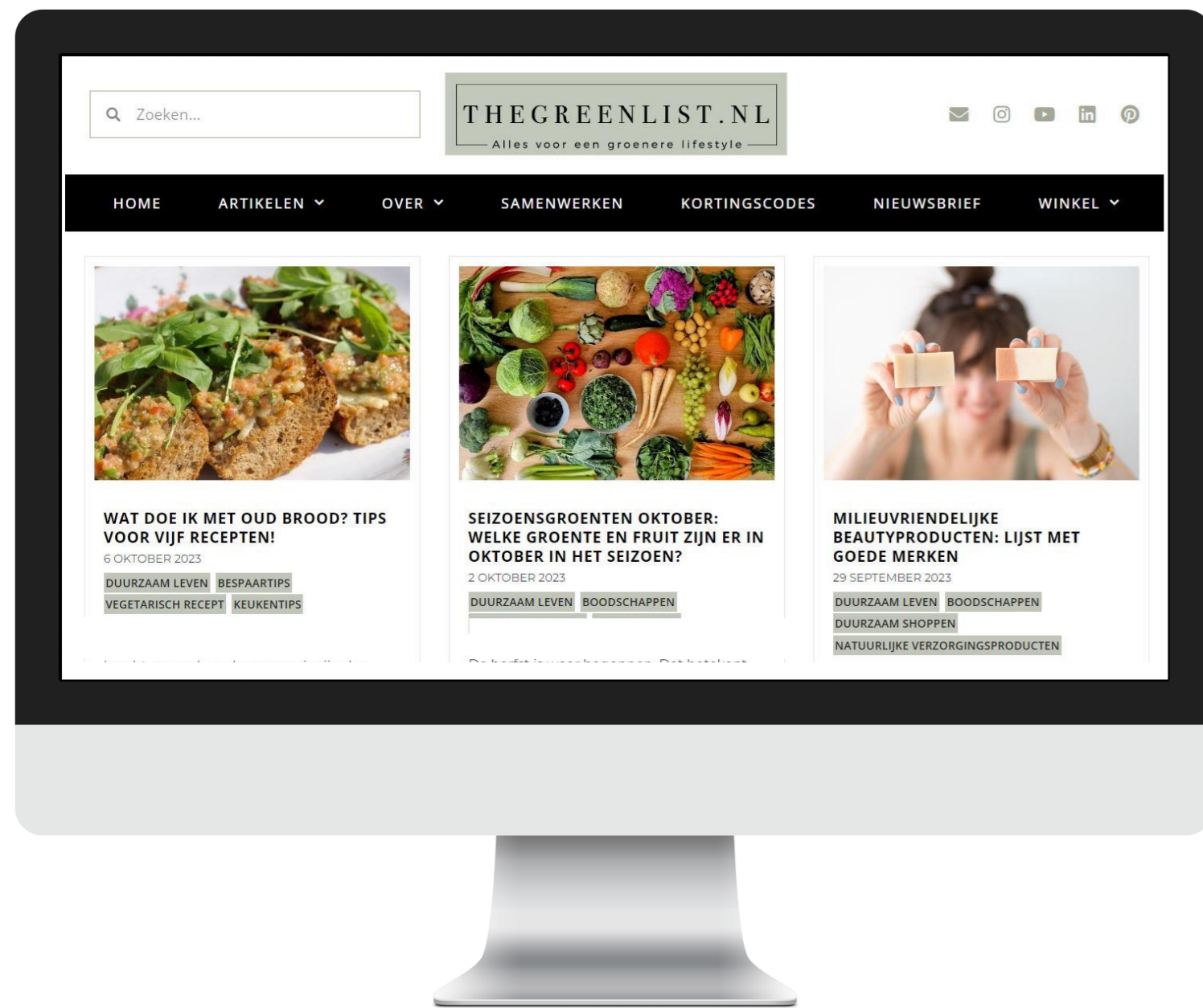


**TV**

Sustainable lifestyle expert for editorial and branded content TV features.

**Topics &  
Mediamix**

# Touch points

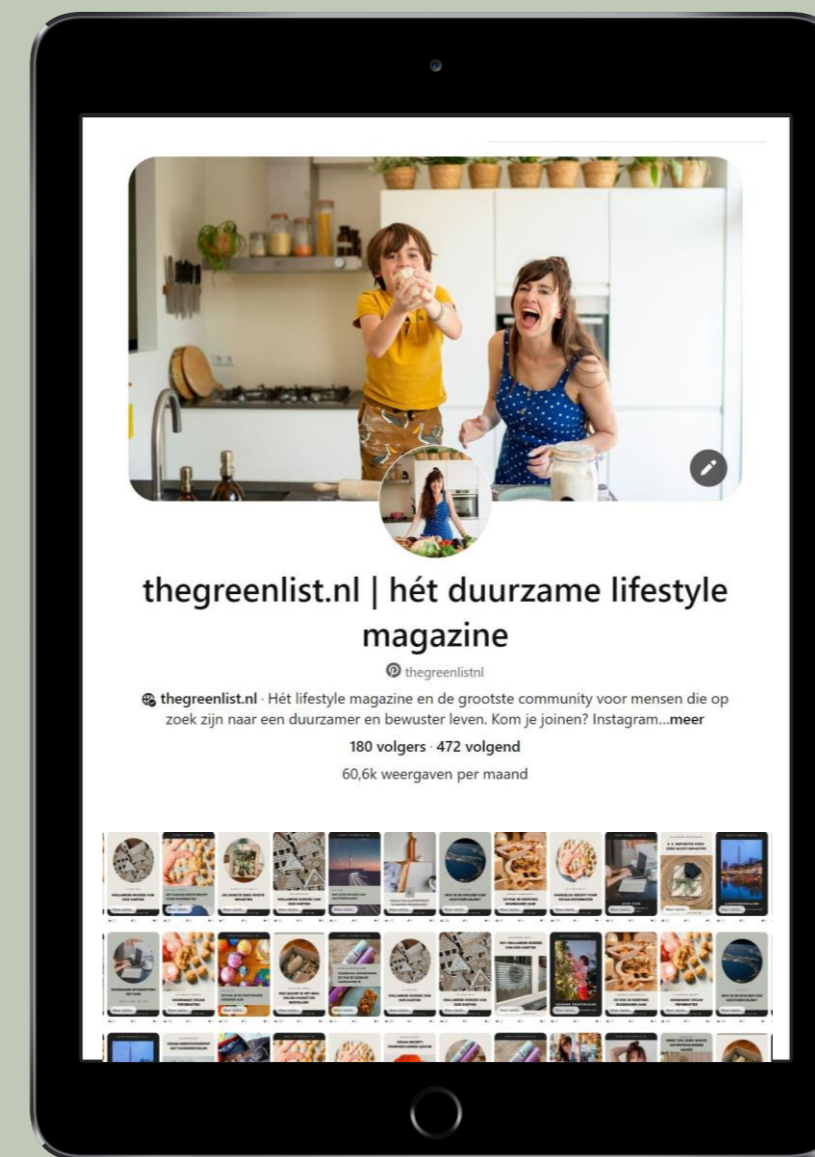


ONLINE MAGAZINE

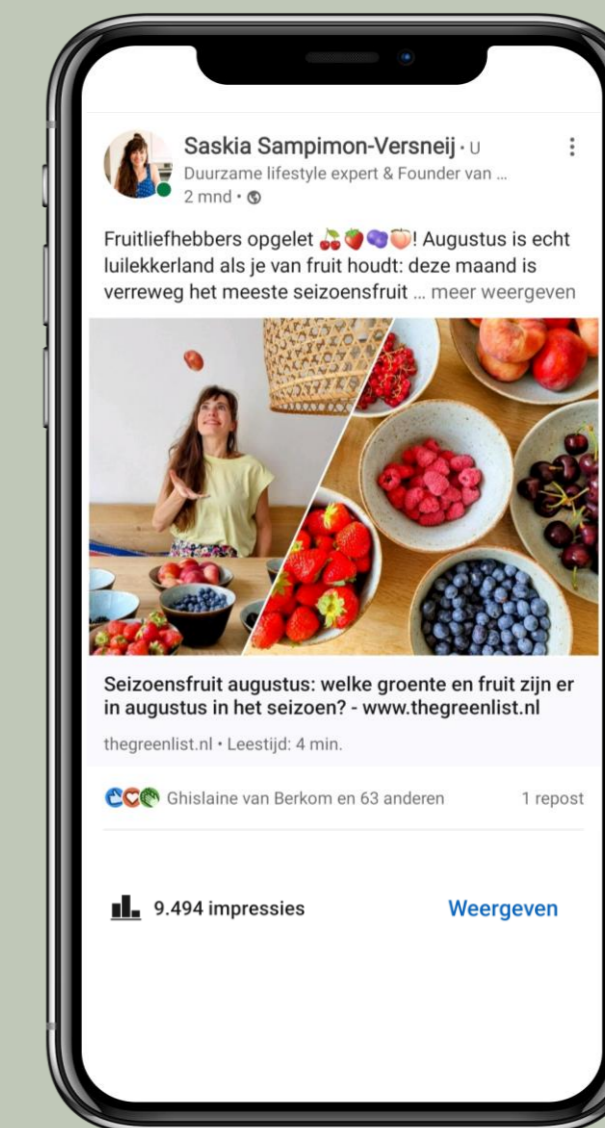
INSTAGRAM



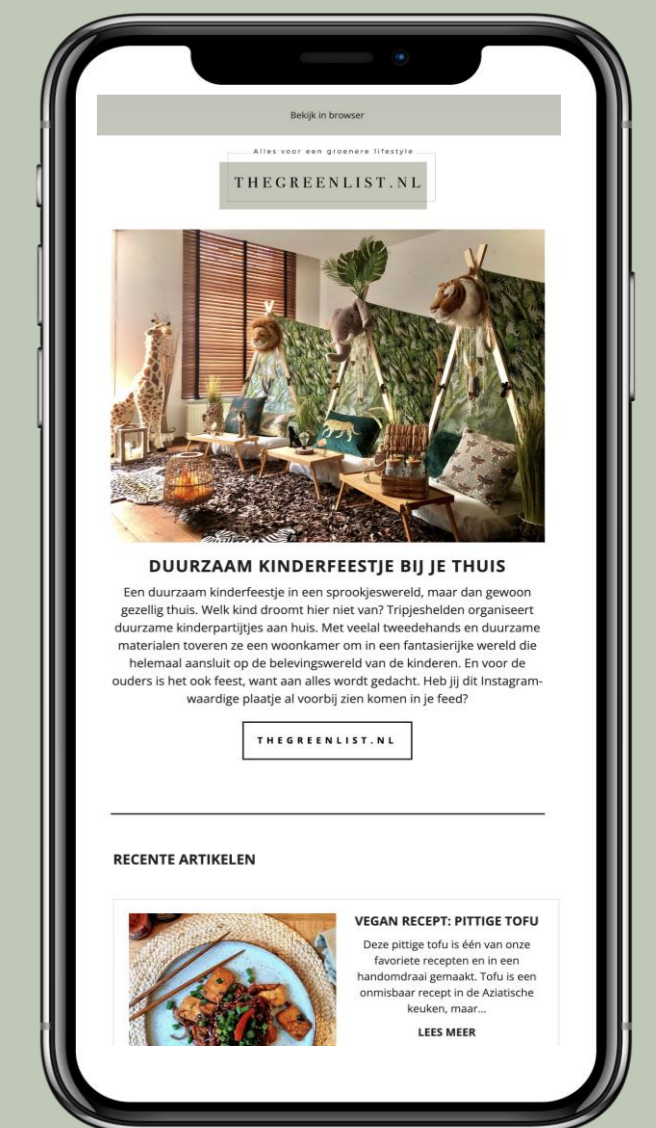
PINTEREST



LINKEDIN



NEWSLETTER



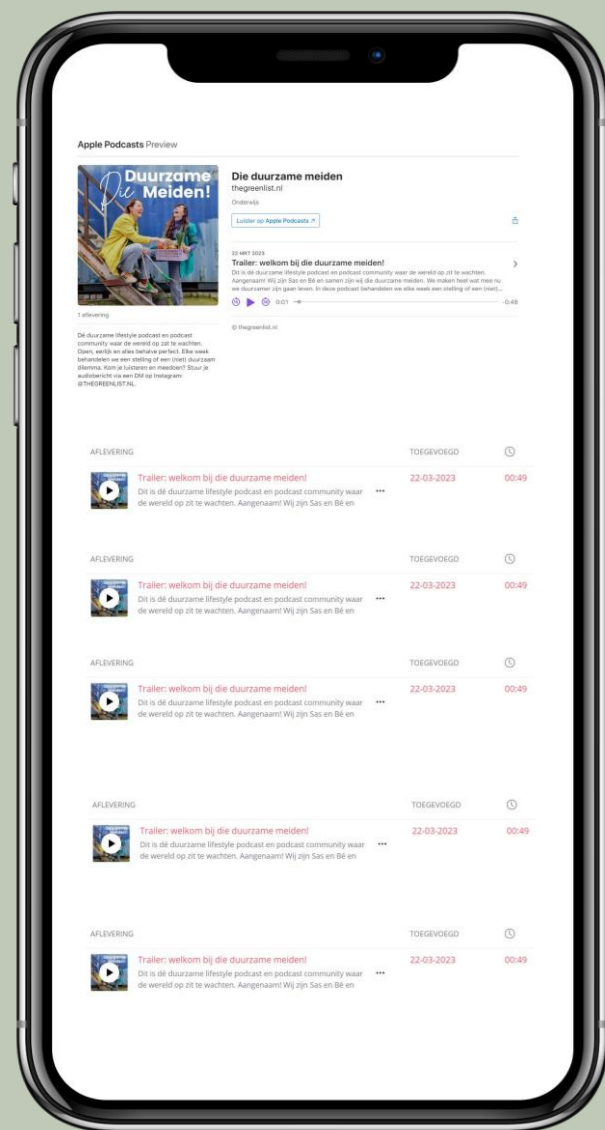
# (E)BOOKS

## NO BUY *fashiongids*



De leukste kleding koop je niet, die is er al

Een uitgave van thegreenlist.nl



# PODCAST



## Dagboek van een *duurzame reiziger*



# MAINSTREAM MEDIA

# Collaborate

Do you want your sustainable brand story and/or product featured on one of the channels of *thegreenlist.nl*? Whether it's in the online magazine, on Instagram, in the podcast, in print, in an e-book, at your company, or even on TV, it's all possible! We love brainstorming creative and impactful ideas that stick. And, of course, in the unique, lively, and informative style that is characteristic of *thegreenlist.nl*.

## BRANDED ARTICLE

A review of your product, a feature on your company, or an in-depth interview about your sustainable mission? It's your call! The editorial team is ready to craft a compelling, tailor-made story that remains easily accessible forever.

## SOCIAL ACTIVATION

Personal, honest, colorful, and humorous: that's what sets thegreenlist style apart in the green landscape. Saskia loves devising an approach that informs, entertains and captivates.

## CAMPAIGNS & PARTNERSHIPS

Ideally, we'd form a long-term team with you, combining all channels (including yours) for an unstoppable green wave. *Thegreenlist.nl* is also adept at creating content for businesses.





### **JOURNALIST & CONTENT CREATOR**

We're excited to dive into action for you, bringing our refreshing green touch to your platforms. Are you in need of a content creator, such as a writer, video reporter, podcaster, or social media reporter for your channels?

### **TALK GREEN**

Saskia loves to take the stage for a talk about her green journey. This can be a solo presentation or in collaboration with others. We have a vast network, predominantly consisting of women, who also contribute to a better planet. We're eager to form a team for an inspiring session.

# Portfolio

ABBOT & KINNEYS  
AIRTENDER  
ALPRO  
ALTER ECO  
A PERFECT JANE  
ARMEDANGELS  
ARTIS MICROPIA  
BETTER PLACES  
BIG GREEN SMILE  
BLOOMON  
BOERSCHAPPEN  
BOERENBED  
BUILD YOUR DREAMS / LOUWMAN  
CENTER PARCS  
CIRCULAR DREAMS  
CRISP  
ECOSTOOF  
EINDHOVEN 365  
ENECO  
ENERGYFLIP  
EFTELING  
EVERY CAN COUNTS  
FAIRYTABS  
FAIRTRADE NEDERLAND  
FARM BROTHERS  
FOOD FOR SKIN  
GITTI NAGELLAK  
GREENCHOICE  
GREENFORCE  
GREENPAN  
GROHE  
HOLLAND & BARRET  
HET GOED KRINGLOOPWARENHUIZEN  
INNOCENT  
JUNGLÜCK SKINCARE  
KARWEI  
KING LOUIE  
LENA LIBRARY  
MADURODAM  
MAIUM  
MARCEL'S GREEN SOAP

MARKTPLAATS  
MEPAL  
MILIEU CENTRAAL  
MOYU NOTEBOOKS  
NEMO  
NIU  
OXFAM NOVIB  
PHILIPS  
PINEUT  
PLANT B  
PLUS SUPERMARKT  
PRIMALSOLES  
REPEAT  
STATIEGELD NEDERLAND  
SUSTAINABLE FASHION GIFT CARD  
STAYOKAY  
STOOV  
SPOORWETREEDOM  
GMUSEUM  
SQUILA  
TERRA SANA  
THE BODY SHOP  
TONY CHOCOLONELEY  
RTL 4  
RAINFOREST ALLIANCE  
UNILEVER  
VANILIA  
VERKADE X FAIRTRADE  
VISIT NETHERLANDS / NBTC  
VISIT WADDEN  
VITAMINFIT  
VOEDINGSCENTRUM  
WILDLING SHOES  
WADDENVERENIGING / VVV TERSCHELLING  
WECYCLE  
ZEEMAN





SASKIA



KIRSTEN



MAHLEE



AMY

# Meet the team



DAVID



LÉONIE



MELANIE



MASCHA



EMILY-JANE



AMANDA



BEATHE



LAURI



ANNE



# Backstory

Four years ago, I made the shocking discovery that if everyone in the world lived like me, we would need over four Earths each year. Four Earths?! That had to change. I had to change!

So, I began researching how I, as an average consumer, could lead a more sustainable life. I approached it as a journalistic project from the start. Everything I learned and encountered, I've been sharing on my website and social media ever since. Soon enough, I gained many followers and readers. Fast forward: *thegreenlist.nl* has now evolved into a sustainable lifestyle platform, my business, where I, along with an enthusiastic team, work on a daily basis.

I share my journey towards a more sustainable, greener, simpler, and different lifestyle in complete openness, aiming to showcase what is and isn't feasible for me. With my positive and open approach, I hope to engage in the right conversations with my followers and readers so that we can learn from each other. And it's working. With an Instagram community of +28.000 like-minded individuals, there's a cool solution for every problem. Together, we know so much! And it's precisely those original ideas that get a spotlight.

The success of *thegreenlist.nl* has led to appearances as a sustainable lifestyle expert on TV programs such as *Koffietijd* and *Eigen Huis & Tuin: Lekker Leven*.

Initially, I thought my quest for a more sustainable life would be a practical task of finding alternatives. But it turned out to be much more than that. For me, it's a journey towards a more meaningful life. It's about slowing down, discovering who you are, and what truly matters to you. Realizing this, I've become a happier person. I'm more content and concluded that aiming for less gives you more: more time, more attention, more quality in life. In short, I highly recommend this lifestyle to everyone!

Love, Saskia



**'I WANT TO SHOW  
THAT LIVING MORE  
SUSTAINABLY IS  
BOTH IMPORTANT  
AND FUN!'**