

Dutch Fluency

Ecosystem Sponsorship 2026

The chilliest corner of the internet where expats build a real-world Dutch habit.

Platform Snapshot

Dutch Fluency is a premium EdTech and media ecosystem moving expats beyond basic language apps and into real-world fluency. We are trusted by **3,500+ active learners**, including corporate professionals relocating to the Netherlands to work at **Nike, Shell, and Uber**.

41k+

Monthly Podcast Plays

700h+

Listening Hours / Mo

5 Daily

Email Touchpoints

The Full-Funnel Ecosystem

We don't just reach learners once; we become their daily habit. By sponsoring the network, your brand integrates holistically into their learning journey from A1 (just arrived) to B1 (exam and career ready).

- **The 9-Show Audio Network:** Bite-sized daily news, interactive Reddit stories, and themed dialogues spanning A1 to B1. Our A1 beginner shows alone drive 10,000+ monthly downloads, capturing high-intent expats the moment they enter the Dutch economy.
- **The "Sip & Read" Email Flow:** 5 daily emails including full episode transcripts, grammar exercises, and vocabulary training delivered straight to our learners' morning coffee routines.
- **The Premium Tools Suite:** High-intent learners practice speaking and writing on our proprietary dashboards, including the *Tulip Trainer* (karaoke & speech training) and the *Dutch Dagboek* (an AI-driven digital diary).

Why Dutch Fluency Converts

- **Host-Read Trust:** Authentic mid-roll ads read naturally by the host. Deep trust combined with daily repetition drives superior recall and action.
- **Baked-in Evergreen:** Impressions live on our episodes forever, generating long-term value across Spotify, Apple Podcasts, and YouTube.
- **High-Intent Demographics:** Our listeners aren't tourists; they are professionals actively integrating, opening bank accounts, renting homes, and taking official NT2 exams.

2026 Packages & Pricing → See Next Page

2026 Sponsorship Packages

Native, non-aggressive placements that respect the learner's focus.

1. Audio Network Flights

Mid-roll host-reads natively baked into our A1–B1 shows. Unlocks full-funnel audio reach across all major podcast platforms.

- **Weekly Flight (€220 – €420):** Includes 5x short (20-30s) + 1x long (45-60s) mid-rolls. A perfect, concentrated burst of awareness for pilot tests.
- **Monthly Flight (€750 – €1,400):** Includes 20x short + 4x long mid-rolls. Network-wide distribution ensures massive full-funnel exposure. One cohesive message across all language levels.

2. Sip & Read Inbox Takeover

Peaceful, native banner placement inside our daily transcript and exercise emails. Align your brand with our highly engaged morning coffee routine.

- **Weekly Email Feature (€40 – €60 / week):** Direct integration into 5 daily touchpoints with active UTM tracking. Highly engaged open rates from dedicated learners.

3. Premium Tool Integration (SaaS)

Exclusive visual placement for B2B and SaaS brands seeking deep, interactive visibility.

- **Custom Integration (Custom Pricing):** “Presented by” logo placement permanently visible inside our proprietary learning dashboards, such as the interactive *Tulip Trainer* or the AI-driven *Dutch Dagboek*.

Transparent Reporting

We track what matters so you can measure your ROI. At the end of your campaign, you will receive a comprehensive report including:

- Total plays and average completion percentages per placement.
- Top listener countries, devices, and demographic insights.
- UTM link clicks and coupon code redemptions.
- Timestamped audio examples of your ad’s native appearances.

Ready to partner?

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