thegreenlist.nl

The online magazine and **largest social community** for a greener, more joyful life

The Netherlands' largest sustainability creator

+130,000
Social followers

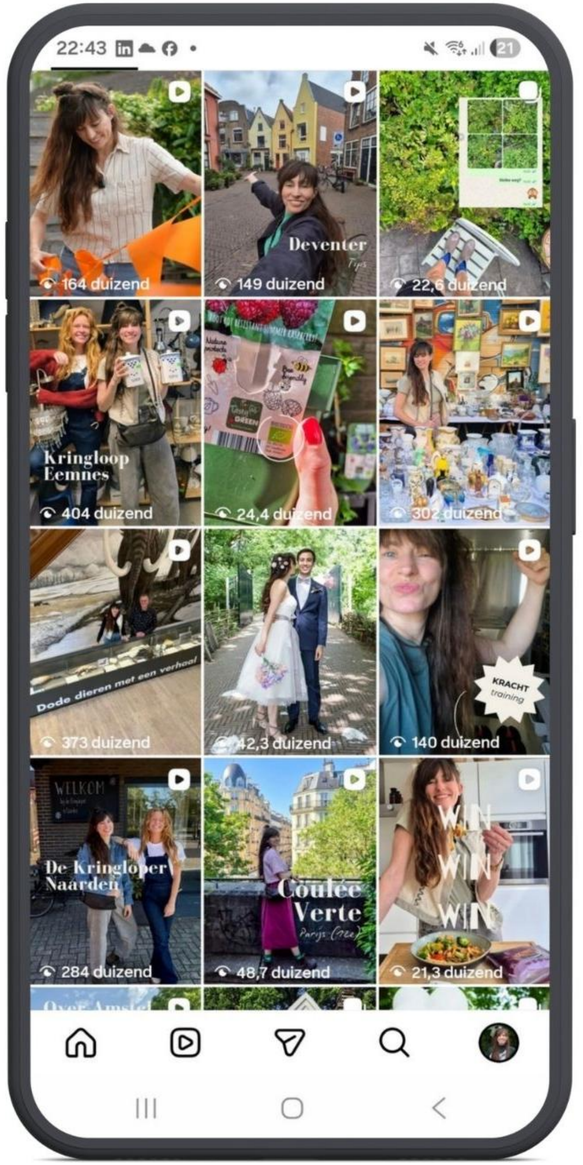
+6 million
Impressions per month

+5 million
Instagram Impressions per month

+60,000
Monthly unique website visitors

~6,500
Receive our weekly newsletter

Hundreds of thousands of people are inspired every day to live more sustainably



Viral content

Our content gets saved, shared, and viewed by hundreds of thousands of people.

+1.3 million
social views

Most-viewed video of 2026

Our story

***Thegreenlist.nl* is the leading lifestyle magazine and largest social community for anyone who wants to live more consciously.**

Founded by Saskia and now grown into a full team, we reach hundreds of thousands of people every day who want to live more sustainably, without striving for perfection.

We do this through social media, our website, weekly newsletter, (e-)books, mainstream media and collaborations with great brands.

We show that living more sustainably is both important and enjoyable, and that you can still embrace adventure and make the most of life. We steer clear of finger-wagging and the 'you're not doing enough' mentality.

We only share what we would genuinely recommend ourselves: to our friends, neighbours, family and loyal readers and followers.
That's what makes us credible and different from the rest.

Thegreenlist.nl is registered with influencerregels.com.

Interested in collaborating? Email: **saskia@thegreenlist.nl.**

Why people follow us

Practical above perfect

No unattainable ideals, just useful tips you can start using today.

Social-first content

Videos made to watch, save and share.

Fresh inspiration

No standard lists, just surprising ideas you'll actually want to try.

Trusted advice

We only share products, brands and tips we truly stand behind.

No preachy tone

Sustainable living should be enjoyable.

Journalistic and personal

Well-researched when it matters, personal when it can be.

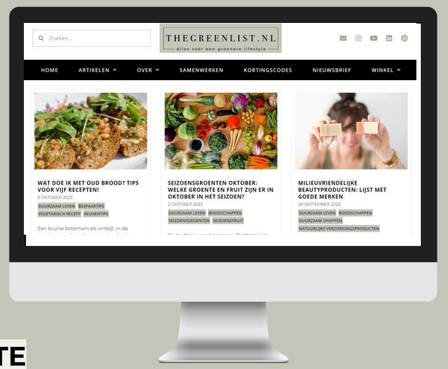
Where to find us

MORE THAN ONE CHANNEL

Socials ♡

Instagram, Facebook,
TikTok, YouTube, LinkedIn.

SOCIAL MEDIA



WEBSITE

PINTEREST

SUBSTACK NEWSLETTER

(E)BOOKS

MEDIA

Our followers & readers

+70%
women

25-65
years old

Randstad

Conscious

With *thegreenlist.nl*, we reach a broad audience: from deeply committed sustainability enthusiasts to those just starting out, and everyone in between. We focus particularly on women aged 25–65 who are interested in a more conscious lifestyle, or simply curious about it.

- 89% of our Instagram followers are women. Across our other channels, we see a more balanced audience.
- 75% are aged between 25 and 54.
- Almost all of our Instagram followers are based in the Netherlands (87%) or Belgium (8%).
- Many live in the Randstad. Our top five Instagram cities are Amsterdam, Utrecht, The Hague, Rotterdam and Haarlem.
- They are looking for ways to live more sustainably, more meaningfully and with more joy.
- Many find sustainability complicated and appreciate having us do the research for them.
- If their budget allows, they are happy to spend a little more on quality, ethical products.
- But they also love a good second-hand bargain and a clever life hack.
- They have great taste when it comes to fashion, interiors, (plant-based) food, days out and holidays.
- Authenticity matters more than polished images or marketing talk.
- **New in 2026**: our website is available and searchable in English and German, helping our community grow internationally.

Channel statistics

INSTAGRAM

Number of followers: +90,000

Engagement per post: ~5%

Views per month: 5,100,000

Reach per month: 1,500,000

View story: ~4,000 (2,500-10,000)

FACEBOOK

Followers: +12,000

Views per month: 1,200,000

WEBSITE

Unique visitors per month: ~60,000

Expected visitors 2026: +600,000

Page views per month: ~100,000

645 keywords in Google's top 5

NEWSLETTER

Subscribers: +6,500

Open rate: 50-60%

PINTEREST

Views per month: ~100,000

Reach per month: ~70,000

LINKEDIN

Followers: +15,000

Impressions per month: ~394,000

Reach per month: ~198,000

TIKTOK

Followers: +7,000

Views per month: ~365,000

Reach per month: ~221,400

YOUTUBE SHORTS

Monthly reach/ impressions: ~108,000

PODCAST

Number of downloads: 15,000

Listeners per episode: ~1,800

Measured on 26/9/26

What we create for brands

From **social videos** and branded articles to cross-media **campaigns** and long-term partnerships.

SOCIAL FIRST VIDEOS

AWARENESS CAMPAIGNS

PRODUCT PROMOTIONS

TRAFFIC & ACTIVATIONS

PARTNER-SHIPS

How we do it

Showcase your sustainable brand or product through *thegreenlist.nl*. From our online magazine and social media channels to e-books and your own platforms, we create collaborations that stand out, make an impact and support your goals. Always in the positive, thoughtful style we're known for.

MULTI-CHANNEL

A strong story has greater impact when channels work together. That's why we often combine social media, our website, newsletter and your own channels into one campaign, maximising visibility and reach.

SOCIAL ONLY

Sometimes social media is exactly the right place to tell a story.
With social-first videos and content, we create stories that stand out in the feed: fast, visible and made to be shared and liked.

ONLINE ONLY

From branded articles and product reviews to newsletters and e-guides. Online content allows us to tell a deeper story that readers can explore at their own pace. It also remains discoverable and relevant long after publication, making it a great choice for brands looking to build both visibility and trust.

(VIDEO) REPORTER

At *thegreenlist.nl*, we bring stories to life. Whether it's a behind-the-scenes look at a factory, a sustainable shop, a press trip or a special event, we love coming along and experiencing it firsthand. Through video, articles or social content, we create engaging reports that communicate your message clearly and authentically.

BOOSTING

A great video deserves a large audience. With a boosting package, brands can use content to reach new audiences and extend their impact. A smart way to get even more from a collaboration.

A selection of our work

A careful selection of clients who, like us, believe in the power of a good story.

ASN BANK
ARMEDANGELS
BEVER
BYD
CRISP
DILLE & KAMILLE
EKO
FAIRTRADE
FOOD FOR SKIN
FORD
IN DEVENTER
KING LOUIE
KRINGLOOP NL
MARKTPLAATS
MILIEU CENTRAAL
NS
PHILIPS
RSPO
STATIEGELD NL
STAYOKAY
TERRASANA
TONY CHOCOLONELY
VERPACT
VISIT GRONINGEN
VISIT TILBURG
VISIT WADDEN
VISIT ZÜRICH
VISIT ZWOLLE
VOEDINGSCENTRUM
ZEEMAN

In 2019, I made a confronting discovery: if everyone lived the way I did, we would need more than four Earths.

Something had to change.

What started as a personal quest to live more sustainably soon became a journalistic project. I began researching, testing alternatives and sharing everything I learned on my website and social channels. Along the way, I discovered that sustainable living is about much more than reducing your environmental footprint. It's also about slowing down, making more conscious choices and figuring out what truly matters to you. I found that less often meant more: more attention, more time and more quality in everyday life.

What began as a personal project has since grown into *thegreenlist.nl*, now one of the largest sustainability communities in the Netherlands. Incredible, right? Someone pinch me! Together with an enthusiastic team, I now inspire hundreds of thousands of people every day with practical ideas, honest stories and smart solutions for a greener way of living.

Love,
Saskia
saskia@thegreenlist.nl

‘WE WANT TO SHOW THAT SUSTAINABLE LIVING IS BOTH IMPORTANT AND FUN’

Who we are

Thegreenlist.nl is enthusiastic, positive and action-oriented. We speak from experience and expertise, but never pretend to have all the answers. We simply don't. What we do offer are practical solutions, fresh ideas and inspiring tips that help our readers and followers make more conscious choices.

Thegreenlist.nl is a community. We're like a green-minded friend. That's why we also give a platform to ideas and tips from others, including our readers and followers, helping to connect as many people and ideas as possible..

In an (online) world filled with sustainable content – much of it, in our view, highly formulaic – and where robots can produce uninspiring articles in seconds, *thegreenlist.nl* stands out as a fresh new shade of green in the sustainability media landscape.

Our DNA

- We are a journalistic lifestyle magazine covering the full spectrum of sustainability.

- We don’t judge people and encourage every idea and every step in the right direction.

- We focus on solutions and are always looking for practical ideas and better alternatives. Not everyone will agree with us, and not every idea needs to be perfectly green. Whether it’s drastically reducing meat consumption or choosing a more responsibly sourced piece of meat, we see both as progress.

- We understand that sustainability is a complex topic, encompassing issues such as climate change, pollution, overconsumption, resource scarcity, animal welfare and inequality. We always do our best to explain in what way and why something is a more sustainable choice. In our view, something can already be worthwhile if it helps address one or more of these major challenges.

- Our content is upbeat, and our articles are engaging and enjoyable to read. Sustainability should leave you feeling inspired. We’re your green-minded friend, and that’s how we write too. No robot can replicate that.

- We don’t do fluff. We research thoroughly and rely on credible sources, which we always reference.

- We certainly preach to the converted at times, but our real ambition is to inspire the people who are only just beginning their journey towards a more sustainable lifestyle.

- We see the world through our readers’ eyes. Rather than talking in abstract terms, we make topics tangible, practical and easy to relate to. We love clear examples and everyday situations that people instantly recognise.

Green with a bite

- We're self-aware: nobody lives perfectly sustainably. Anyone who claims they do doesn't strike us as particularly credible (or particularly likeable).

- We avoid the obvious. By now, everyone knows that buying second-hand more often is better for the planet. We go a step further, bringing original ideas and practical ways to actually make it happen.

- We steer clear of sustainability jargon. 'Impactful', for example, may be widely understood within the sustainability bubble, but outside it, most people haven't got a clue what it means. We prefer plain language, such as 'harmful to the planet' or 'having a negative impact'.

- Our day is made when we inspire even one person to make a different – and better – choice.