



‘Where shall we take the kids today?’ . A question all parents have, no doubt, asked themselves at one point during the weekend or holidays. It is also a question which sometimes really makes the cogs turn in order to find a suitable activity. Certainly parents are far more selective these days when it comes down to a trip with the kids. And so they should!

The search for the perfect trip/activity isn’t always easy. Not too expensive, proper amenities for small children, challenging and engaging enough for any and all age groups, travel options/time... The list goes on and on.

Since July 2017, our website, but primarily our Facebook page ‘Op stap met mama en papa’ (Which translates to ‘Out with mom and dad’) tries to help out parents with all these questions and more. A team of enthusiastic and driven parents share their stories of trips and activities they did with their children. Their first hand experience makes them the perfect people to connect with other parents by recounting, the good and bad, experiences of their trip/activity.

A joint venture with ‘Op stap met mama en papa’

‘Op stap met mama en papa’ has rapidly grown into a reliable source when it comes down to product, holiday and short trip reviews. Why? Because the team behind our website consists out of very diverse families which, in turn, makes it possible for us to cover and review a wide variety of said products and activities.

Therefor a collaboration with ‘Op stap met mama en papa’ can be very lucrative for your brand.

A few statistics of our Facebook page:

Reach: 12.000 People each month of which 95% from Flanders

Audience distribution: 86% Female – 14% Male

Age group: 70% of the female users are between 25 and 44 years old

Looking forward to hearing from you soon.

Yours sincerely

Riské Sven

Founder of ‘Op Stap Met Mama en Papa’

+32 486 89 84 41

info@opstapmetmamapapa.be