

# MEDIA KIT

# OVERAL & CULINAIRGENS

FOOD  
TRAVEL  
LEISURE



INSTAGRAM

[@OVERAL.EN.CULINAIRGENS](https://www.instagram.com/overal.en.culinairgens)

+31 (0)6 15129557

OVERALCULINAIRGENS@GMAIL.COM

2026

# ABOUT US

Pleased to meet you! We are Iris and David, the faces behind Overall & Culinairgens. What began as a shared passion for good food has grown into a culinary blog where we share our finest discoveries.

Iris Bos brings 12 years of hospitality experience and, alongside her passion for fine dining, is also a professional photographer.

David Verhoeven completed a restaurateur education and worked for 8 years across both restaurants and luxury hotels such as the Sheraton Hotel and Grand Hotel Karel V.

Our mission? To inspire fellow food lovers who follow us with genuine, atmospheric, and high-quality restaurant recommendations, from hidden gems to refined dining. Whether in a vibrant city or a quiet village, we are always on the lookout for places where hospitality and flavor come together.



## OVERAL & CULINAIRGENS

At Overall & Culinairgens, everything revolves around the restaurant, the quality of dishes, and the complete experience. From hospitality to striking interior details; everything can be highlighted and featured in our posts and (short) videos.

## STATS

**10K+** INSTAGRAM FOLLOWERS  
**11.3K+** ACCOUNTS REACHED\*  
**6000+** AVG. REACH PER POST  
**81K** TOTAL VIEWS\*\*

\*IN THE PAST 30 DAYS

\*\*IN THE PAST 90 DAYS

## COLLABS

THE LEMON TREE - DEVENTER - REEL 11K VIEWS

RUBY ROSE - UTRECHT - REEL / 13K VIEWS

BOODE - BATHMEN - GIVEAWAY / 6628 VIEWS

## AUDIENCE

Male  
35%



Female  
65%

45 - 54 years  
15.4%

35 - 44 years  
30.8%



25 - 34 years  
53.8%



RANDSTAD & VELUWE REGION