

Bootstrap

Pros

Fast Development - One is able to develop a website or upgrade an existing one using bootstrap within a very short time and without much hustle. Its ability to debug within such a short time is the main reason behind it being fast.

Highly Responsive - Bootstrapping makes it easy to develop a website since you don't have to alter any existing mark up and hence this means that the already laid responsive infrastructure comes handy to your add on and upgrades.

Cons

Websites can start to look the same if you don't customize the styles and colours much.

Can require lots of overriding styles or rewriting their files if you have lots of customizations or want to deviate from Bootstrap structure.

Media query

Pros

Complete control over breakpoints. Set them based on whatever determining factor you want.

Use any CSS pre-processor you want (SASS, LESS, Stylus, etc.), or none at all.

Cons

Requires a both technical and design understanding of media queries and breakpoints.

Building a solid grid system on your own is hard. It requires a lot of math and a thorough understanding of CSS layout. A pre-processor is pretty much required for all but the most basic of breakpoints.