

# MAGAZINE RATES 2017

## Size

1 x 1/1 page  
2 x 1/1 page  
4 x 1/1 page  
Graphic design fee

## Rate per page

€ 3,795  
€ 3,295  
€ 2,995  
€ 350

- Additional charges apply to special positions (e.g. the back of the magazine).
- Rates for inserts are made available upon request.
- All rates excluding taxes.
- You will receive print specifications for all advertisements and advertorials by e-mail.
- Each issue of Columbus Travel is 156 pages. Retail price: € 5.95. Subscription rate: € 47.50.

## Publication dates and themes

#62 - Bucketlist 2017  
#63 - European travel tips  
#64 - Nature and wildlife  
#65 - Off-the-beaten-track travel  
#66 - Slow travel & culinary trips  
#67 - Travel of the future  
#68 - Luxury for less  
#69 - Into the wild

## Publication date

04/01/2017  
15/02/2017  
05/04/2017  
17/05/2017  
05/07/2017  
23/08/2017  
04/10/2017  
22/11/2017

## Advertisement deadline

08/12/2016  
19/01/2017  
09/03/2017  
20/04/2017  
08/06/2017  
27/07/2017  
07/09/2017  
26/10/2017

## Advertorial deadline

01/12/2016  
12/01/2017  
02/03/2017  
13/04/2017  
01/06/2017  
20/07/2017  
31/08/2017  
19/10/2017



## REACH

### Columbus Magazine

- Published eight times a year
- Circulation of 45,000 copies
- 25,000 subscribers
- On average, every issue is read by four people
- Every issue is read by appr. 180,000 avid travelers

### www.columbustravel.nl

- 2 million page views per month
- 300,000 visitors per month
- Online community: 36,000 Travel Reporters share over 500,000 travel photos and stories

### Newsletter

92,000 weekly subscribers

### Social media

**f** FACEBOOK FOLLOWERS  
21,000 and growing  
/reismagazinecolumbus

**t** TWITTER FOLLOWERS  
6,000 and growing  
@columbusmag

**i** INSTAGRAM FOLLOWERS  
3,000 and growing  
/columbustravel

**p** PINTEREST FOLLOWERS  
1,200 and growing  
/columbusmag

**y** YOUTUBE  
/columbusmagazine

www.columbustravel.nl



# ONLINE RATES 2017

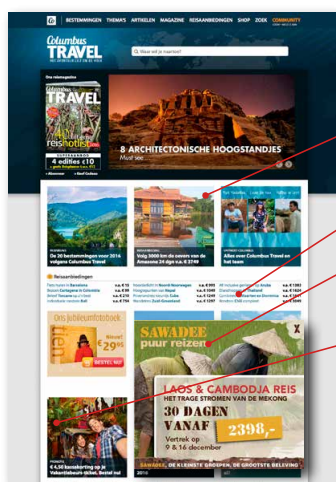
## Website

Overlay  
Special homepage  
Special run-of-site  
Travel offer 1 line  
Travel offer homepage with photo  
Travel offer page  
Country sponsorship  
Theme sponsorship

## Banners

## Rates

€ 1,995 per week  
€ 500 per week  
€ 1,500 per week with direct external link to a special  
€ 100 per week  
€ 500 per week  
€ 250 per year, incl. 250 clicks + € 0.50 CPC above 250 clicks  
€ 250 per month, including 250 clicks  
€ 1,500 per year, including 1,500 clicks + € 0.50 CPC above 1,500 clicks  
Leaderboard + MPU medium rectangle € 25 CPM (costs per 1,000 impressions)



## HOMEPAGE

Travel offer with photo

Travel offer, one line

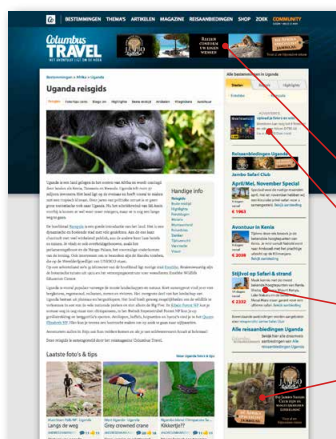
One-time display of overlay per unique visitor

Special homepage

## TRAVEL OFFER PAGE

Travel offer with photo

Filter featuring partner company's name



## COUNTRY PAGE

Leaderboard

Special run-of-site

Travel offer with photo

MPU

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# NEWSLETTER RATES 2017

## Newsletter

Advertorial weekly newsletter  
Exclusive newsletter

## Rate

€ 750  
€ 5,950

### REGULAR NEWSLETTER



### EXCLUSIVE NEWSLETTER



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/columbusmag

YouTube

/columbusmagazine

## Advertorial

www.columbustravel.nl

