

*Columbus*  
TRAVEL  
*press kit 2024*



# Let us guide you off the beaten path

Columbus Travel publishes stories about the most beautiful, unspoilt and adventurous places on earth. This doesn't necessarily entail faraway and exotic locations – we also aim to share exciting travel destinations and experiences that do not require a lot of time and effort.

On every trip, we think it is essential to avoid the crowds. After all, you can only really experience the magic of a place by becoming one with your environment and (re)connecting yourself with nature and the local population.

With our experiences and tips we hope to offer you inspiration to make your next trip extra special and, moreover, to enable you to grow as a human being. The best off-the-beaten-track journeys allow you to gain insights that enrich your life and the world around you.





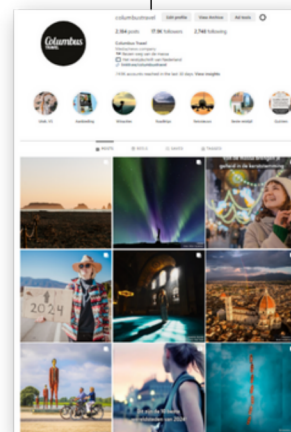
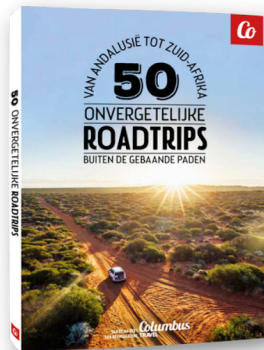
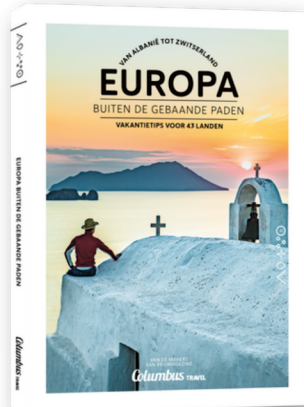
## Our magazine

Get ideas and tips for your next trip by subscribing to the leading Dutch-language travel magazine.

175,000 print reach

## Our special editions and books

Immerse yourself in a specific destination or travel topic through our extensive collection of special editions. Or get inspired by our full-color coffee table books.



## Our social media

Travel the world, from the comfort of your own home, thanks to podcasts, video clips and our exquisite photos on social media.

29K Facebook fans

17K Instagram followers

## Our website

Plan your next trip and share photos and tips with other travelers on the leading online travel platform in the Netherlands.

200,000 pageviews per month

## Our custom content

Target your customer base through tailor-made editorial content, from brochures to digital magazines and from webinars to podcasts.

## Our newsletter

Stay up-to-date with our weekly travel tips & tricks.

72,000 editorial newsletter subscribers

43,000 commercial third-party newsletter subscribers



# Columbus TRAVEL | our magazine

Since it was founded by two passionate travelers in 2005, Columbus Travel has become the leading travel magazine for anyone who wants to get off the beaten track. Every year, our travel professionals produce 10 issues, offering 124 pages of unforgettable travel inspiration, from in-depth features and the latest news to practical tips and beautiful photography. Some 19,000 copies are distributed to subscribers and individual points of sale in the Netherlands and Belgium.



Plan your trips on the basis of ideal itineraries, recommended activities and wonderful accommodations.



Meet other inspiring travelers.



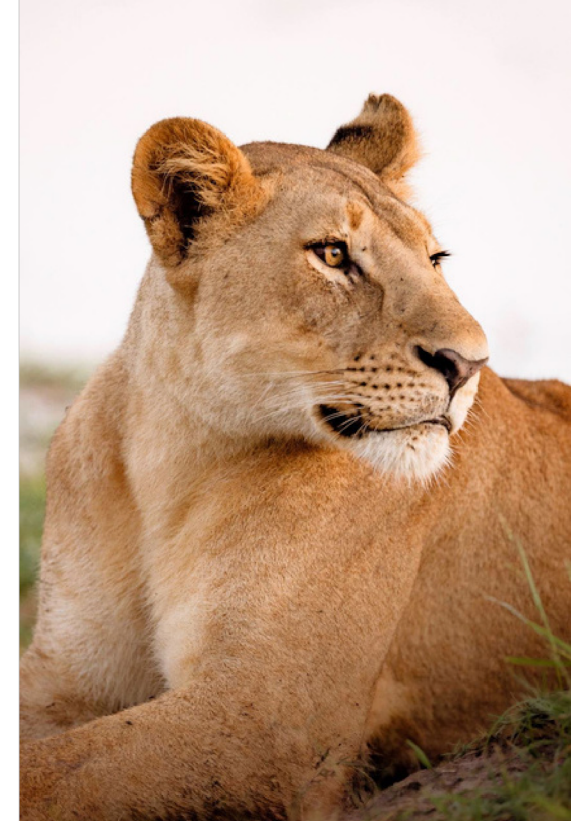
Win exciting trips & must-have travel accessories.



Keep up-to-speed with the latest travel news and tips & tricks from insiders.



Grasp the essence of your next dream destination through our travel features.



Our style is personal and welcoming, mature yet young at heart



# **Columbus** | our audience TRAVEL

Our readers have a passion for off-the-beaten-track travel. For them, traveling is not about consumption, but about special, authentic experiences with a deep-seated respect for nature and humankind.

## frequent travelers

80 percent travel within Europe at least twice a year and 48 percent go on a transcontinental trip at least once a year.

## age is just a number

The average age of our readers is 46 years

27 percent = 18 to 35 years

34 percent = 36 to 50 years

34 percent = 51 to 65 years

## for both men and women

43 percent of our readers are male, 57 percent female.

## well educated

70 percent have a college education or higher.

## high disposable income

69 percent have an above-average income, and more than a third of our subscribers even earn twice the average income in the Netherlands.









# Columbus TRAVEL | our website

On columbustravel.nl, the leading online travel platform in the Netherlands, travelers can plan their next trip. We offer our advertising partners a host of options to bring their services and products to the attention of those passionate travelers. From advertisements on our popular homepage and promotional campaigns that interact with our online visitors to sponsored articles about specific travel destinations or interests.

**WEBSITE PAGEVIEWS PER MONTH 200,000**

**WEBSITE VISITORS PER MONTH 116,000**



**The homepage of columbustravel.nl is our online calling card**

he latest travel news items and practical tips, collected daily by our professional editors, are combined with ads or sponsored articles that are displayed in the same position for a specific time span.

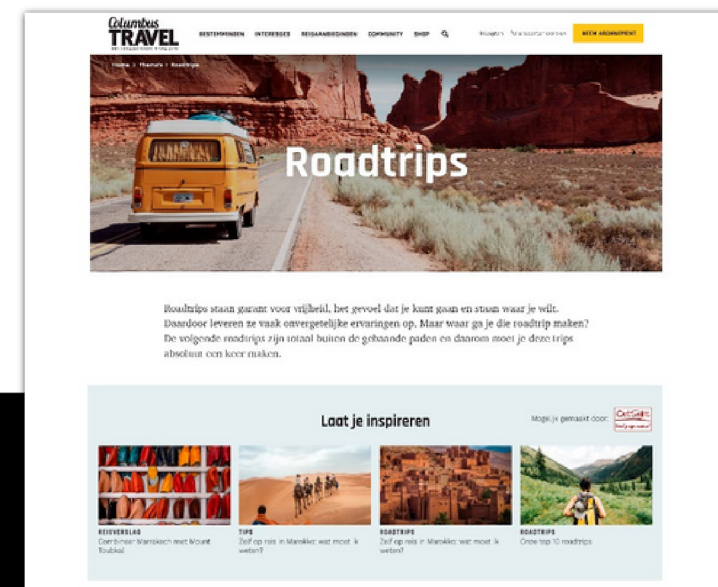
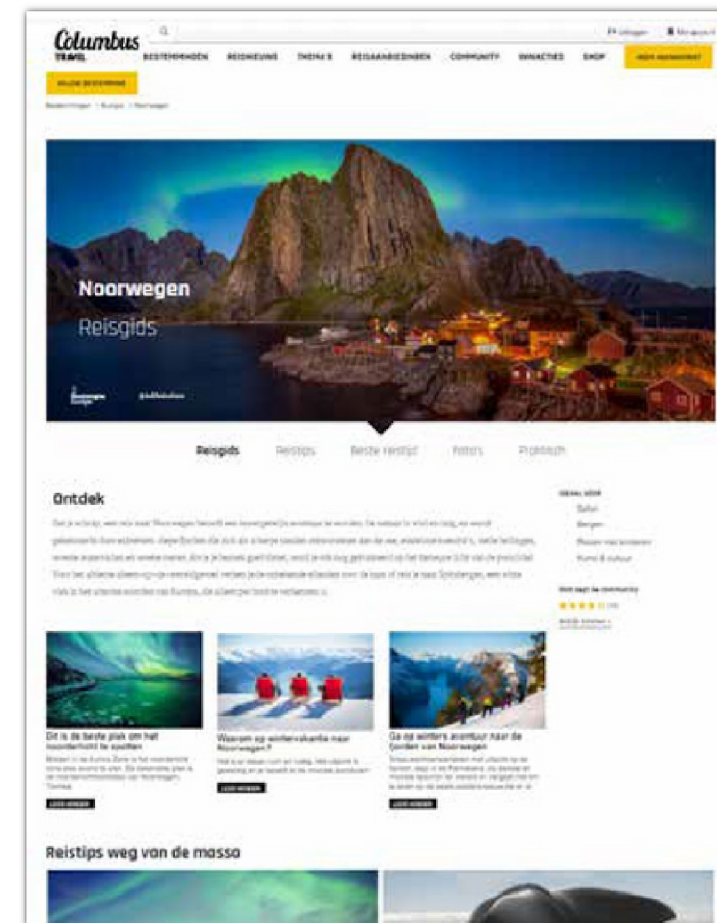


# Columbus TRAVEL | Our website

Travelers use columbustravel.nl to find inspiration for their next off-the-beaten-track trip. They can visit pages about hundreds of specific destinations. Want to know which Indonesian islands you shouldn't skip? Looking for the best tapas bars in Barcelona? You got it! The website also includes landing pages about specific travel interests or themes. Want to know where you can travel with your small children in tow? Are you looking for tips on how to travel sustainably? Or do you want to read up on recommended routes for your next roadtrip? We've got you covered. As an advertiser you can reach your specific target group(s) through branded content in a wide range of formats:

## promotional articles

Tell your target audience what makes your services distinctive by means of articles the Columbus editors put together in collaboration with your company. A blog from someone who has made a special trip that only you offer, for example, or an interview with one of your local guides in which your USP's are clearly communicated. These articles will be placed in a prominent position at the top of a relevant landing page and will link to pages on your own website or, upon request, to pages on the Columbus Travel website.





# Columbus TRAVEL | our website

## online quizzes

Columbus can use its own extensive content database – or build on your own material – to create engaging online quizzes to promote your destinations and/or travel services. Combined with a prize for participants with the highest score, Columbus Travel quizzes on average draw 2,000-4,000 pageviews and 500-1,500 e-mail leads. A quiz can help you with:

### Branding

Create a highly engaging and memorable user experience for your services or products.

### Lead generation

Add questions to collect user contact and profile information you can use for follow-up communication and business transactions.

### Data collection and analysis

Gain insights into the wants and needs of your target audience: their knowledge (or lack thereof) of topics can help you make business decisions and drive your media & PR strategy.

### Traffic boost

Include links to articles and multimedia on your own online channels to help boost traffic and familiarize your target audience with your own native online environment and travel offers. What's more, the quiz can easily be embedded into your own website, social media and e-mail newsletter application by copying a simple piece of code.

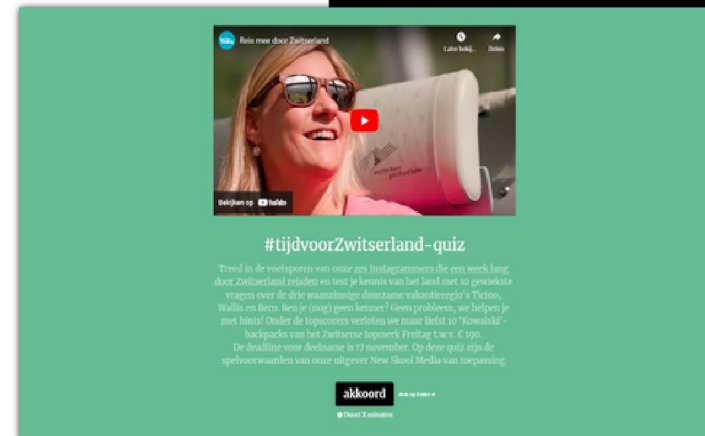
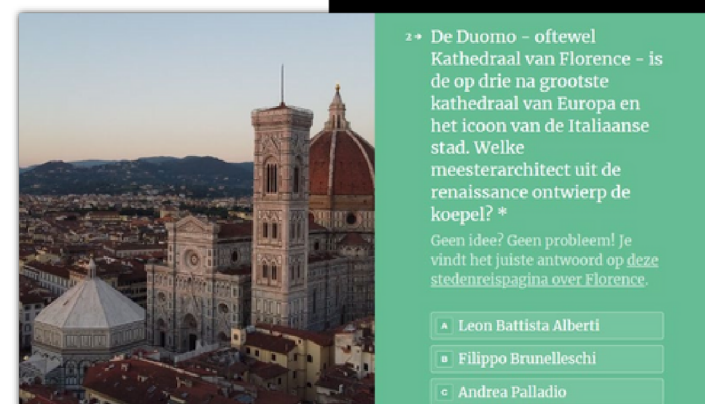
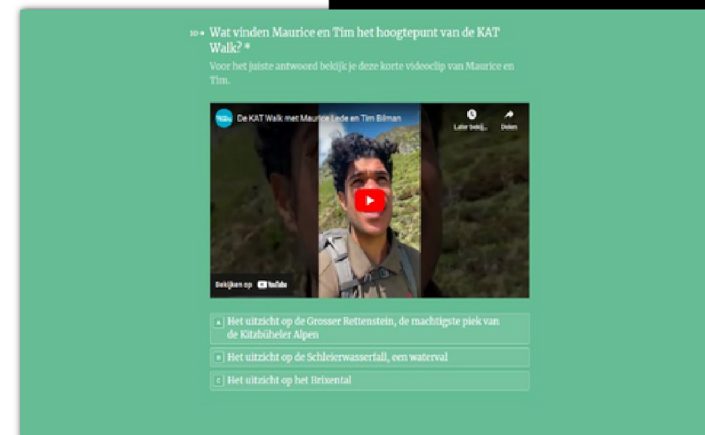
For a wide range of previous quizzes, check out [columbustravel.nl/columbusquiz](http://columbustravel.nl/columbusquiz)

### A few examples of our quizzes

From top to bottom:  
To promote the KAT Walk hiking trail in the Austrian Alps, our reporters followed the trail and produced a podcast and videos, which were then incorporated in an online quiz.

To help promote its travel offers in Southern Europe during the winter, Dutch travel operator SRC commissioned a quiz about Southern European citytrips. For the correct answers, participants needed to click on links to specific pages on the SRC website.

As part of a year-long multimedia campaign to promote Switzerland as a sustainable travel destination par excellence, Columbus produced two online quizzes, including videos and photos produced during an Insta Meet in Switzerland with five leading Dutch and Belgian influencers.





# Columbus TRAVEL | our website

## webinars

For highly targeted interaction with travelers, Columbus Travel organizes hour-long webinars in collaboration with tourism boards and tour operators. During these live sessions, experts share travel tips and tricks about specific destinations, using inspiring photos and videos. Webinar viewers can ask questions and share comments via the chat feature. Viewers sign up automatically to the newsletter of the participating tourism board or tour operator. All webinars are recorded and published on our YouTube channel. Webinars attract 50-200 highly motivated viewers, who may be contacted for follow-up or direct sale. Check out our webinars on [columbustravel.nl/webinars](https://columbustravel.nl/webinars)

## podcasts

As part of a larger multimedia campaign, Columbus Travel journalists Tim Bilman and Maurice Lede produce podcasts on location for tourism boards and tour operators. Podcasts are shared on all major streaming platforms and promoted through our social media and newsletter. They may also be incorporated in online quizzes and print or online articles. A Columbus Travel podcast is actively promoted during one month, attracting 1,000-2,000 listeners, and remains online indefinitely.

## photo competitions

Want to engage (prospective) customers in a fun, novel way? Set up a photo competition through Columbus Travel! We organize monthly photo competitions, which are promoted through our social media and newsletter. All participants opt into your newsletter automatically, generating new leads. Photo competitions generate 500-1,500 submissions and leads.

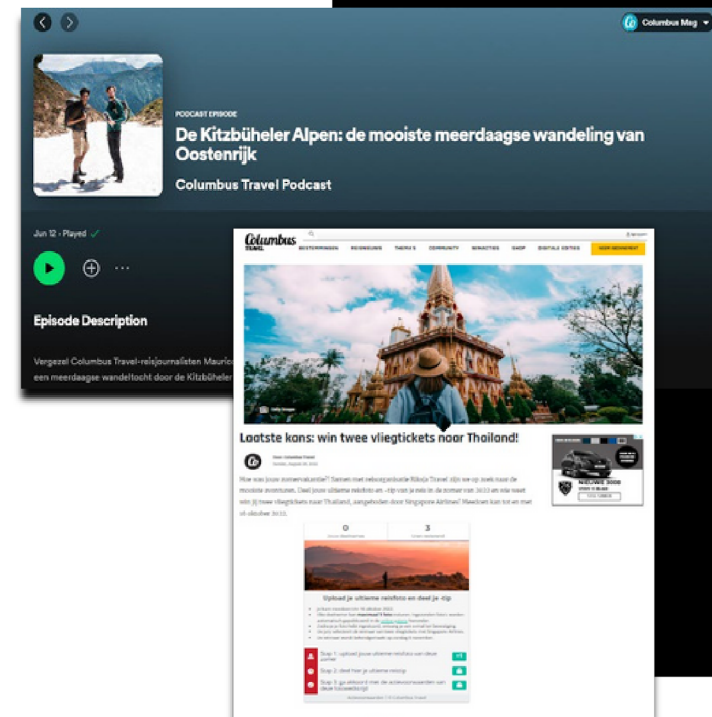
### A few examples of our multimedia

As part of a year-long multimedia campaign to promote Switzerland as a sustainable travel destination, Columbus Travel organized two webinars, inviting local travel experts from Swiss regions to share their travel tips and tricks. In the podcast studio, a representative of Switzerland Tourism answered further questions from webinar viewers.

As part of a multimedia campaign commissioned by the Dubai Ministry of Tourism, Columbus Travel organized a webinar in collaboration with Dutch tour operator SRC Reizen, which specializes in cultural travel experiences

As part of a multimedia campaign to promote the KAT Walk hiking trail in Austria, Columbus Travel produced a podcast on location, which was also included in an online quiz and promotional article on our website.

In collaboration with the leading Dutch operator Riksja Travel, we organized a photo competition, requesting travelers to upload their favorite bucketlist travel shot. All 1,300 participants opted into the Riksja Travel newsletter and received targeted travel tips and offers as a result.



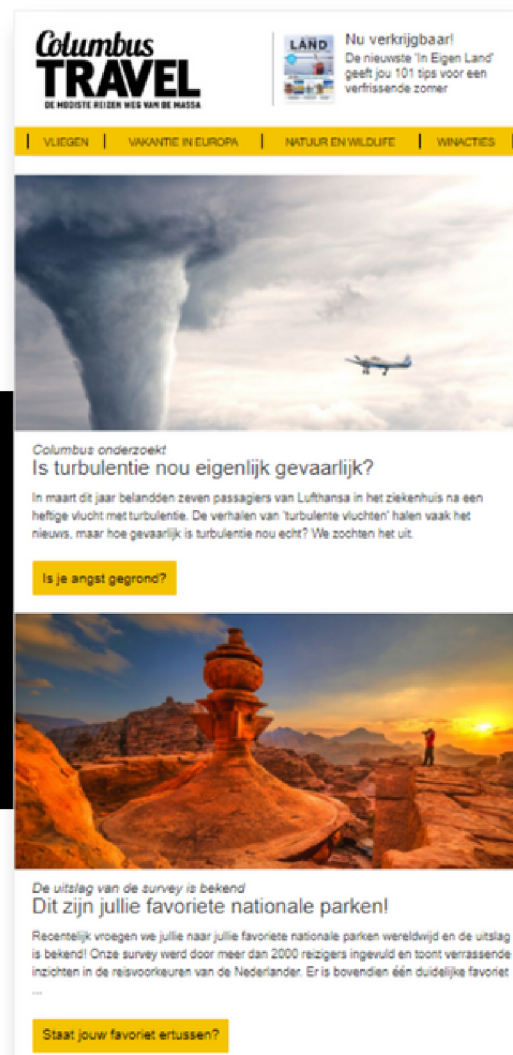


# Columbus TRAVEL | our newsletter

We offer our advertising partners the opportunity to advertise in our weekly newsletter and/or to put together “dedicated” newsletters in collaboration with our editors. The latter are entirely devoted to the destinations and/or services of your business.

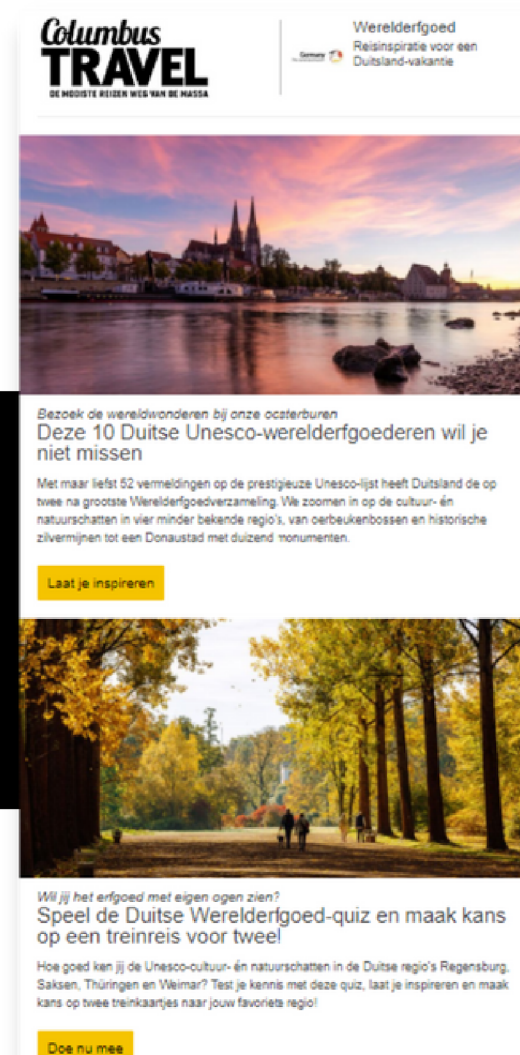
**EDITORIAL NEWSLETTER SUBSCRIBERS: 72,000 EVERY WEEK**

**DEDICATED NEWSLETTER SUBSCRIBERS: 43,000**



## Weekly newsletter with advertisements

The latest travel news, in combination with advertisements from our partners



## Dedicated newsletter

The latest travel news and offers, tailor-made for a specific advertising partner



# Columbus TRAVEL | our social media

## Facebook and Instagram

We offer our advertising partners the opportunity to use sponsored articles (branded content) on our social media, using Instagram and Facebook Stories and posts. Our social followers actively engage with this content through polls, quizzes and competitions. We can also create and deploy complete social media campaigns, in combination with promotional articles on our website and in our print magazine, or multimedia services such as webinars and (photo) competitions.

## Insta Meets

To show your destinations or travel offers in a novel, highly interactive way - and simultaneously produce content that may be used for both online and offline promotional efforts - Columbus Travel organizes Insta Meets in collaboration with social media specialists of the Honeyguide travel platform. Drawing on our professional network, we send out a group of micro influencers with 10-20K followers for one or more days to photograph and document travel destinations. The influencers post this content and engage with followers on their own accounts, but also share their work with Columbus Travel. Our online content manager publishes a selection on the social media of Columbus Travel and incorporates this content into articles and other multimedia, such as quizzes and webinars, on our website.

### FACEBOOK

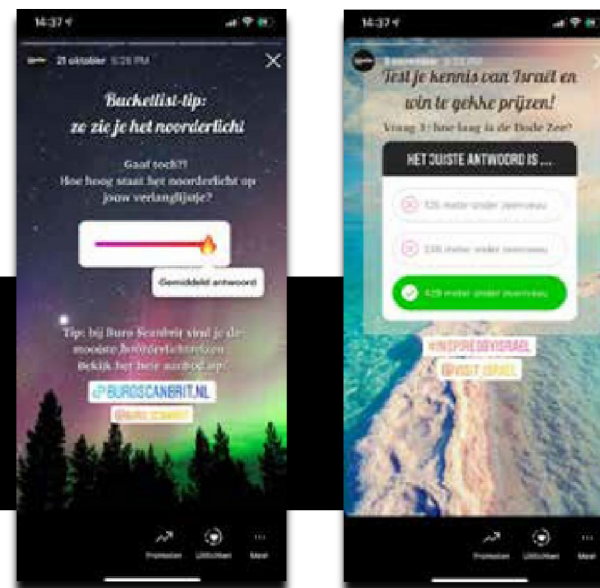
29,000 followers

### INSTAGRAM

18,000 followers

### Interact with your target audience

The Columbus editorial team uses social media as interactive elements of extensive multimedia campaigns. In Instagram Stories for national tourism offices, for example, polls and quizzes are included that link to campaign pages and competitions on our website. Content created by micro influencers during Insta Meets is used not only on social media but also in articles on our website, travel features in our print magazine and across a wide range of online products such as quizzes and webinars.





# Columbus TRAVEL | our custom content

## custom content

As a customer you can also use the full product and service range of Roularta Media Group, the parent company of Columbus Travel. As one of the largest magazine publishing houses of the Benelux, it serves a market of over 29 million consumers. It has an unrivaled niche market reach with dozens of special-interest magazines. The Columbus Travel team works closely with their branded content specialists to design, implement and monitor all campaigns. You can opt for stand-alone editorial productions for your own customers or target group, or combine them with ads across a wide range of print magazines, websites and social media.

## inserts and supplements

Does your service or product deserve more attention than can be summarized in a few pages? We'd be happy to come up with special solutions to fit your needs. Choose from stand-alone print products such as brochures and mini guides that may be inserted into one or more Roularta Media Group magazines, or a special supplement or section.

## digital magazines en e-books

Roularta Media Group and Columbus Travel can put together entire digital magazines and books for you, with video and interactive elements such as forms and maps if required. We'd be happy to help you reach your target group with your own e-book or e-zine or improve interaction with your existing customer base or relationships.

### **Special print edition for regional Dutch tourism board**

This edition of In Eigen Land, our domestic travel publication, was entirely devoted to the Dutch Wadden Islands and coast, as part of a collaboration with the Visit Wadden tourism board. Circulation: 70,000 copies.



### **Digital and print magazine for Dutch Railways customers**

On behalf of NS (Dutch Railways), the editorial team of Columbus produces the travel inspiration magazine NS Dagje Uit six times a year, in both a print and a digital version. Total reach: 2.2 million travelers.



### **Print insert featuring travel tips**

This 64-page mini-guide filled with travel ideas for the new travel year is sent out every fall with eight magazines from Roularta Media Netherlands, the parent company of Columbus Travel, allowing advertisers to reach as many as 100,000 readers.





# Columbus TRAVEL | our rates and formats

## print advertising

All rates excluding taxes.

<b>1x 1/1 page</b>	€ 5,031
<b>2x 1/1 page</b>	€ 4,368
<b>4x 1/1 page</b>	€ 3,970
<b>1x 2/1 page</b>	€ 9,408
<b>Insert</b>	Upon request
<b>Cover pass (entire print run)</b>	€ 5,296

## print ad specifications

Width x height, excluding 5 mm bleed

<b>Full page 1/1</b>	210 x 285 mm
<b>Full page 2/</b>	420 x 285 mm

You will receive detailed print ad specifications by e-mail.

## custom content

<b>Custom content campaign</b>	Upon request
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## online advertising

<b>Ad on homepage</b>	From € 1,200 per week
<b>Overlay</b>	€ 1,995 per week
<b>Branded content destination page</b>	€ 1,200 (per country, per month)
<b>Branded content topic page</b>	Upon request (per topic)

## newsletters

<b>Newsletter advertorial</b>	€ 1.750
<b>Dedicated newsletter</b>	€ 5.495

## social media and multimedia

<b>Facebook post</b>	€ 750
<b>Instagram post or Story</b>	€ 750
<b>Social media campaign</b>	Upon request

## **Online production costs\***

Newsletter advertorial	€ 175
Facebook post	€ 225
Instagram post or Story	€ 225
Branded content article on website	€ 550
Dedicated newsletter	€ 525

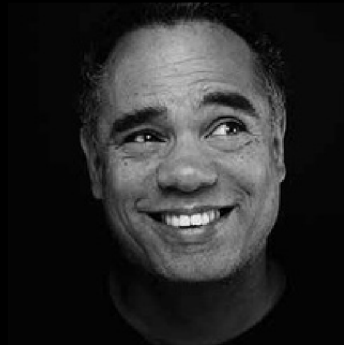
\*Based on 2 correction rounds (no discount applied)

<b>Issue</b>	<b>Publication date</b>	<b>Deadline for advertisements</b>	<b>Deadline for advertorials</b>
126	16-01-2024	18-12-2023	18-12-2023
127	27-02-2024	30-01-2024	30-01-2024
128	09-04-2024	12-03-2024	12-03-2024
129	21-05-2024	23-04-2024	23-04-2024
130-131	18-06-2024	21-05-2024	21-05-2024
132	20-08-2024	23-07-2024	23-07-2024
133	08-10-2024	10-09-2024	10-09-2024
134-135	03-12-2024	05-11-2024	05-11-2024





**We're happy to help!**



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**columbustravel.nl/adverteren**