



Columbus
TRAVEL

PRESS KIT 2022

LET *Columbus* GUIDE YOU OFF THE BEATEN TRACK

Columbus Travel publishes stories about the most beautiful, unspoiled 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.

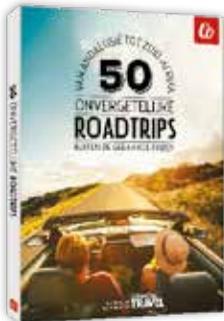
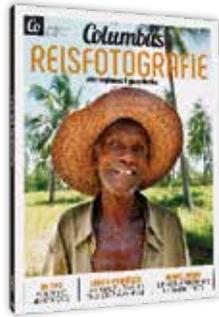
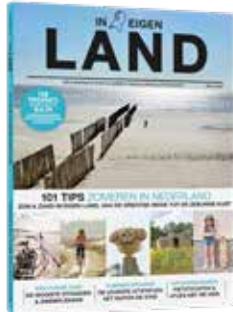
On every trip, we think it is essential to avoid the crowds. After all, you can only really experience the magic of a place by becoming one with your environment and (re)connecting yourself with nature and the local population.

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 SPECIAL ISSUES & BOOKS

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

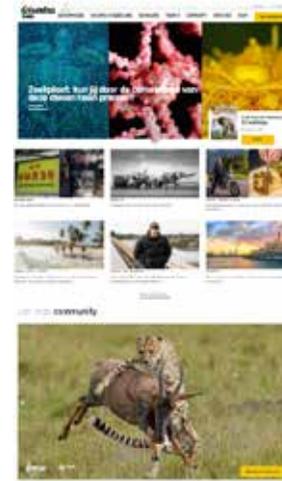


OUR SOCIAL MEDIA

Travel the world, from the comfort of your own home, thanks to podcasts, video clips and our exquisite photos on social media
25K Facebook fans
15.5K Instagram followers

OUR MAGAZINE

Get ideas and tips for your next trip by subscribing to the leading Dutch-language travel magazine.
215,000 print reach



OUR WEBSITE

Plan your next trip and share photos and tips with other travelers on the largest online travel platform in the Netherlands.
200,000 pageviews per month
43,000 community members



OUR CUSTOM CONTENT

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



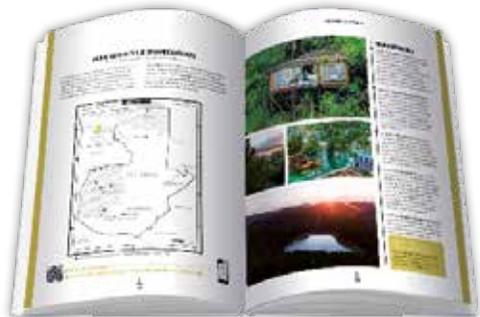
OUR NEWSLETTER

Stay up-to-date with our weekly travel tips & tricks
70,000 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**, each 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 TRAVEL | OUR AUDIENCE

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 MAGAZINE

ADVERTORIALS

In close collaboration with travel organizations, tourism agencies, airlines and other companies in the travel industry, we create **inspiring customized print content**, such as features about specific destinations, interviews and news items about services and offers. Our writers and designers can build on years of hands-on experience to bring your product or service to the attention of your target group.



ADS

Let your ads shine in between the premium editorial articles by Columbus Travel.

THE UNIQUE SELLING POINTS OF YOUR PRODUCT OR SERVICE ARE STRENGTHENED THROUGH INSPIRING EDITORIAL ARTICLES



ADVERTORIALS

Let us tell and design your story and USPs.



Columbus TRAVEL | OUR WEBSITE

On columbustravel.nl, **the largest online travel platform in the Netherlands**, travelers can plan their next trip and share their photos and tips with others afterwards. 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 community members to sponsored articles** on editorial pages about specific travel destinations or interests.

PAGEVIEWS PER MONTH 200,000

UNIQUE VISITORS PER MONTH 80,000

ONLINE COMMUNITY 43,000 community members, who have already published over 500,000 photos and travel stories about all the world's countries



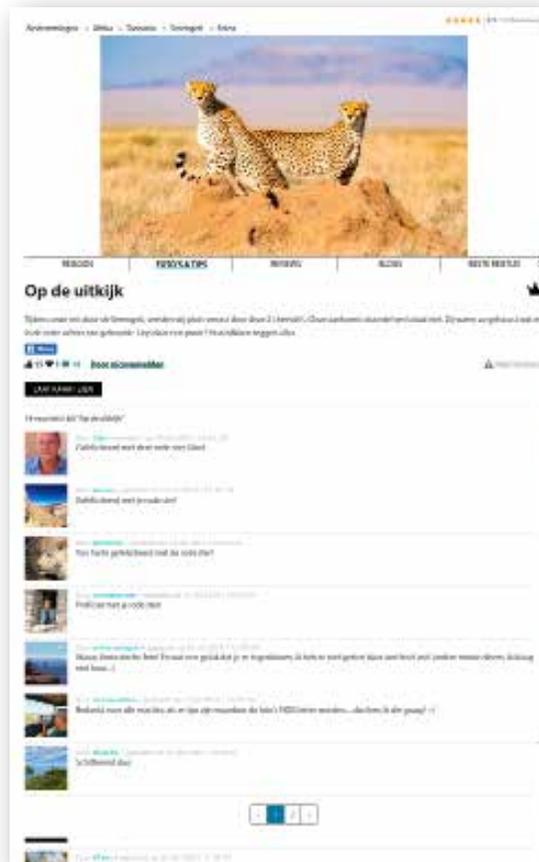
The homepage of columbustravel.nl is our online calling card

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

Columbus TRAVEL | OUR WEBSITE

THE COLUMBUS TRAVEL COMMUNITY

The Columbus Travel Community is the largest online travel platform in the Netherlands, with over **43,000 members**. If you are a passionate traveler, you can create an account for free and share your travel photos, tips and blogs. There are already **500,000 travel photos** online – **a source of travel inspiration that has no equal in the Netherlands!** As a community member you may also be selected for publication in our print magazine every month, or enter exciting competitions that we set up in collaboration with our commercial partners. But above all, your membership makes you a better traveler. Other community members will gladly share their handy photography tips with you or let you know which nice restaurant you should go to on your next city trip!

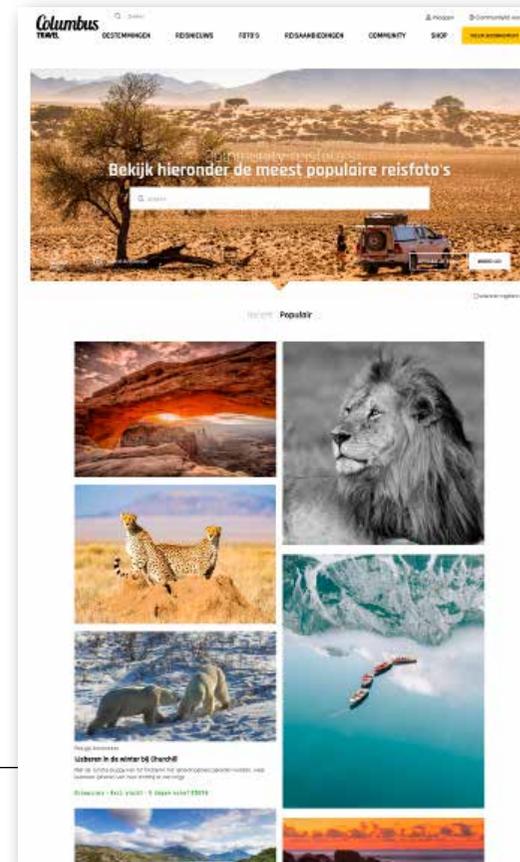


AN ONLINE SHOWROOM FOR THE BEST TRIPS

Scroll through the best travel pictures by the Columbus Travel Community to get inspiration for your next trip. Advertising partners can publish **advertisements or sponsored articles in between the photos that respond directly to the travel needs of their target audience**

HIGH ENGAGEMENT

Above all, our community members want to learn from one another, which translates into high online engagement. **If you publish a new photo, you will get constructive feedback in no time!**



GAIN ACCESS TO THE **LARGEST ONLINE TRAVEL COMMUNITY OF THE NETHERLANDS**

Columbus TRAVEL | OUR WEBSITE

WEBPAGES ABOUT TRAVEL DESTINATIONS

Travelers use columbustravel.nl to get 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!

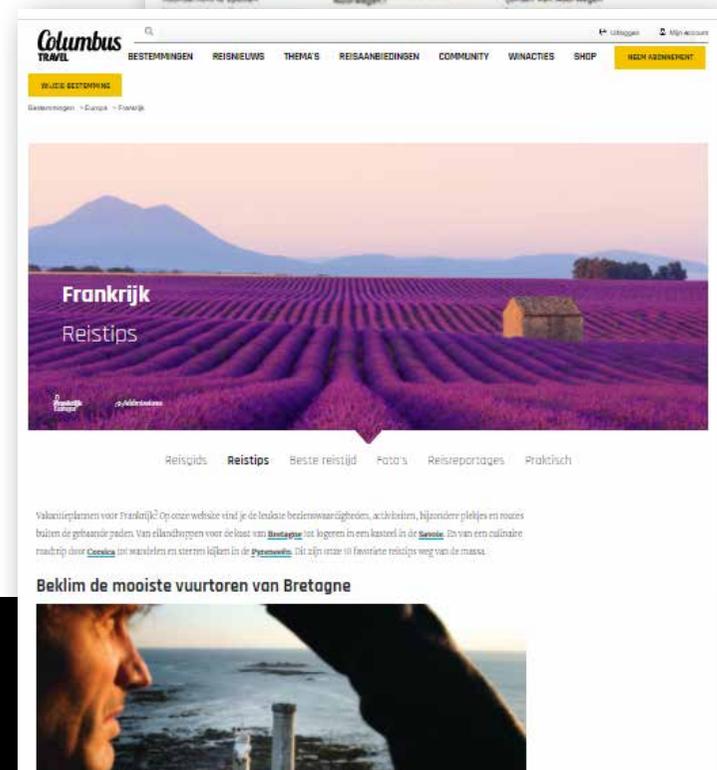
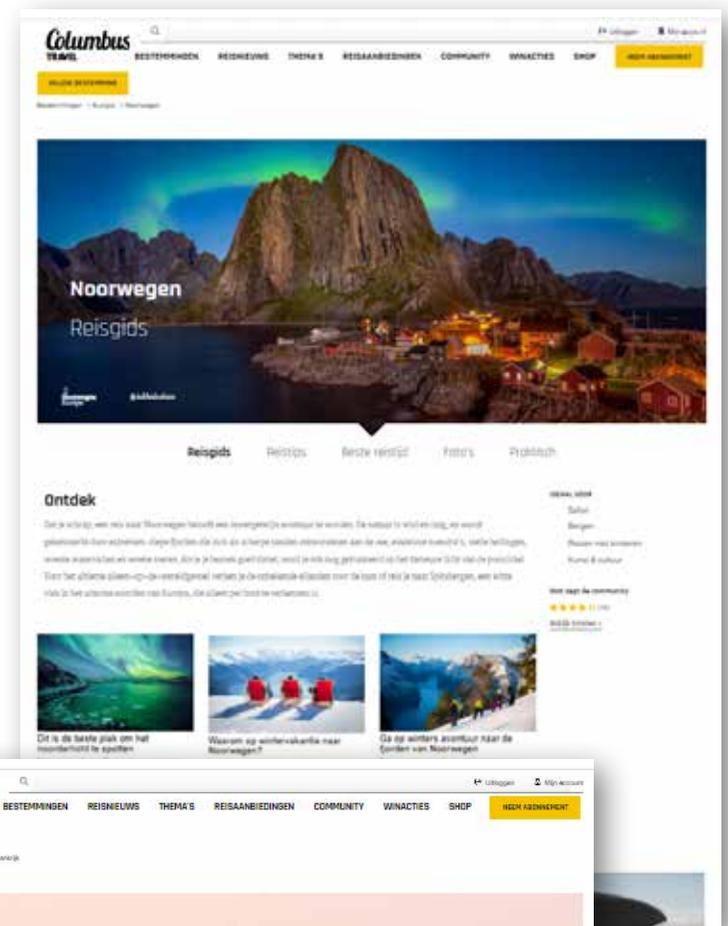
As an advertiser you can reach your target group in several ways:

SPONSORED ARTICLES (BRANDED CONTENT)

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

TRAVEL OFFERS

Publish **specific travel offers, tailor-made for the destination of your choice**. These offers lead directly to your own website and can be refreshed regularly to reflect new rates and trends.



Columbus TRAVEL | OUR WEBSITE

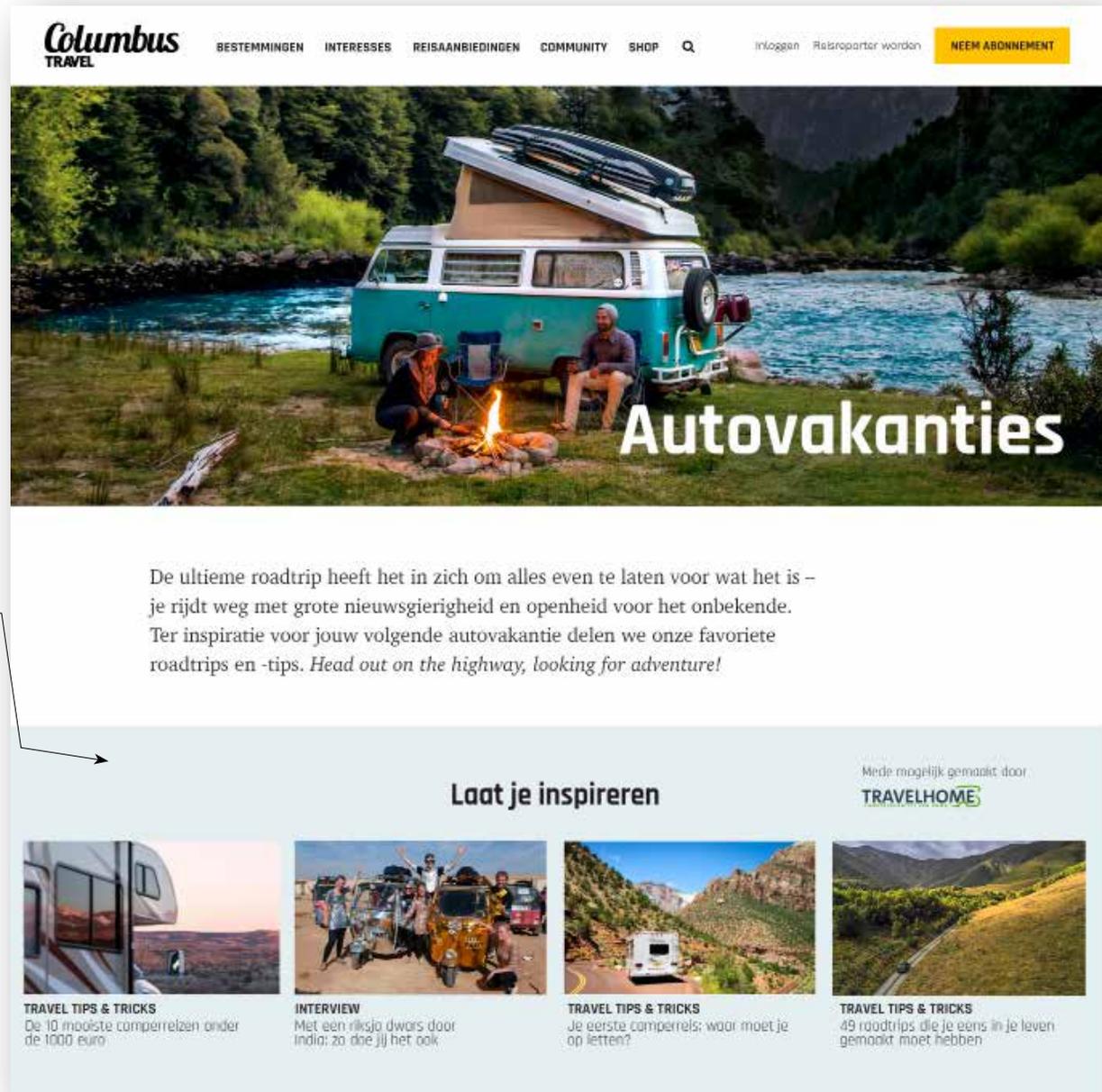
WEBPAGES ABOUT TRAVEL TOPICS

Travelers use columbustravel.nl for inspiration for their next off-the-beaten-track trip. They can visit **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:

SPONSORED ARTICLES

Tell your target audience what makes your services distinctive by means of articles the Columbus editors put together in collaboration with your company. For example, a blog from someone who has made a special trip that only you offer, or an interview with one of your local guides in which your USPs are clearly communicated. These articles will be placed in a prominent place at the top of the landing page and will link to pages on your own website or, if so desired, to pages on the Columbus Travel website. The **Columbus editorial team supervises the entire process** and will offer suggestions for additional messaging, for example through an article in our newsletter or print magazine.



The screenshot shows the Columbus Travel website landing page. At the top, there is a navigation bar with the Columbus Travel logo, menu items (BESTEMMINGEN, INTERESSES, REISAANBIEDINGEN, COMMUNITY, SHOP), a search icon, and user options (Inloggen, Reispartner worden, NEEM ABRONEMENT). The main hero image shows a teal and white van parked by a river with people camping around a fire. The title 'Autovakanties' is overlaid on the right. Below the hero image is a paragraph of text: 'De ultieme roadtrip heeft het in zich om alles even te laten voor wat het is – je rijdt weg met grote nieuwsgierigheid en openheid voor het onbekende. Ter inspiratie voor jouw volgende autovakantie delen we onze favoriete roadtrips en -tips. Head out on the highway, looking for adventure!'. Below this is a section titled 'Laat je inspireren' with a 'Mede mogelijk gemaakt door TRAVELHOME' logo. This section contains four article teasers: 'TRAVEL TIPS & TRICKS: De 10 mooiste camperreizen onder de 1000 euro', 'INTERVIEW: Met een riksja dwars door India: zo doe jij het ook', 'TRAVEL TIPS & TRICKS: Je eerste campereels: waar moet je op letten?', and 'TRAVEL TIPS & TRICKS: 49 roadtrips die je eens in je leven gemaakt moet hebben'.



Columbus TRAVEL | OUR NEWSLETTERS

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

EDITORIAL NEWSLETTER SUBSCRIBERS 70,000 every week

EXCLUSIVE NEWSLETTER SUBSCRIBERS 43,000



Maak je borst maar nat.
Dit zijn de mooiste zwemplekken in de Nederlandse natuur

De zon breekt steeds vaker door, de temperaturen lopen langzaam op... de zomer is in aantocht! Voor een verkoelende plons hoef je niet alleen maar naar het strand. Deze 7 natuurlijke Nederlandse meren en plassen bieden een prima alternatief!

Neem een plons



Deel jouw duurzame reisdroom
Maak kans op een weekendje Zwitserland

Wat is jouw duurzame Zwitserse reisdroom? Deel jouw wens en maak kans op een duurzaam droomweekend voor twee in de bergen van Saas-Fee, een ruggzak van Mammüt of een houten legemees van Victorinox!

Stuur je droom in



Werken vanuit het buitenland?
Waarom Thailand perfect is voor een workation

Elke dag weer je laptop openklappen is geen straf als het op een parelwit strand onder een kokospalm kan. We geven je 10 redenen waarom het Thaise eiland Phuket de ideale bestemming is voor een workation.

Pak je koffer vast in



Treed in de voetsporen van onze lezers en reporters
6 redenen waarom Kroatië bovenaan je bucketlist moet staan

Van pittoreske dorpen en uitgestrekte nationale parken tot duizenden eilandjes en een kustlijn waar je U tegen zegt: Kroatië, daar wil je naartoe. Gelooft u ons niet, geloof dan maar onze lezers en reporters: we hebben de beste Kroatië-tips van onze achterban verzameld voor stad, strand, eiland en activiteiten. Maar voordat je daarin duikt, geven we je alvast zes redenen waarom Kroatië bovenaan je bucketlist dient te pronken!

Waarom je naar Kroatië wilt



De beste tips voor eilandlovers
Zo haal jij het maximale uit de eilanden

Kroatië is een waar eilandparadijs: voor de kust liggen meer dan duizend eilanden waarvan maar een fractie bewoond is.



Ontdek deze verborgen parels
Dit zijn de 7 mooiste stranden van Kroatië

De Kroatische kustlijn is maar liefst 1.800 kilometer lang en ligt vol met idyllische stranden, maar je moet wel weten waar je

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

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

Columbus TRAVEL | OUR SOCIAL MEDIA & MULTIMEDIA

FACEBOOK & INSTAGRAM

We offer our advertising partners the opportunity to use **sponsored articles (branded content)** on our social media. We can also devise and deploy **complete campaigns**, in combination with promotional items on our website and in our print magazine.

PODCASTS

We offer commercial partners the opportunity to include commercials in the monthly Goede Reispodcast, the premier travel podcast in the Netherlands and a collaboration between Columbus Travel and BNR Nieuwsradio. It is also possible to commission stand-alone podcasts about one specific destination or dedicated theme, as part of a larger multimedia campaign. These podcasts are recorded by the Columbus editors on location or in the studio.

FACEBOOK

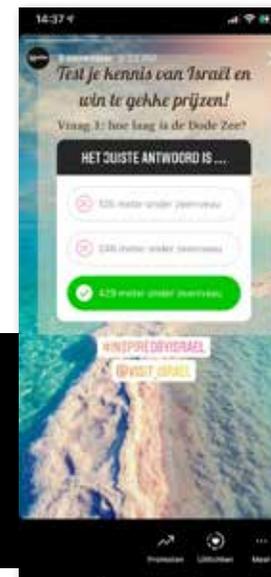
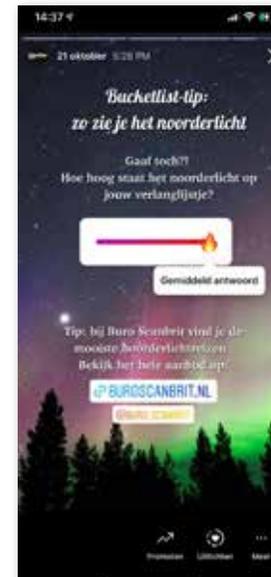
fans 25,000

INSTAGRAM

followers 15,500

Interact with your target audience

The Columbus editorial team uses social media and podcasts as interactive elements of extensive 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, while podcasts give the features in our print magazine and the articles on our website an added dimension.



Columbus TRAVEL | OUR CUSTOM CONTENT & SERVICES

CUSTOM CONTENT

Columbus has **15 years of hands-on experience in designing, implementing and measuring campaigns and products for advertising partners.** You can **opt for stand-alone products** for your own customers or target group, or **combine them with ads on our website and social media and in our print magazine.** Just last year, we put together brochures about specific travel destinations and e-zines with video content as a promotional gift. Our editors supervise the entire process and always think out-of-the-box. As a customer you can also use **the full product range of New Skool Media**, the parent company of Columbus Travel. As the second publisher in the Netherlands, New Skool Media has an unrivaled niche market reach with 18 special-interest magazines.

INSERTS & 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 of our regular editions, or a **special supplement or section** in one of those editions.

E-BOOKS & E-ZINES

Our editors 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 magazine about the highlights of Canada

As part of a commission by Dutch tour operator by NBBS Reizen, we made an online magazine about the most beautiful travel destinations in Canada. NBBS sent this ezine to its customer base as a gift.



Print insert featuring travel tips for the autumn and winter

This 48-page mini guide filled with travel inspiration for the autumn and winter of 2021 was shipped with eight magazines owned by New Skool Media, our parent company. Total circulation: 100,000 copies.



Columbus TRAVEL | OUR CUSTOM CONTENT & SERVICES

ONLINE QUIZZES

Columbus can use its own extensive image database and story archive - or build on your own material - to create engaging online quiz formats. The value of a quiz is manifold:

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

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

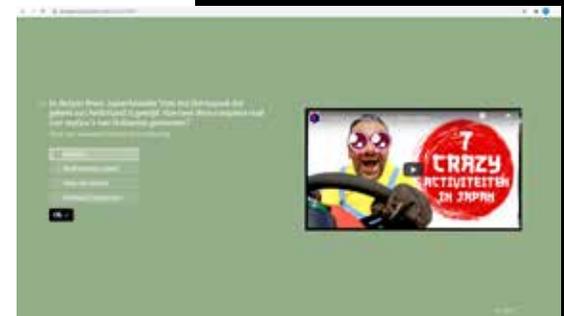
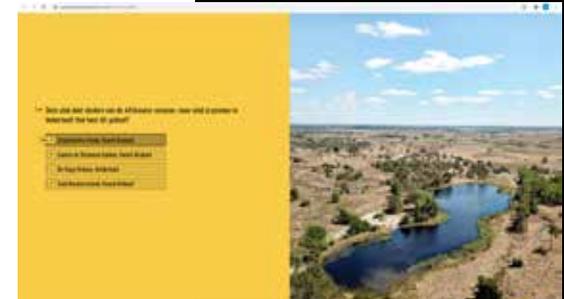
Lead generation Add questions to collect user contact and profile information you can use for follow-up communication and business transactions

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. 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.

A few examples of our quizzes

During the corona crisis, many avid travelers miss exploring far-away places. To help raise awareness about the many wonderful travel destinations right on their doorstep, we created a photo quiz inviting people to identify European locations and attractions with an uncanny resemblance to more exotic destinations. This quiz was accompanied by a photo competition, which allowed travelers to share photos of European travel experiences that have doppelgängers somewhere else in the world.

To promote the new season of *Reizen Waes*, a popular travel show in Belgium and the Netherlands, we created an online quiz about destinations featured in the show. To make the quiz even more dynamic, we added videos participants had to view to find the right answer to a particular question. Videos can also be added as a background to create a wholly immersive experience.



Columbus TRAVEL | OUR RATES & FORMATS

PRINT ADVERTISING

All rates excluding taxes.

1 x 1/1 page	€ 5,031
2 x 1/1 page	€ 4,368
4 x 1/1 page	€ 3,970
1 x 2/1 page	€ 9,408
Insert	Upon request
Cover pass (full circulation)	€ 5,296

PRINT AD SPECIFICATIONS

Width x height, excluding 3 mm bleed

Full page 1/1	210 x 285 mm
Full page 2/1	420 x 285 mm

You will receive detailed print specifications by e-mail.

CUSTOM CONTENT

Custom content campaign	Upon request
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ONLINE ADVERTISING

Ad on homepage	From € 1,200 per week
Overlay	€ 1,995 per week
Branded content destination page	Upon request (per destination)
Sponsored destination page	€ 1,200 (per country, per month)
Branded content topic page	Upon request (per topic)
Travel offer page	€ 1,500 per year, max 3 travel offers

NEWSLETTERS

Newsletter advertorial	€ 1,750
Exclusive/dedicated newsletter	€ 5,495

SOCIAL & MULTIMEDIA

Facebook post	€ 750
Instagram post or Story	€ 750
Social media campaign	Upon request

Online production costs*

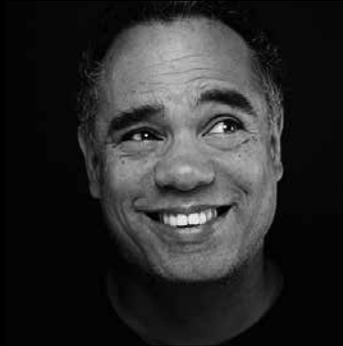
Newsletter advertorial	€ 175
Facebook post	€ 225
Instagram post or Story	€ 225
Branded content article on website	€ 550
Exclusive/dedicated newsletter	€ 525

*Based on 2 correction rounds (no discount applied)

Issue	Publication date	Deadline for advertisements	Deadline for advertorials
107 - Popular European destinations	04-03-2022	10-02-2022	27-01-2022
108 - Female travel heroes	15-04-2022	24-03-2022	10-03-2022
Special edition - In Eigen Land summer issue	17-05-2022	21-04-2022	14-04-2022
109 - The unknown interior	27-05-2022	06-05-2022	21-04-2022
110/111 - Greatest journeys of discovery	01-07-2022	09-06-2022	26-05-2022
112 - Into the mountains	05-08-2022	14-07-2022	30-06-2022
Special edition - In Eigen Land fall issue	13-09-2022	18-08-2022	11-08-2022
113 - Cultural travel	16-09-2022	25-08-2022	11-08-2022
114 - Roadtrips	28-10-2022	06-10-2022	22-09-2022
115 - Best winter sun holidays	09-12-2022	17-11-2022	03-11-2022

Columbus TRAVEL

LET'S TALK!



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COLUMBUSTRAVEL.NL/ADVERTEREN