

Columbus
TRAVEL

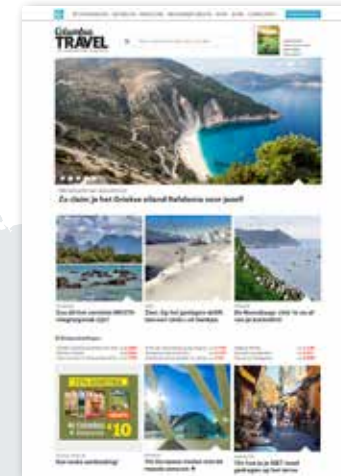
MEDIA KIT



COLUMBUS MAGAZINE

COLUMBUSTRAVEL.NL

COLUMBUS SPECIAL EDITIONS



Columbus **TRAVEL** **STUFF WE MAKE**

COLUMBUS NEWSLETTER

COLUMBUS BOOKS



 COLUMBUS FACEBOOK

 COLUMBUS INSTAGRAM

 COLUMBUS YOUTUBE





Columbus **TRAVEL | IN A NUTSHELL**

OUR READERS

Our readers are passionate about off-the-beaten-path travel, both close to home and on the other side of the world. For them, travel is not all about consumption, but about special, authentic experiences. They are frequent travelers: 80 per cent of our readership goes on a European trip at least twice a year, and 48 per cent goes on at least one trip to a non-European destination per year.

The average age of our readers is 46 years

27 per cent = aged 18-35 | 34 per cent = aged 36-50 | 34 per cent = aged 51-65

We have both male and female readers 43 per cent of our readership is male, and 57 per cent is female

Our readers are highly educated 70 per cent has a college degree or higher

Our readers have money to spend 69 per cent earns an above-average salary, and 33% earns more than double the national average salary

COLUMBUS MAGAZINE

Frequency 9 issues per year

Number of pages 148

Circulation 29,000 copies

Number of subscribers 20,000

Newsstand price € 6,25 | **Annual subscription fee** € 49,99

Reach per edition 180,000 passionate travelers / each issue is read by 4 people on average

COLUMBUSTRAVEL.NL

Pageviews per month 825,000

Unique visitors per month 300,000

Online community 43,000 community members, with over 500,000 travel photos and stories

COLUMBUS NEWSLETTER

Subscription base 85,000

f COLUMBUS FACEBOOK

Fans 23,500

@ COLUMBUS INSTAGRAM

Followers 6,000

▶ COLUMBUS YOUTUBE

Columbus TRAVEL | CREATING CONTENT TOGETHER

MAGAZINE ADVERTORIALS

In collaboration with travel agencies, tourism boards, airlines and other travel industry companies, we produce inspiring, customized content about travel destinations, services and offers.

Pictured: a feature article offering tips for roadtrips in England, commissioned by ferry company DFDS.



Columbus TRAVEL | CREATING CONTENT TOGETHER

MAGAZINE SPECIALS

In collaboration with travel agencies, tourism boards, airlines and other travel industry companies, we regularly produce special print editions about specific travel destinations and themes. These may be published as stand-alone products or as part of regular Columbus issues, with or without their own cover (a so-called reverse cover, i.e. the back cover of a regular Columbus issue). Pictured: a 98-page print special about South Africa with a reverse cover, commissioned by South African Tourism.



Columbus TRAVEL | CREATING CONTENT TOGETHER

ONLINE BRANDED CONTENT

In collaboration with travel agencies, tourism boards, airlines and other travel industry companies, we produce branded content: an attractive, informative combination of text and images about a travel destination or service. Branded content may be published on the website of the advertising partner and/or on columbustravel.nl

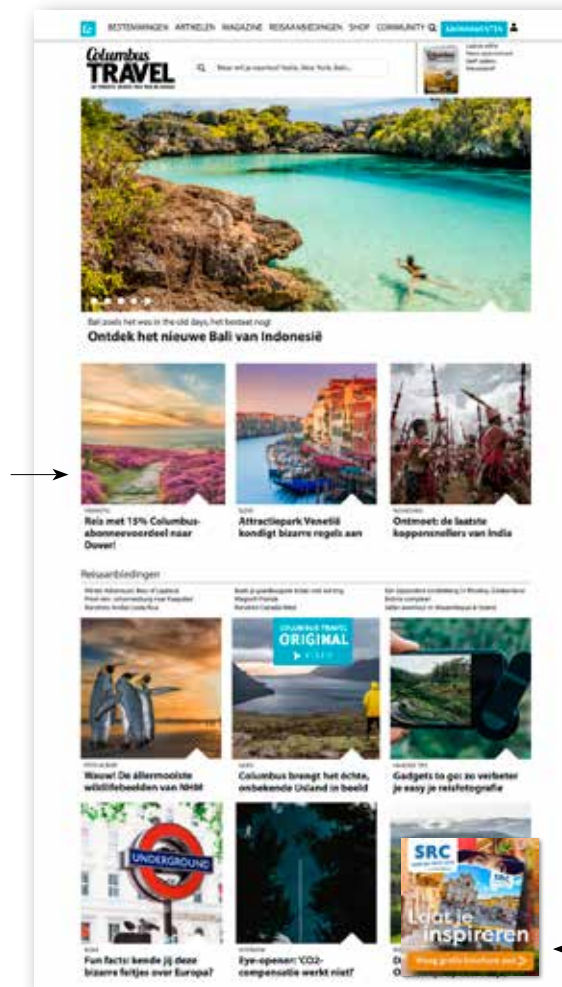


Pictured: on columbustravel.nl/
marokko – our website's landing
page about travel destination
Morocco – three *branded*
content articles link to relevant
pages on the website of travel
company OutSight Travel.

Columbus TRAVEL | CREATING CONTENT TOGETHER

ADS ON OUR HOMEPAGE

We offer our content partners a wide range of options to advertise their products and services on our homepage. Pictured: a 'special homepage' (a content item that links to an article elsewhere on our website) and an overlay (a pop-up ad that links to the website of a content partner).

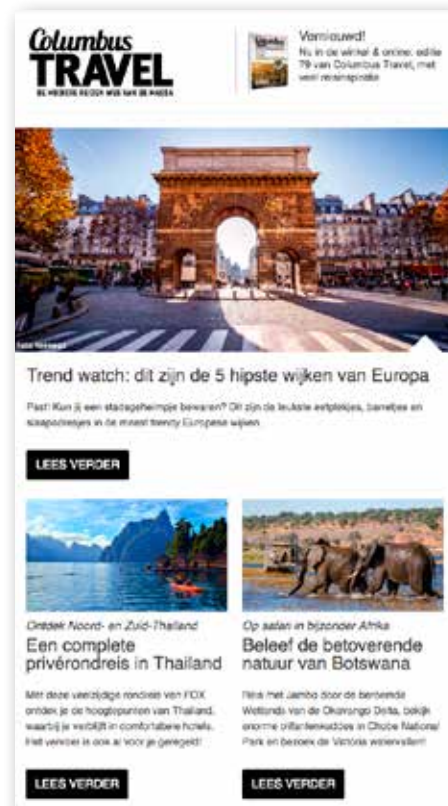


A 'special homepage' commissioned by ferry company DFDS (top left) and an overlay commissioned by travel company SRC Reizen (bottom right)

Columbus TRAVEL | CREATING CONTENT TOGETHER

NEWSLETTER

We offer our content partners a wide range of options to advertise in our regular weekly newsletters and/or to produce newsletters dedicated completely to their products and services.



Regular editorial newsletter with ads



Dedicated newsletter for a content partner

Columbus **TRAVEL** | **CREATING CONTENT TOGETHER**

SOCIAL MEDIA POSTS

We offer our content partners a wide range of options to post branded content or native ads on our social media. We also have ample experience creating social media campaigns, which may or may not be combined with promotional content on our website and in our print magazine.



Columbus **TRAVEL** | **RATES + FORMATS**

PRINT MAGAZINE ADS

Stand-alone rate, excluding tax

1 x 1/1 page	€ 3,795
2 x 1/1 page	€ 3,295
4 x 1/1 page	€ 2,995
1 x 2/1 page	€ 6,595
Graphic design fee	€ 350
Inserts	Upon request

You will receive print specifications for all advertisements and advertorials by e-mail.

PRINT SPECS

Width x height, excl. 3 mm bleed

Full page 1/1	230 x 300 mm
Full page 2/1	460 x 300 mm

ONLINE ADS

Overlay	€ 1,995 per week
Special homepage	€ 1,250 per week
Special run-of-site	€ 1,500 per week with direct external link to a special
Travel offer on homepage (1 line)	€ 300 per week
Travel offer homepage with photo	€ 800 per week
Travel offer page	€ 1,500 per year, max 3 travel offers
Country sponsorship exclusive	€ 1,000 per country, per month, max 1 country
Country sponsorship not exclusive	€ 600 per country, per month
Theme sponsorship	€ 2,500 per year
Banners	MPU medium rectangle € 25 CPM, costs per 1,000 impressions
Advertorial in regular newsletter	€ 1,250
Dedicated newsletter	€ 5,495
Facebook or Instagram post	€ 750
Branded content	Upon request
Video productions	Upon request

Columbus **TRAVEL | PLANNING**



Issue	Publication date	Advertisement deadline	Advertorial deadline
# 81 - Nature and wildlife	15-05-2019	18-04-2019	11-04-2019
# 82 - Spanish-speaking world	03-07-2019	06-06-2019	29-05-2019
# 83 - Travel discoveries	21-08-2019	25-07-2019	18-07-2019
# 84 - Sustainable travel	11-09-2019	15-08-2019	08-08-2019
# 85 - Travel mysteries	02-10-2019	05-09-2019	29-08-2019
# 86 - Sun and snow trips	20-11-2019	24-10-2019	17-10-2019

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CONTACT



COLUMBUSTRAVEL.NL

Please contact sales for more information and sales opportunities:
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