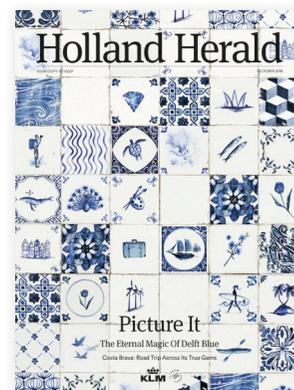
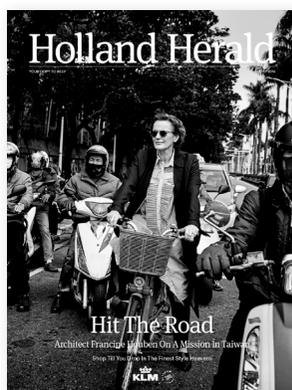
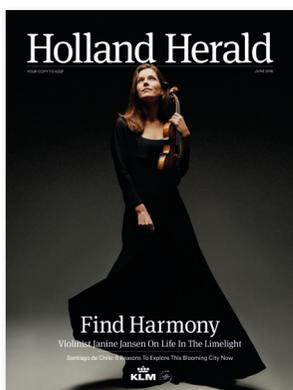
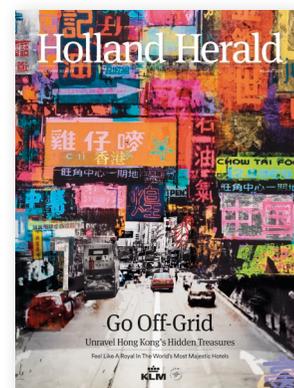
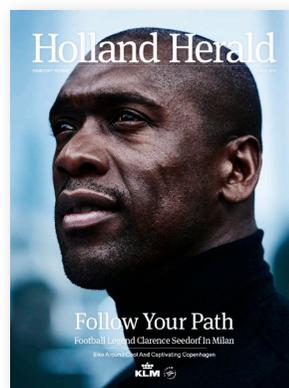
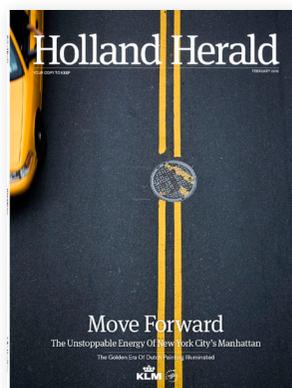
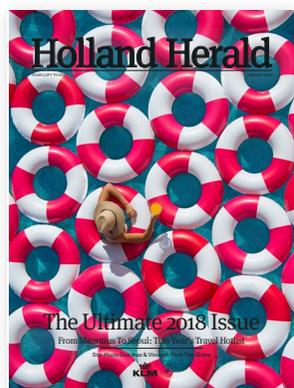
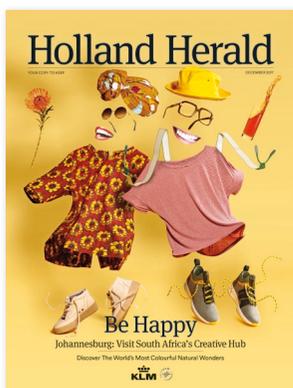
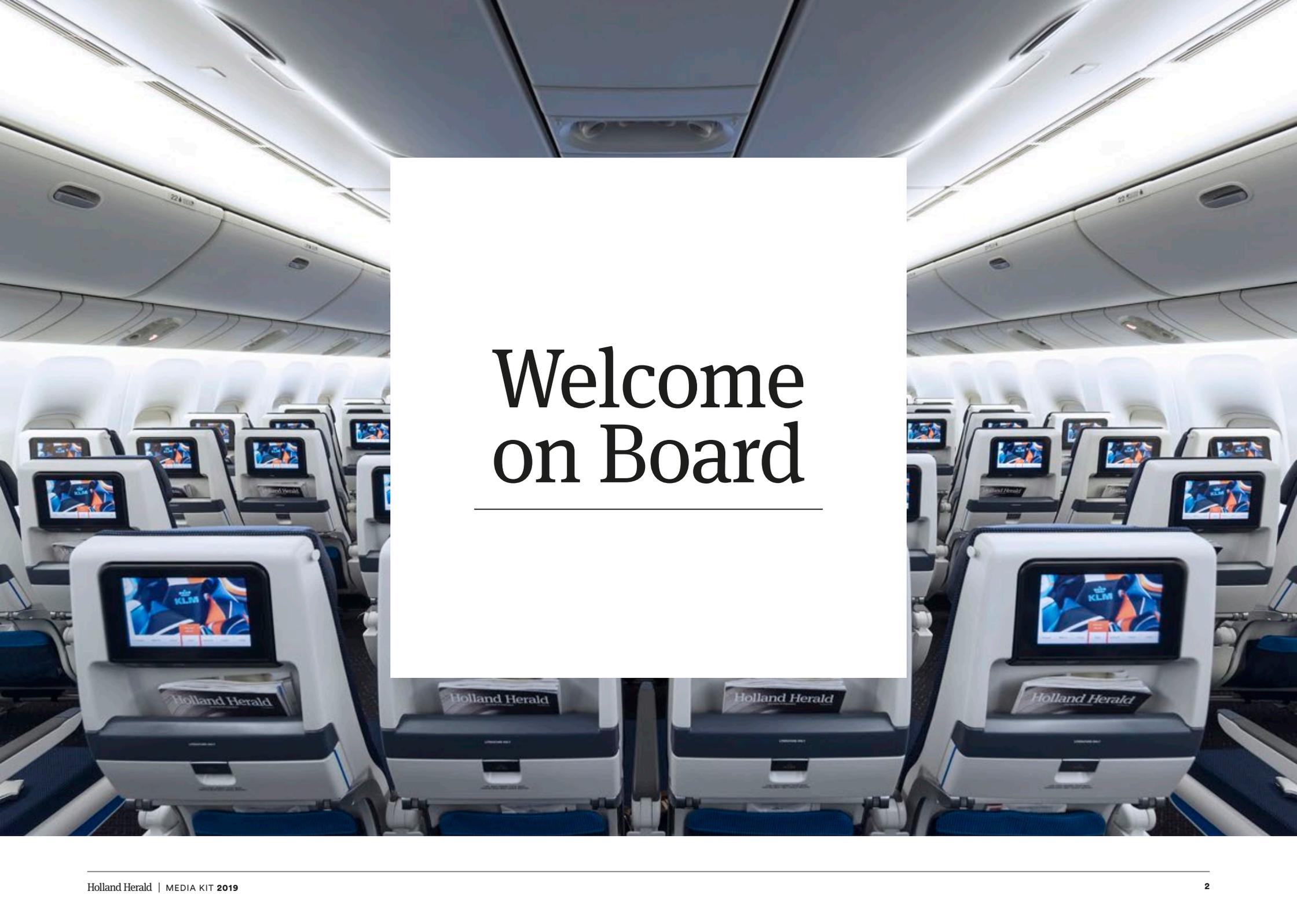




Holland Herald

MEDIA KIT 2019



A wide-angle photograph of an airplane cabin interior, showing rows of seats with entertainment screens and 'Holland Herald' magazines. The text 'Welcome on Board' is centered in a white box over the image.

Welcome on Board

About

At KLM, we believe that we can make a difference by creating memorable experiences for our customers. This is in our DNA. KLM's genuine attention to our customers makes them feel recognised, at ease, comfortable and touched.



Founded in 1919

KLM is the *oldest airline* in the world.



34.5 million

passengers fly KLM annually
(*an increase of 5% compared to 2017*).



Leading airline

KLM is the biggest European airline flying to *Asia, North America* and the *Middle East*.



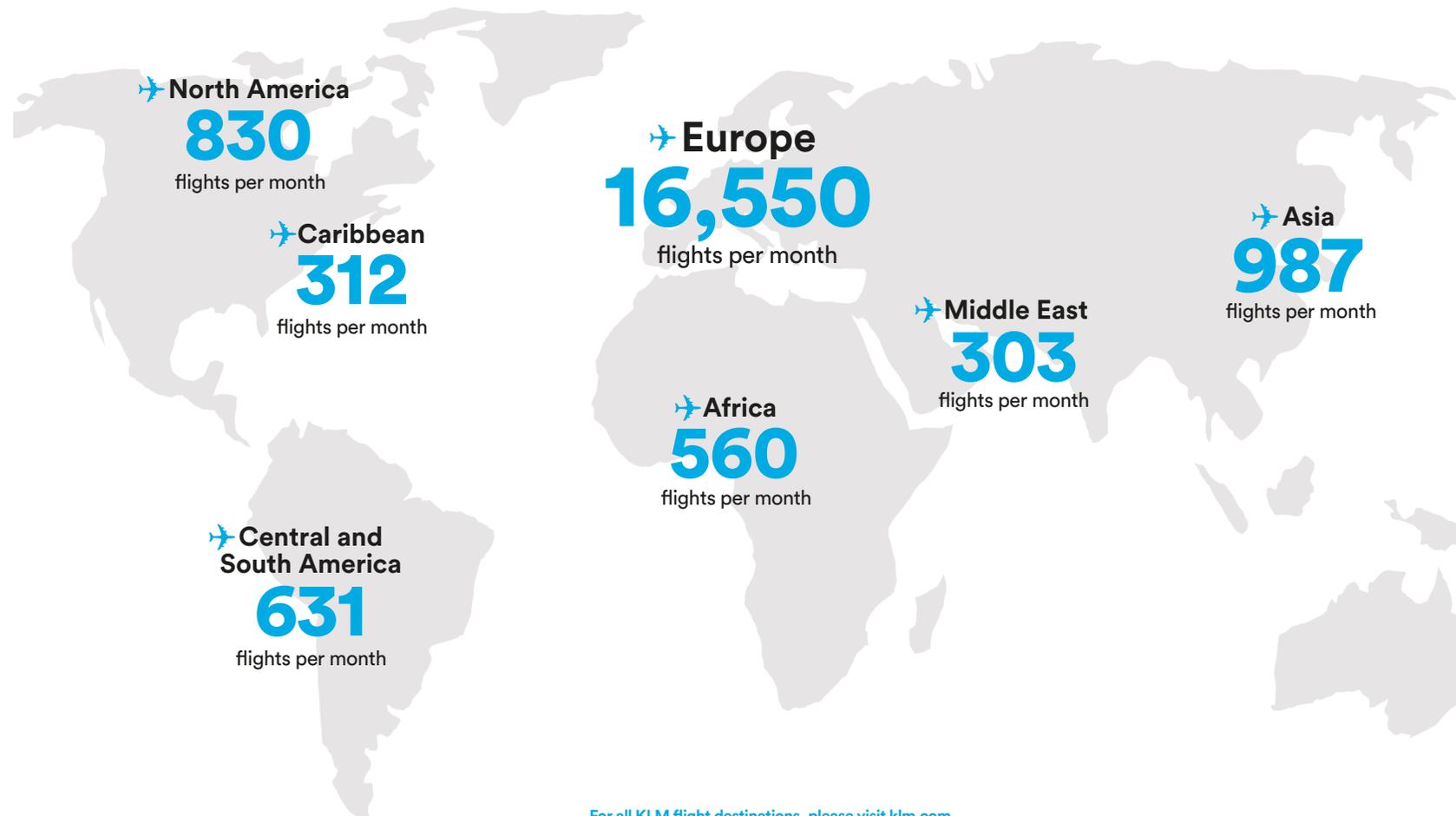
Brand alignment

KLM and Holland Herald are globally-respected, *award-winning** brands.

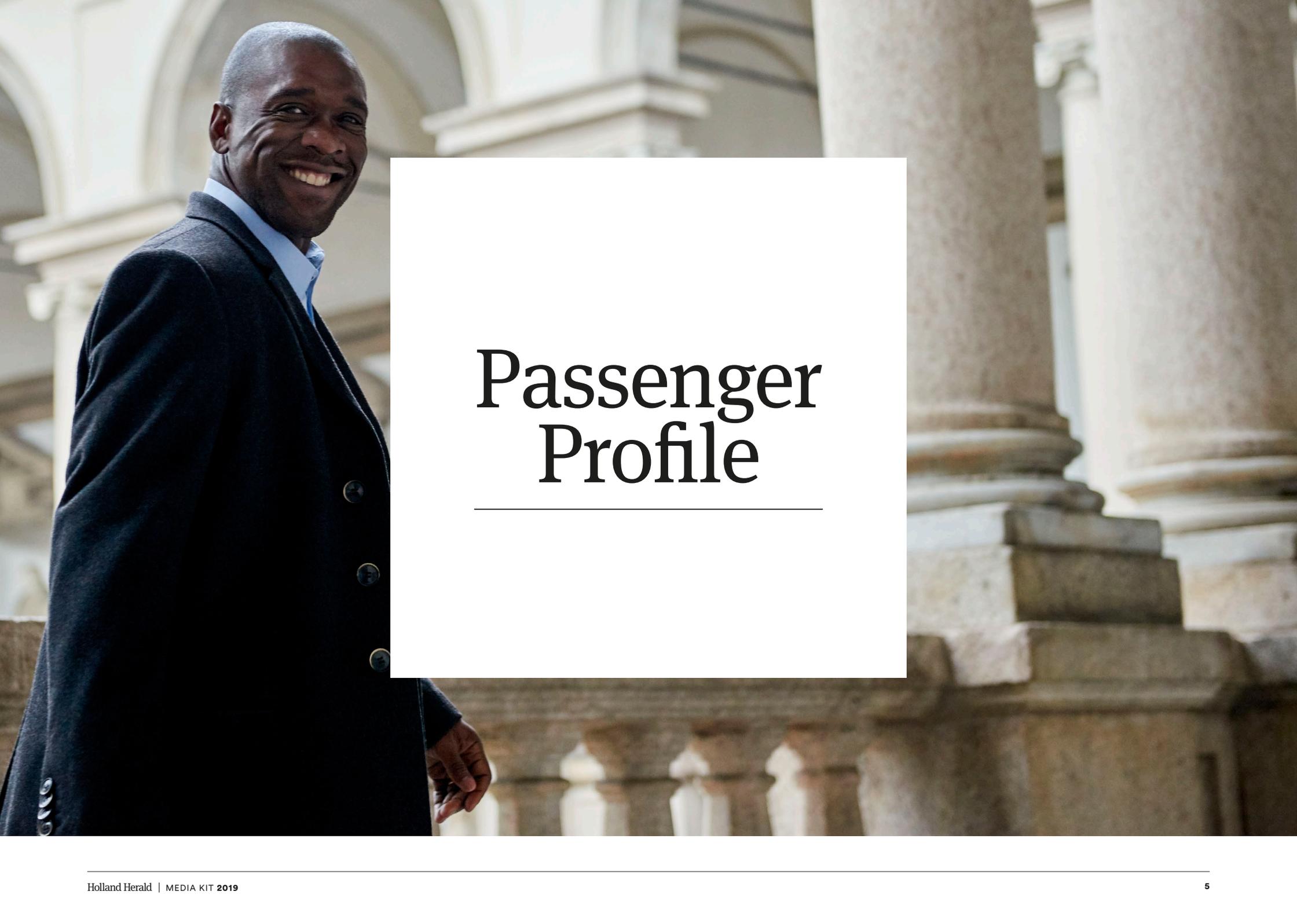
*2017: Winner World Travel Awards, 6 Webby Awards, the Grand Spin Award, Grand Prix Content Marketing Award.
KLM was named the most sustainable airline in the world 12 years in a row (Dow Jones Sustainability Index (DJSI)) and safest and most punctual airline of Europe.

Destinations

KLM flies to 160 destinations in 72 countries, with a partner network that reaches every corner of the world. KLM flies to more destinations in Greater China than any other European airline: we operate 67 flights per week to 7 destinations.



For all KLM flight destinations, please visit [klm.com](https://www.klm.com).



Passenger Profile

Passenger Profile

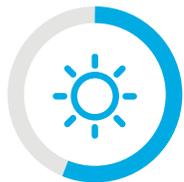
KLM passengers are up-market business and leisure travellers. They are innovative and always on the move.



55%
of KLM passengers are *men*.



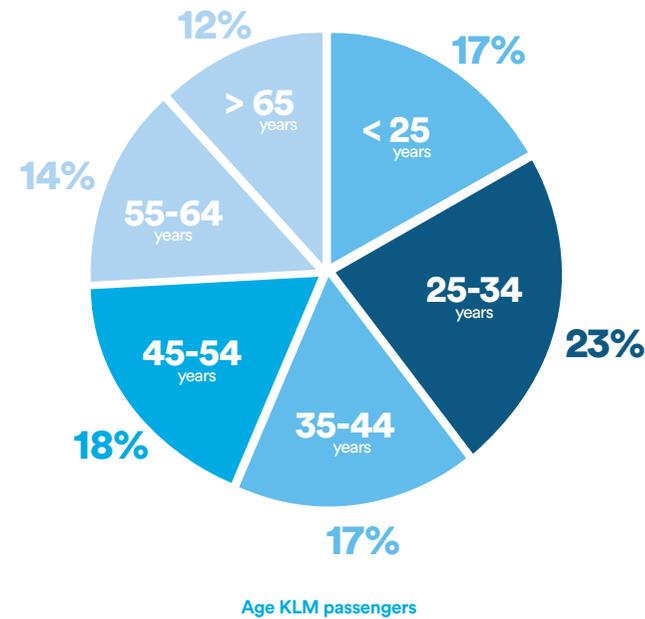
45%
of KLM passengers are *women*.



57%
are *Leisure* passengers.



43%
are *Business* passengers.



Nationality KLM	%	Passengers per year
Dutch	26%	8,970,000
Europe	37%	12,765,000
Intercontinental	37%	12,765,000
Total	100%	34,500,000

15%

of KLM passengers stay in *5-star hotels* per month.

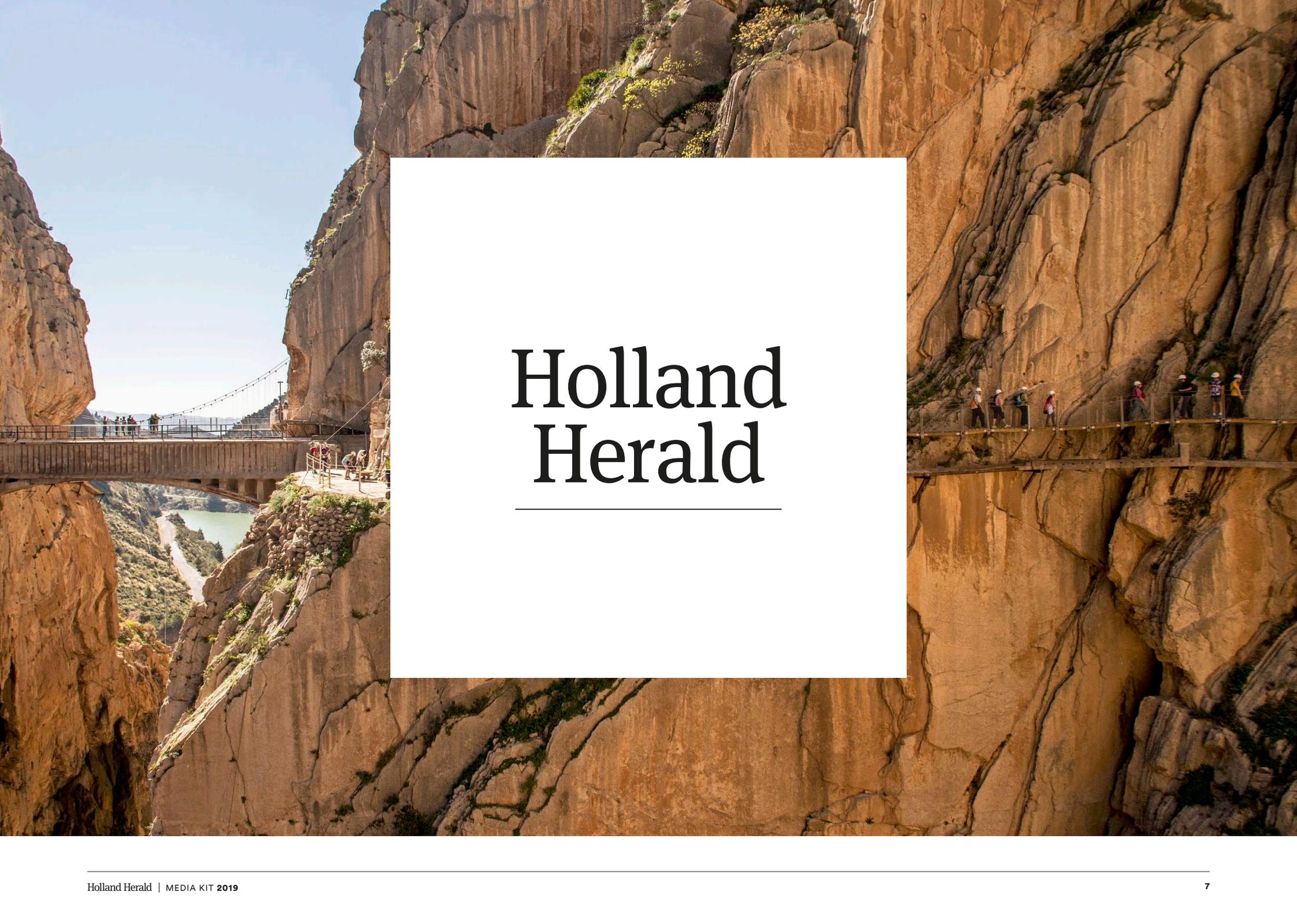
84%

have an ABC1 income, high consumption power and are *above-average* spenders.

€ 2,130

is the average amount that KLM passengers spend *per trip*.

Source: KLM Annual Research.



Holland Herald

Holland Herald, Award-Winning Magazine!

Holland Herald offers a sophisticated mix of lifestyle, travel, fashion, technology, business, and in-depth features. You'll reach a 'captive audience' free from phone, text and e-mail distraction. Plus: people are more likely to buy brands advertised in international media.



94%

of passengers read *Holland Herald*.



91%

of passengers are interested in
(new) product information.



88%

prefer a *printed magazine*
instead of digital reading.



70%

recalls advertisements.



20min

is the *average reading time*
of Holland Herald.



To be found *in every seat*
pocket on board and in
the KLM Crown Lounges.

Source: Reader Survey Holland Herald Q4 2016.

Rates and Specs

TECHNICAL SPECS (width x height)

Size magazine: 200 × 260mm + 3mm bleed

Printing process: offset rotation

Material: Certified PDF MagazineAds_1V4

Double-page spread 2 × 1/1 page

Single page 200 × 260mm

At least 3mm bleed allround. Files should be accompanied with a colour proof. When no colour proof is provided, we hold no responsibility for possible deviations. Please add crop marks to the document.

ADVERTISING RATES

Single page € 18,500

Double-page spread € 36,000

Inside back cover € 22,200

Outside back cover € 25,900

Inside front cover spread € 42,500

Surcharge prime positioning: 15% on gross rate.
Advertorial-production costs per page: € 1,500.

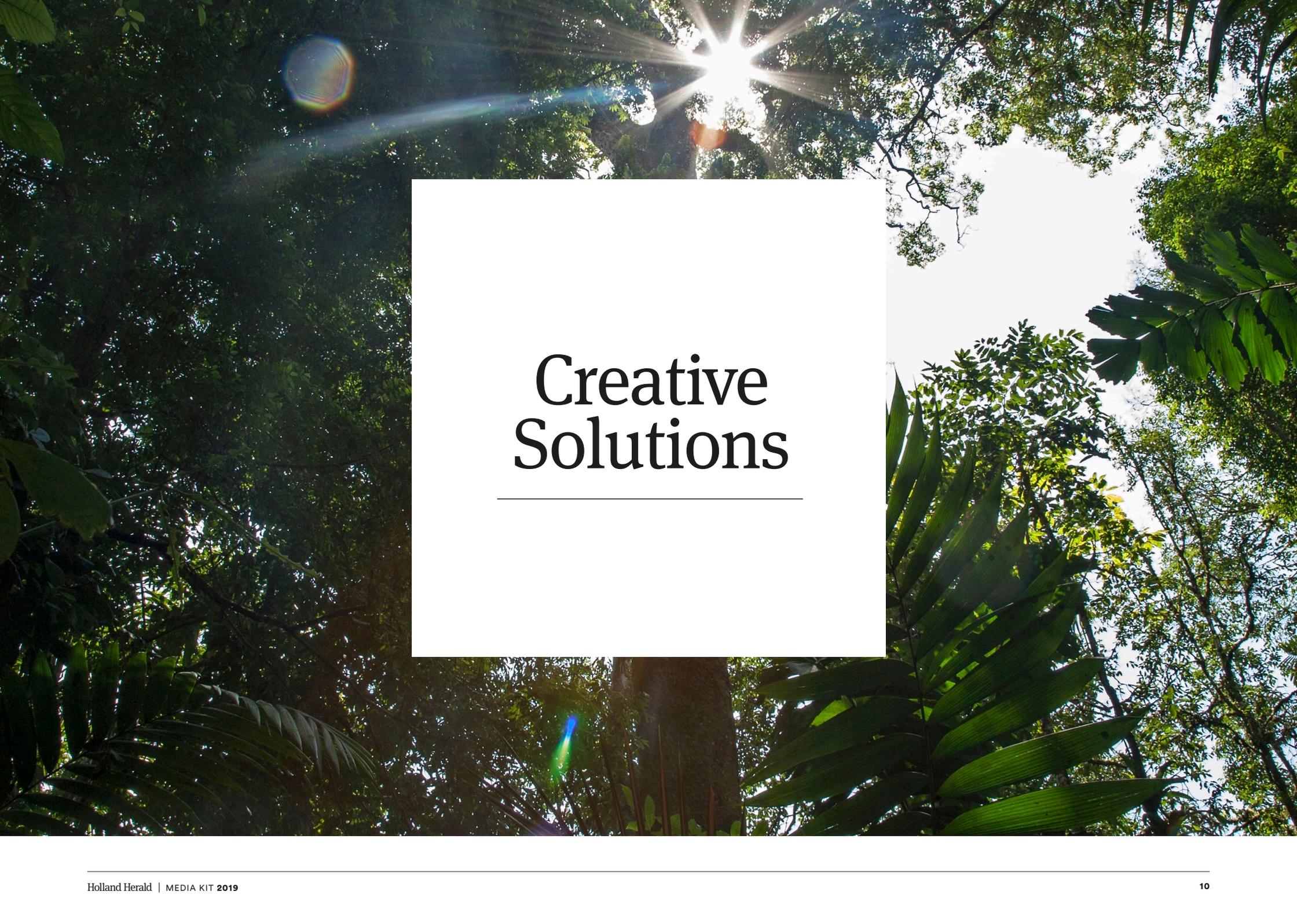
CREATIVE SOLUTION RATES

Business Lunch (limited availability) € 54,000

Theme-based production, per page € 20,000

Final approval lies with the editorial team.
Please notice creative solutions require a 2-month-lead time prior to each issue date.





Creative Solutions

PROMOTION




Explore at Amsterdam Airport Schiphol

GADGETS ON THE GO





Amazon Kindle Paperwhite

After the stressful period of packing, travelling to the airport and going through passport control, you will now enter the wonderful world of Schiphol. Start well prepared for your future experiences with our selection of travel enhancing gadgets.

The Sony MDR-1000X NC is an award-winning noise cancelling headphone that blocks all surrounding noises, so you can enjoy your music free of distractions. Rather step inside the amazing world of virtual reality? Put on

these VR glasses while waiting for your flight and start your virtual adventure.

Picture-perfect
Take pictures and directly share them with your family and friends with the Fuji Instax camera. Now with a free case and free film roll. Another fun way of passing the time is by playing over 220 nostalgic arcade games wherever you go with the Dreamgear. And if you're always struggling with the choice of books to bring, the Amazon Kindle Paperwhite allows you to carry thousands of books with you digitally whenever you go.

Special Offers
If you're interested in an easy discount, make sure you get your See Buy Fly voucher online at www.seebuyfly.nl. With this voucher, you receive an instant €5 discount on your purchases. There are also plenty of Special Offers, so watch out for those. It's an easy way of great shopping!

Want to see more gadgets and Special Offers? Check www.seebuyfly.nl



Custom-Made Advertorials

Would you like to have an advertorial made by our *creative writers and designers*? Please let us know!

Rate: starting from € 20,000
(limited availability)

PROMOTION



SICILY

the sublime island

Discover historical sites, splendid beaches, and delight in the delicious of the island coast in the Sicilian region seas.

The island of Sicily, from the ancient Greek island of the Phoenicians to the Roman Empire, has a rich history. The island is a treasure trove of history, with a wealth of archaeological sites and a vibrant culture. The island is a must-visit for anyone looking for a unique travel experience.

Archaeological Heritage
Sicily is a treasure trove of archaeological sites, from the ancient Greek temples to the Roman ruins. The island is a must-visit for anyone looking for a unique travel experience.

Historical Sites
The island is a treasure trove of historical sites, from the ancient Greek temples to the Roman ruins. The island is a must-visit for anyone looking for a unique travel experience.

Beaches
The island is a treasure trove of beautiful beaches, from the crystal clear waters to the golden sand. The island is a must-visit for anyone looking for a unique travel experience.

Wine
The island is a treasure trove of wine, from the ancient Greek vineyards to the modern wineries. The island is a must-visit for anyone looking for a unique travel experience.





The Museo del Sale
The Museo del Sale is a unique museum that tells the story of salt in Sicily. The museum is a must-visit for anyone looking for a unique travel experience.

Tourist Promotion

Show and tell why *your city, region or country* is a must-visit for KLM passengers. From a one-page promotion to an extensive travel report: there are numerous possibilities for your preferred feature.

Rate: starting from € 39,000
(limited availability)

Production Schedule

Issue 2019	Deadline reservations	Deadline material	Deadline (advertorial)
JANUARY	23 November 2018	30 November 2018	12 November 2018
FEBRUARY	31 December 2018	7 January 2019	17 December 2018
MARCH	28 January 2019	4 February 2019	16 January 2019
APRIL	26 February 2019	5 March 2019	7 February 2019
MAY	28 March 2019	4 April 2019	11 March 2019
JUNE	26 April 2019	3 May 2019	8 April 2019
JULY	27 May 2019	3 June 2019	15 May 2019
AUGUST	27 June 2019	4 July 2019	10 June 2019
SEPTEMBER	29 July 2019	5 August 2019	17 July 2019
OCTOBER	26 August 2019	2 September 2019	14 August 2019
NOVEMBER	30 September 2019	7 October 2019	18 September 2019
DECEMBER	29 October 2019	5 November 2019	10 October 2019

New issues appear on the first day of the month.



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