

WELCOME ON BOARD



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.



30 MILLION

That's how many passengers fly KLM annually.



LEADING AIRLINE

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



BRAND ALIGNMENT

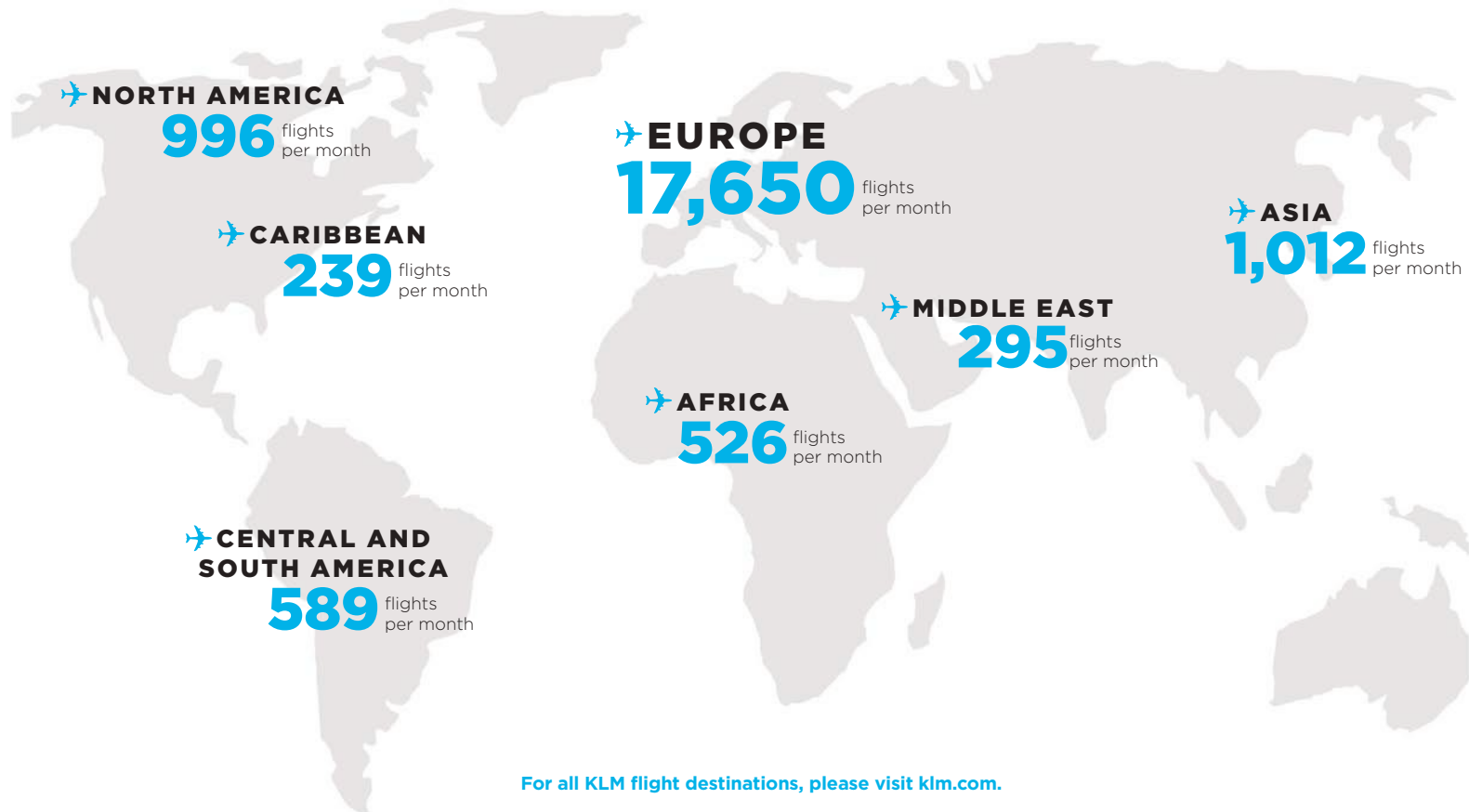
KLM and Holland Herald are globally-respected, **award-winning*** brands.

*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.

Welcome on Board

DESTINATIONS

KLM FLIES TO 162 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 8 DESTINATIONS.



For all KLM flight destinations, please visit klm.com.

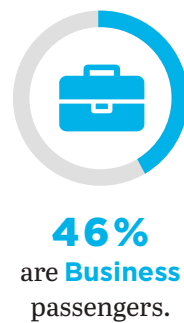
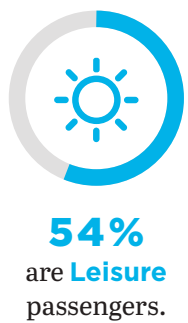
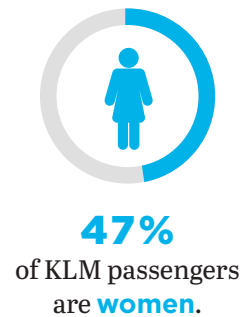
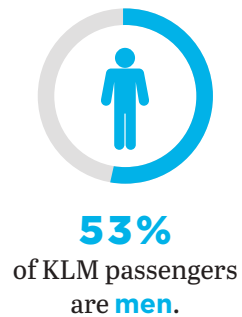
An aerial photograph of the ancient Inca city of Machu Picchu, nestled on a high mountain peak. The ruins, including stone walls, terraces, and buildings, are visible amidst lush green vegetation. The scene is dramatically lit by low-angle sunlight, creating long shadows and highlighting the textures of the stone and the surrounding landscape. Thick white clouds are scattered around the mountain, adding to the mystical atmosphere. The title 'PASSENGER PROFILE' is overlaid in large, white, sans-serif capital letters across the center of the image.

PASSENGER PROFILE

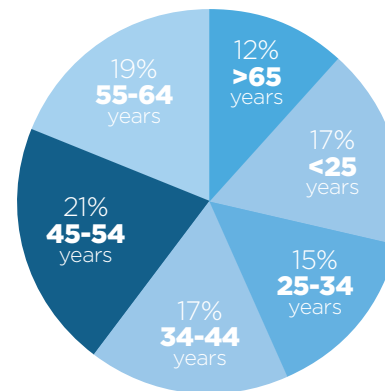
Passenger Profile

OUR READERS

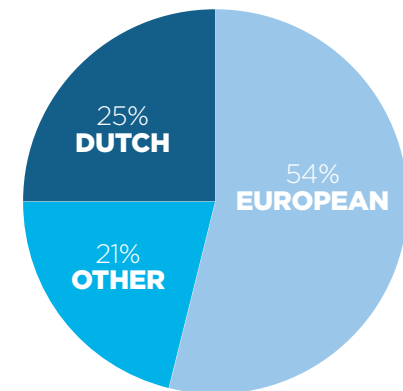
KLM PASSENGERS ARE UP-MARKET BUSINESS AND LEISURE TRAVELLERS.
THEY ARE INNOVATIVE AND ALWAYS ON THE MOVE.



AGE GROUPS



NATIONALITY



15%
of KLM passengers
stay in **5-star hotels**
per month.

€ 2,130
is the average amount
that KLM passengers
spend **per trip**.

84%
have an ABC1 income, high
consumption power and are
above-average spenders.

Source: KLM Annual Research.

A man with dark, curly hair and a serious expression is the central figure. He is wearing a white, double-breasted suit jacket over a white, ribbed, long-sleeved shirt. His right arm is raised, and his left hand is partially visible. He is standing in a modern interior space with large, curved, light-colored columns and a ceiling with geometric patterns. The lighting is warm and dramatic, highlighting the man and the architecture.

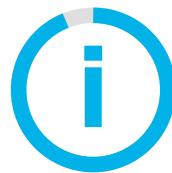
HOLLAND HERALD

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.



28 MINUTES
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 Q1 2020.

RATES AND SPECS

TECHNICAL SPECS

Size magazine:	200 x 260mm + 3mm bleed*
Printing process:	offset rotation
Material:	Certified PDF MagazineAds_1V4
Double-page spread	2 x 1/1 page
Single page	200 x 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.

* width x height

ADVERTISING RATES IN €

Single page	19.900
Double-page spread	38.900
Outside back cover	27.900
Inside front cover	24.900
Inside back cover	23.900

Surcharge prime positioning: 15% on gross rate.
Advertorial-production costs per page: € 1.600.

CREATIVE SOLUTION RATES IN €

Business Lunch (limited availability)	55.000
Theme-based production	21.500
Tourist Promotion	40.000
Custom-made Advertorial	21.500

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



CREATIVE SOLUTIONS

Creative Solutions



CUSTOM-MADE ADVERTORIALS

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

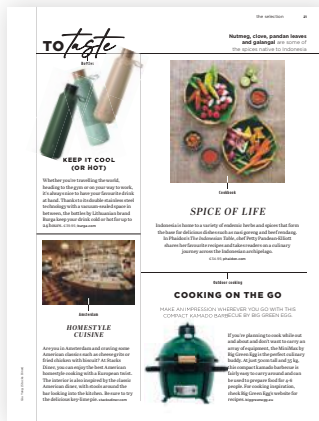
€ 21.500
(limited availability)

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.

€ 40.000
(limited availability)

Creative Solutions



THEME-BASED PRODUCTION

Theme-based supplements featuring a number of participating advertisers. Topics covered can be a wide range of entrepreneurial, regional or other themes.

€ 21.500
(limited availability)



BUSINESS LUNCH

Would you like to share your vision and ideas as a company or brand? Our monthly 3-page Business Lunch with an entrepreneur, CEO or creative leader offers the perfect platform.

€ 55.000
(limited availability)

PRODUCTION SCHEDULE

ISSUE 2024	DEADLINE RESERVATIONS	DEADLINE MATERIAL	DEADLINE ADVERTORIAL
February	5 January	8 January	On request
March	2 February	6 February	On request
April	1 Mar	4 March	On request
May	2 April	5 April	On request
June	3 May	7 May	On request
July	31 May	4 June	On request
August	5 July	8 July	On request
September	2 August	6 August	On request
October	2 September	5 September	On request
November	4 October	8 October	On request
December / January	1 November	5 November	On request

New issues appear on the first day of the month.



Contact

GET IN TOUCH



HEARST
NETHERLANDS

HEARST MAGAZINES
NETHERLANDS

Erik-Jan Sanders
+31 (0)6 24 19 18 28
erik.jan.sanders@hearst.nl