

# Holland Herald Magazine 2011

## *Editorial Plan & Schedule*



## Editorial Plan

Month/Theme	Main (pp7-9)	Secondary (pp5-7)	Touchdown 1	Touchdown 2	Touchdown 3	Touchdown 4	Touchdown 5	Touchdown 6
January/People	Istanbul, Turkey	Paris, France	Aberdeen	Gothenburg	Athens	Kuala Lumpur	Bonaire	Nairobi
February/Smart	Calgary, Canada	Bologna, Italy	Nantes	Sint Maarten	Johannesburg	Dubai	Miami	Chengdu
March/Winning	Miami, USA	Aalborg, Denmark	Rotterdam	Manchester	Muscat	Curacao	Hangzhou	Mexico City
April/Fresh	Xiamen, China	Munich, Germany	Dar Es Salaam	Lima	Aruba	Abu Dhabi	Leeds-Bradford	Dallas
May/Masters	Kilimanjaro, Tanzania	Rotterdam or Amsterdam	Bangkok	St Maarten	Aalborg	Panama City	Chengdu	Delhi
June/Colour	Madrid, Spain	Colour destinations	Glasgow	Bonaire	Xiamen	Zurich	Hannover	Houston
July/Relax	ABC Islands, Dutch Antillies	Highlands, Scotland	Singapore	Stavanger	Edinburgh	St Maarten	Shanghai	Florence
August/Explore	Toronto, Canada	Marseille, France	Bali/Denpasar	Munich	Aruba	London	Quito	Sao Paolo
September/Air	Buenos Aires, Argentina	Copenhagen, Denmark	Cape Town	Curacao	Beijing	Miami	Moscow	Manilla
October/Dutch	Texel and Islands, Netherlands	Havana, Cuba	Paramaribo	Jakarta	Mexico City	St Maarten	Liverpool	Lagos
November/Time	Manilla, Philipines	Luanda, Angola <b>NEW TBC</b>	Berlin	Kilimanjaro	St Petersburg	Hannover	TBC	TBC
December/Cool	San Francisco, USA	Kiev, Ukraine	New York	Vienna	TBC	TBC	TBC	TBC
2012: January	Sao Paulo, Brazil	Athens, Greece	TBC	TBC	TBC	TBC	TBC	TBC

Holland Herald magazine covers the entire KLM network with a focus on exceptional photography, clean design and first-rate travel journalism



## Deadline Schedule

Month/Theme	Material Deadline	Onboard Date
January/People	15/12/2011	01/01/2011
February/Smart	15/01/2011	01/02/2011
March/Winning	15/02/2010	01/03/2011
April/Fresh	15/03/2009	01/04/2011
May/Masters	15/04/2008	01/05/2011
June/Colour	15/05/2007	01/06/2011
July/Relax	15/06/2006	01/07/2011
August/Explore	15/07/2005	01/08/2011
September/Air	15/08/2004	01/09/2011
October/Dutch	15/09/2003	01/10/2011
November/Time	15/10/2002	01/11/2011
December/Cool	15/11/2001	01/12/2011
2012: January	15/12/2000	01/01/2012

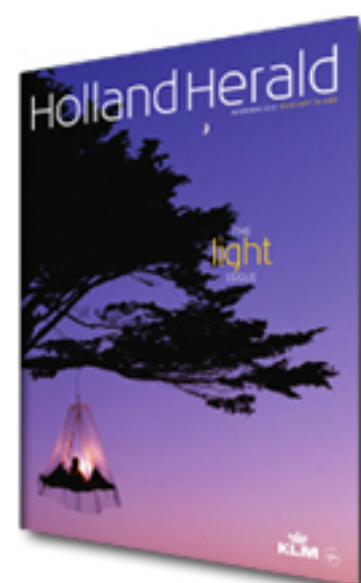


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