



Holland Herald

The Best Way to Reach
the Affluent Frequent
Business Traveller





10,500,00 AFFLUENT BUSINESS TRAVELLERS PER YEAR

JUST IMAGINE

Imagine a partnership that will allow you to reach the right prospects, who make the right decisions.

Did we mention that they are super-affluent, tech-savvy, business leaders from SME'S to blue chip?

Why Holland Herald Magazine?

- Leading Global Brand
- Targeted reach to your customer
- Customized integrated partnership:
 - High-impact print campaign.
 - Affiliate your brand with one of the world's largest transporters of business travellers.
 - 3,492,000 C suite decision makers per year.
 - Reach this audience of a time when their attention is guaranteed (72% spend at-least 25 minutes reading) CONTROLLED ENVIRONMENT.



KLM Royal Dutch Airlines: world's fifth largest international airline

- 10,500,00 active business passengers operating in 140+ destinations in 6 continents
- SME'S - blue chip



The Right Editorial Environment

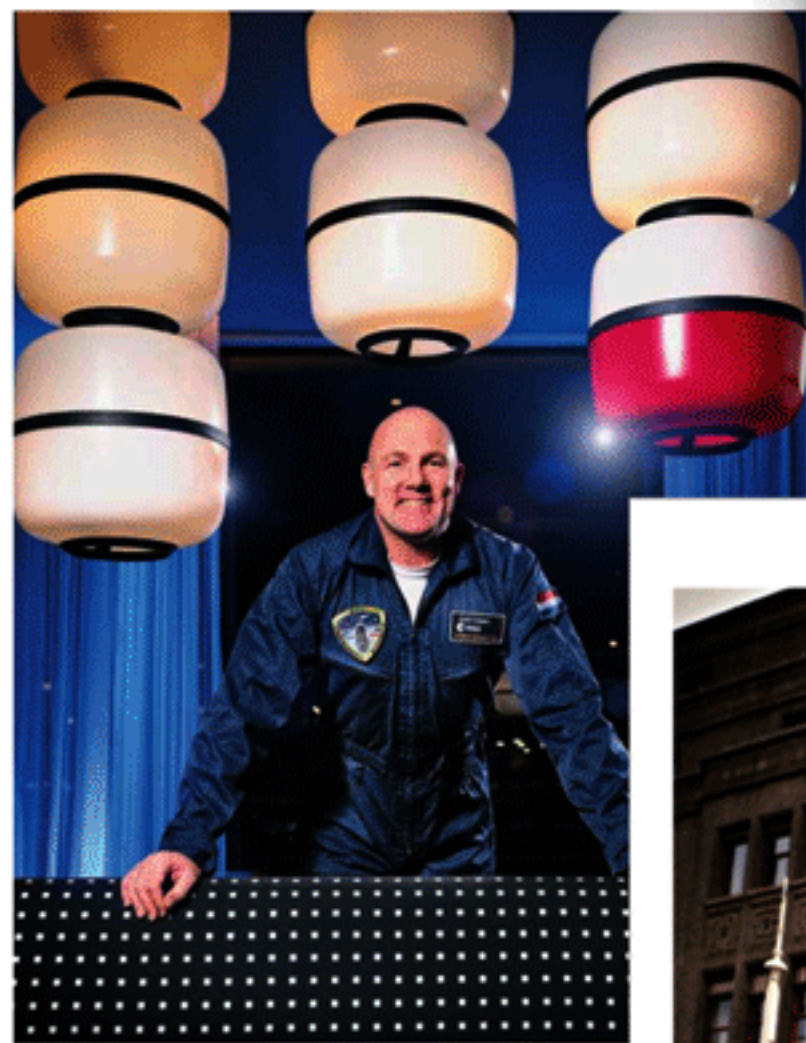
Engaging editorial

The monthly, English language magazine covers the entire KLM network with a focus on exceptional photography, clean design and first-rate travel journalism.

A commitment to Business and Travel Editorial

Holland Herald covers the following editorial features each month:

- **The Files** - a range of extraordinary photographs from around the world with its unique and fascinating story.
- **Travel** - covering destination focused travel story
- **Profile** - enticing read on various subjects such as art, business, style, sports, people, science and much more.
- **Interview** - outstanding business articles based on interviews from various professions, including business, sport, astronomy and adventure.
- **Updates** - what's on in The Netherlands
- **Touchdowns** - the best city guides

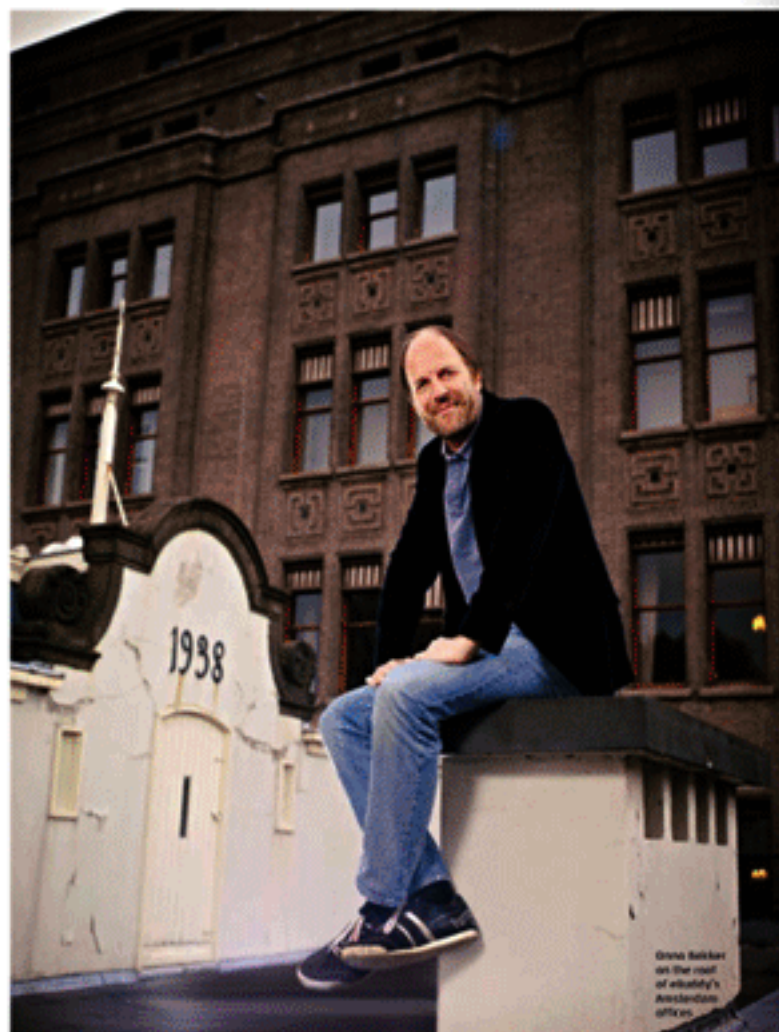


ASTRONAUT INTERVIEW / MASTERS

Aiming for the stars

The only way is up for Dutch master of the universe André Kuipers, as he prepares for six months on the International Space Station

WORDS: CECELY LAYZELL PHOTOGRAPHY: TON ZONNEVELD



Onno Bakker at the roof of eemst's Amsterdam office

BUSINESS INTERVIEW

Hey, big sender!

A Dutch messaging service that started as a bet now has 35 million users worldwide. Founder Onno Bakker explains how

WORDS: ANNEMARIE HOEVE PICTURES: MERLEEN DOORMERIK

In a room

in Sunnyvale, California - a leafy, peaceful city of 140,000 people - some 350 servers are processing 10,000 messages per second.

More than 8,500 kilometres away, along a dirt-road 17th-century Amsterdam canal, is the Dutch start-up driving this mass data stream. The firm is eemst, and for Onno Bakker, one of the founders, their presence in Silicon Valley is still very new.

"When I'm in our data centre, it's so hard to imagine that every second, all of those messages are whizzing through this, fibre optic cables, because nothing moves. You just see a few blinking lights," he says.

Those blinking lights service 35 million unique users worldwide, giving them, "alternative access" to any of those instant messaging (IM) networks, such as MSN, AOL, Facebook Chat, and Google Talk, via the web and mobile

phones," says Bakker. The obvious question might be, why would anyone want 'alternative access' to any of those? What's wrong with 'regular' access?

"People are joining more and more social networks. eemst collects them in one list, so you can access all of your contacts without logging onto each account separately," Bakker says.

Having everything in one place is handy, but the real draw is that eemst is browser-based. This makes chat programmes such as MSN accessible from any computer, because you don't need to install software. And these days, installing software has become very difficult at many schools, universities and large corporations, thanks to security clampdowns.

And for younger consumers, despite the prevalence of text, email and the old-fashioned phone call, 'chat' remains everything. "When we started, instant messaging was quite new," says Bakker.

"There was no Facebook. IM was the way to spend an hour or two together." Online chat has become ingrained in an entire generation and now, as that generation is entering the workforce, IM is moving from the virtual playground to the professional arena. "The students and schoolchildren who grew up doing their homework with IM still want to communicate with their peers in the same, direct way today," Bakker says. There's no ignoring it, IM is not only growing, it's maturing. According to Bakker, most people under the age of 40 now have some form of IM account.

As the number of communication forms increase, each is vying to fill its own niche. Bakker gives a quick lesson: "I would send my wife a text telling her that I won't be home for dinner, whereas I'd use IM to discuss where we're going for dinner. IM is a real conversation. Facebook, on the other hand, is like a broadcast. You let people know >>

Reaching the Business Leader

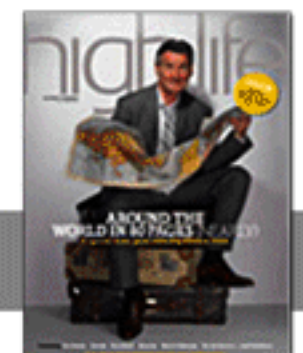
Powerful Demographics

- 9,600,00 Decision Makers per year
- 3,992,000 C Suite Decision makers per year
- Average Age: 35-44
- Graduate Degree: 52%
- 3,516,000 passengers have financial investments worth over 950,000€ per year
- 2,376,00 have traded stocks & shares 11+ times
- 768,000 passengers own a watch worth more than 7,500€



The Best Audience. The Most Efficient Buy

| | HOLLAND HERALD | ELSEVIER | DE TELEGAAF | HIGH LIFE |
|------------------|----------------|----------|-------------|-----------|
| Frequency | Monthly | Weekly | Daily | Monthly |
| Decision Makers | 1,213,000 | ? | 173,000 | 1,000,000 |
| C Suite Decision | 291,000 | ? | ? | ? |
| Average Age | 35-44 | 20-49 | 25-45 | 42 |
| Cost FPC | € 15,425 | € 14,087 | € 32,900 | € 12,800 |



Targeted advertising

Ink sells dynamically generated advertising on print-at-home boarding passes, smartphone boarding passes, web pages and confirmation emails. Advertising is automatically chosen and delivered according to parameters such as destination, origination, business/economy class and passenger nationality.

Ink offers technology development services and confirmation email/booking email applications to enable travel companies to take advantage of this burgeoning opportunity to connect companies with travellers.

BOARDING PASS
Please keep this document until the end of your trip.

KLM

Ms. WJG 1071 816

Name: SMITH JOHN
E-ticket #: XXXXXXX1234

Barcode

| FLIGHT | DATE | FROM | TO | DEPARTURE | GAZE | ARRIVAL | CARRIER | CLASS | STATUS |
|--------|------------|------|-----|-----------|-------|---------|---------|-------|--------|
| 660 | 01/01/2012 | AMS | JFK | 11:00 | 13:00 | 14:00 | KL | Y | OK |

Verify service and gate at airport

BAGGAGE DROP
At least 120 min before departure

BOARDING
From 18:00

LAST CALL
About 30 minutes at the airport

Important departure information please read all instructions carefully!

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AIR FRANCE KLM

KLM Journeys of Inspiration

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Check in | **Articles and departure**

You can now check in online for your flight

Dear Mr. Smith,

Make the most of your journey! Check in now to choose your favourite seat, arrange extra baggage and save time at the airport. Plus, view attractive offers and important information before you travel.

Name: John Smith | Destination: (Destination) | Departure date: (Date)
Flight number: 660 | E-ticket number: XXXXXXX1234 | Booking code: XXXXX

Check in now >

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- Skip the check-in queues at the airport
- Drop-off up to 24 hours before departure
- Get an e-boarding pass on your mobile

Arrange now

- What is your favourite seat? [Choose your seat >](#)
- Want to take more? [Arrange extra baggage >](#)

Important

Do you have all the right travel documents? It's your responsibility to know about your documents >

How much baggage can you bring? Find out all about baggage >

Departure

Getting to and from the airport: instructions and actions >

Read out all about boarding and baggage >

Highlights, events tips and more in Amsterdam's show-up >

Hotels, cars and more

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CURRENCY EXCHANGE

KLM Journeys of Inspiration

AIRFRANCE KLM

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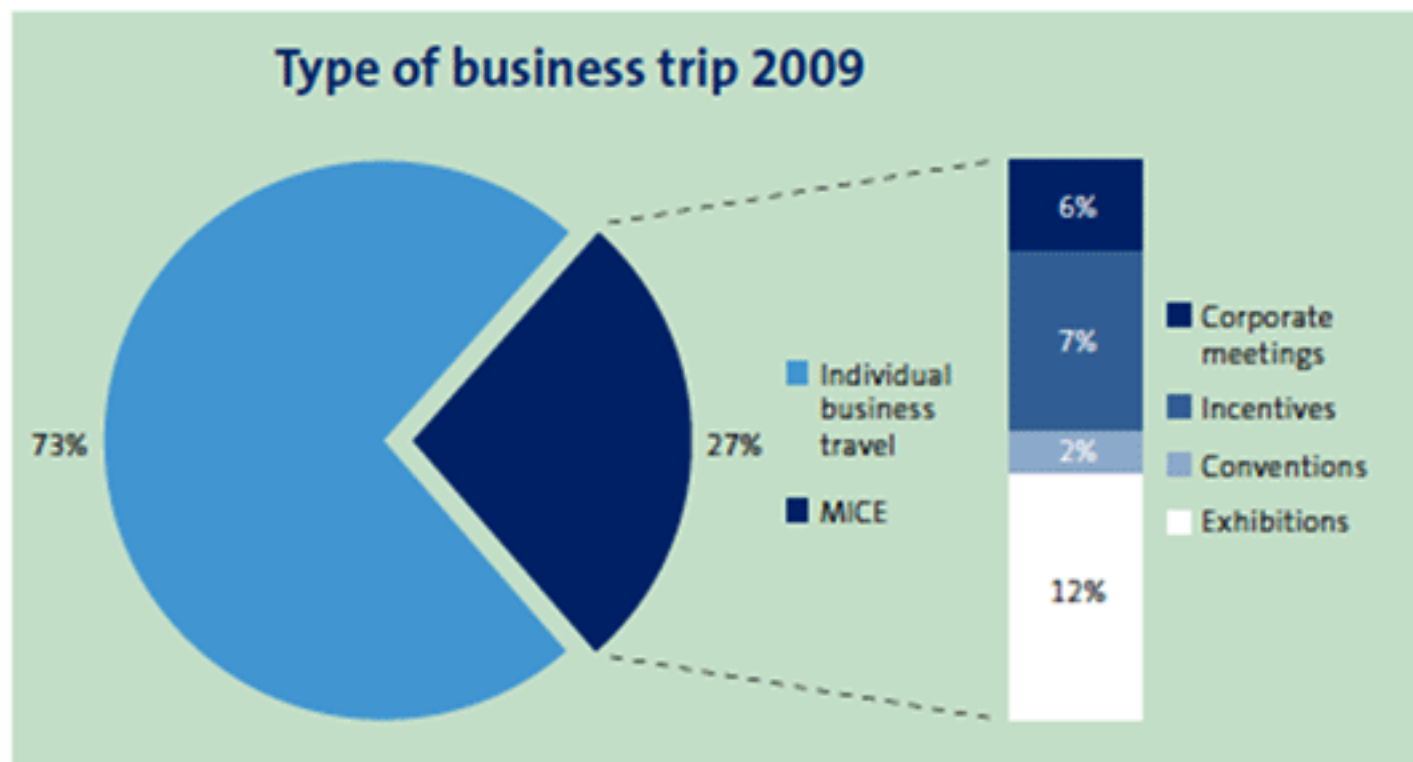
Partnership With Holland Herald Magazine Allows Your Brand:

- To reach a regional, national and global CAPTIVE audience
- Cost-effective and TARGETED route to active and affluent consumers
- Intergrated Marketing Solutions
- Timely distribution that enhances consumer experience
- Powerful demographics



KLM Passengers

- 2,500,000 International visitors travel to Holland annually for business reasons. KLM Fly 1,750,000 international business visitors into Holland annually.
- Business: 73% of the 2,500,000 business travellers stay over night in Holland.
- 23% of business travellers extended their trip (584,000) - most prolong at the end of their stay.
- 30% of business travellers are here for MICE (683,000 over night visitors) - 7% come to participate in a convention.



Point of Sale passenger tickets

| | |
|----------------------|-----|
| Netherlands | 16% |
| UK & Ireland | 17% |
| Germany | 6% |
| North Europe | 12% |
| Rest Europe/N.Africa | 20% |
| North America | 14% |
| Mid/South America | 2% |
| Africa & Middle East | 5% |
| Asia / Pacific | 8% |

Pricing

Circulation

Published: monthly

Print run: 145,000

Language: English

Distribution: on board all KLM flights,
KLM cityhopper and KLM Crown
Lounges at Amsterdam Airport Schiphol

Rates per month

full colour

Cover gate fold (3 pages) €46,640.-

Cover 2 €17,565.-

Cover 3 €17,565.-

Cover 4 €18,525.-

Dps €27,855.-

Single page €15,425.-

Half page €8,050.-

6 insertions per year: 5%

12 insertions per year : 10%

Advertorial rates

Dps €30,640.-

Single page €16,967.-

Half page €8,855.-

example treatment shown here (left)

Sizes (width x height)

Dps page type area 390 x 230 mm

trim size 400 x 260 mm

Single page type area 170 x 230 mm

trim size 200 x 260 mm

Half page (horizontal) type area

180 x 110 mm

Half page (vertical) type area

85 x 230 mm

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