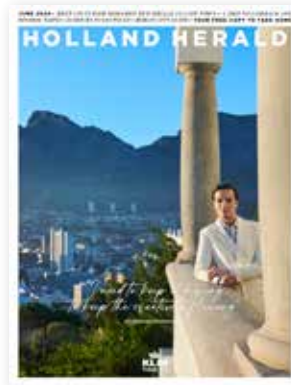


HOLLAND HERALD



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

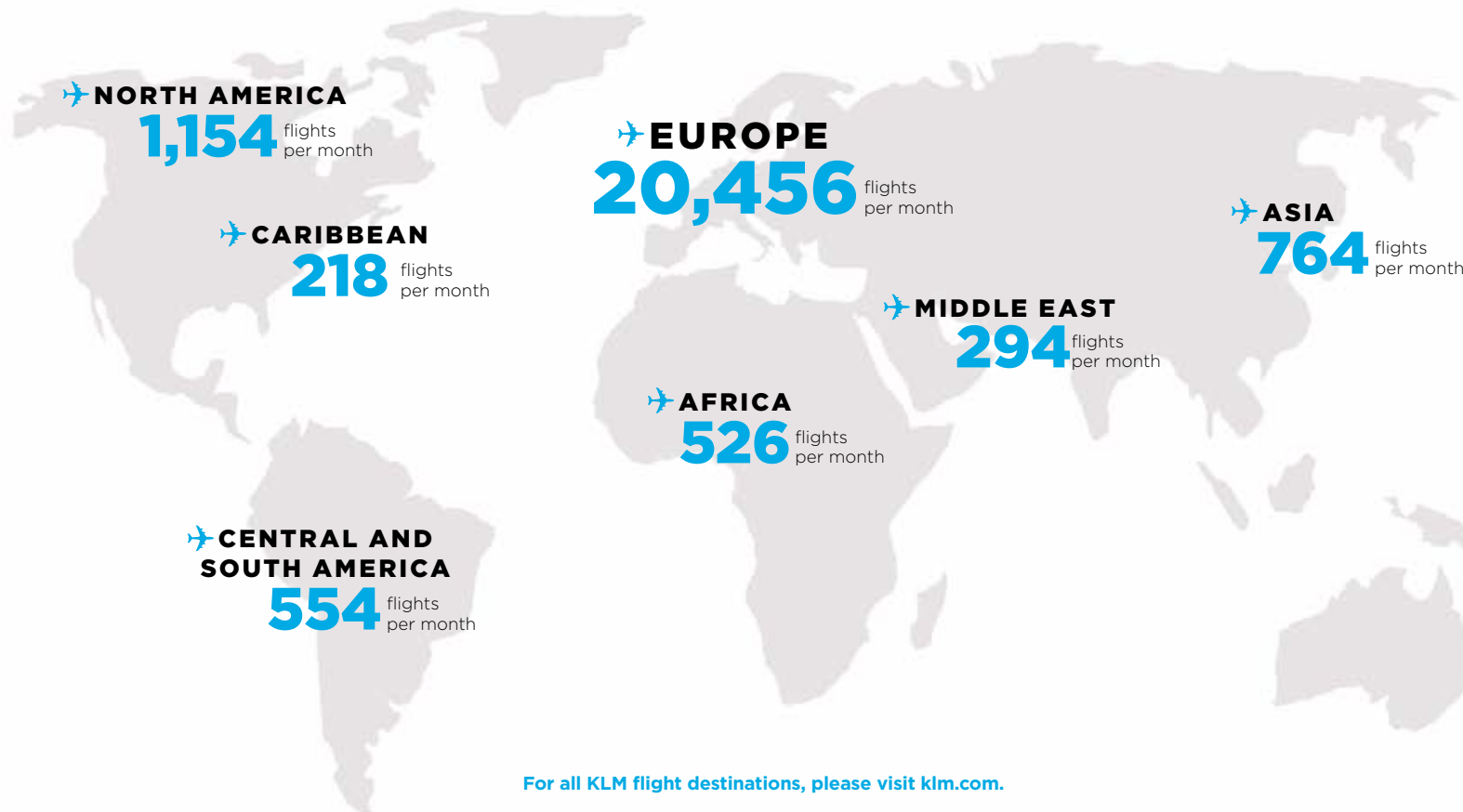
KLM and Holland Herald are globally-respected, **award-winning*** brands.

*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 164 DESTINATIONS IN 62 COUNTRIES,
WITH A PARTNER NETWORK THAT
REACHES EVERY CORNER OF THE WORLD.



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



PASSENGER PROFILE

Passenger Profile

OUR READERS

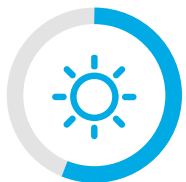
KLM PASSENGERS ARE UP-MARKET BUSINESS AND LEISURE TRAVELLERS.
THEY ARE INNOVATIVE AND ALWAYS ON THE MOVE.



54%
of KLM passengers
are **men**.



46%
of KLM passengers
are **women**.

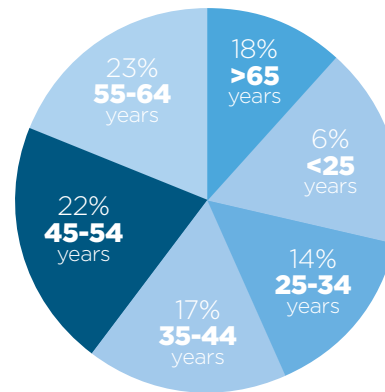


54%
are **Leisure**
passengers.

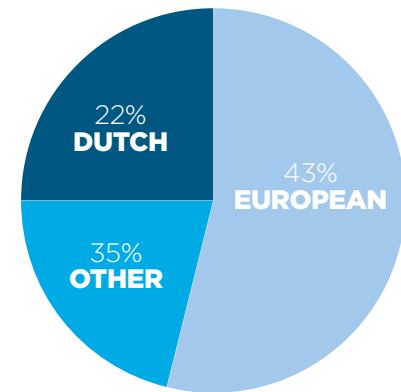


46%
are **Business**
passengers.

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.



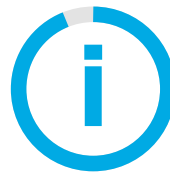
HOLLAND HERALD

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 euro)

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 euro

CREATIVE SOLUTION RATES (in euro)

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.

A wide-angle, high-angle photograph of a snowy mountain valley at night. The sky is dark blue with vibrant, multi-colored aurora borealis (green, purple, and pink) streaking across it. In the foreground, a snow-covered slope descends towards a dark, calm lake. The lake is surrounded by snow-covered mountains and evergreen trees. In the lower-left corner, a small settlement is visible, illuminated by warm yellow lights from buildings and streetlights. The overall atmosphere is serene and majestic.

CREATIVE SOLUTIONS

Creative Solutions

PROFIT



Co-own your dream homes!

MORE THAN 100 FAMILIES HAVE JOINED 2 IS 21 TWENTY ONE EMBLEM AND SHARE FIVE LUXURIOUS HOLIDAY HOMES. WE SPOKE TO BRIGITTE AND KIM WHO JOINED IN 2017.

Where are your homes located?
 The homes are located in the beautiful island of Curacao, in the Caribbean Sea. The homes are modern and luxurious, with a view of the sea and a swimming pool. The homes are located in the area of Punda, which is the heart of the island. The homes are located in the area of Punda, which is the heart of the island. The homes are located in the area of Punda, which is the heart of the island.

What are the benefits of co-ownership?
 The benefits of co-ownership are many. You can enjoy a luxury holiday home without the high cost of owning one. You can share the costs of maintenance and repairs. You can enjoy a holiday home in a beautiful location. You can enjoy a holiday home in a beautiful location. You can enjoy a holiday home in a beautiful location.

How would you describe your experience with 2 IS 21?
 My experience with 2 IS 21 has been fantastic. I have been able to enjoy a luxury holiday home in a beautiful location without the high cost of owning one. I have been able to share the costs of maintenance and repairs. I have been able to enjoy a holiday home in a beautiful location. I have been able to enjoy a holiday home in a beautiful location.

What is it like to own holiday homes with 2 IS 21?
 It is like owning a luxury holiday home in a beautiful location without the high cost of owning one. It is like sharing the costs of maintenance and repairs. It is like enjoying a holiday home in a beautiful location. It is like enjoying a holiday home in a beautiful location.

ACT ABOUT 21
 A luxury holiday home in a beautiful location. A luxury holiday home in a beautiful location. A luxury holiday home in a beautiful location. A luxury holiday home in a beautiful location.

PROFIT



Budapest: Shaped by heritage

There are many reasons to visit Hungary's capital of Budapest, and its fascinating architecture certainly isn't one of them. We met with architect and interior designer Csaba Csizmadia to explore the city's rich architectural heritage.

What is the most interesting architectural feature in Budapest?
 The most interesting architectural feature in Budapest is the St. Stephen's Basilica. It is a beautiful example of Neo-Gothic architecture, and it is one of the most important landmarks in the city. The Basilica is a beautiful example of Neo-Gothic architecture, and it is one of the most important landmarks in the city.

How would you describe the architecture of Budapest?
 The architecture of Budapest is a mix of different styles, from the traditional to the modern. It is a city that has a rich architectural heritage, and it is one of the most beautiful cities in the world. The architecture of Budapest is a mix of different styles, from the traditional to the modern.

What is the most interesting architectural feature in Budapest?
 The most interesting architectural feature in Budapest is the St. Stephen's Basilica. It is a beautiful example of Neo-Gothic architecture, and it is one of the most important landmarks in the city. The Basilica is a beautiful example of Neo-Gothic architecture, and it is one of the most important landmarks in the city.

PROFIT

Ultimate luxury in Curaçao

If you're looking to indulge in style and luxury, Curaçao Beach Resort is the place to be. As an exclusive beach resort, it offers the ultimate in luxury and relaxation.

What are the highlights of the resort?
 The highlights of the resort include the beautiful beach, the swimming pool, and the spa. The resort is located in a beautiful location, and it offers a relaxing and luxurious experience. The resort is located in a beautiful location, and it offers a relaxing and luxurious experience.

How would you describe the resort?
 The resort is a beautiful and luxurious place to stay. It offers a relaxing and luxurious experience, and it is one of the best places to stay in Curaçao. The resort is a beautiful and luxurious place to stay. It offers a relaxing and luxurious experience, and it is one of the best places to stay in Curaçao.

What is the most interesting feature of the resort?
 The most interesting feature of the resort is the beautiful beach. It is a beautiful and relaxing place to spend your time, and it is one of the best beaches in Curaçao. The most interesting feature of the resort is the beautiful beach. It is a beautiful and relaxing place to spend your time, and it is one of the best beaches in Curaçao.

PROFIT



A guide to Croatia

FROM THE CHARMING ISLANDS TO DIVINE COASTAL BAYS

With its stunning coastline and rich cultural heritage, Croatia is a must-visit destination for anyone looking for a relaxing and luxurious holiday.

What are the highlights of Croatia?
 The highlights of Croatia include the beautiful coastline, the historic cities, and the national parks. Croatia is a beautiful and relaxing place to visit, and it offers a unique and luxurious experience. Croatia is a beautiful and relaxing place to visit, and it offers a unique and luxurious experience.

How would you describe Croatia?
 Croatia is a beautiful and relaxing place to visit. It offers a unique and luxurious experience, and it is one of the best places to visit in Europe. Croatia is a beautiful and relaxing place to visit. It offers a unique and luxurious experience, and it is one of the best places to visit in Europe.

What is the most interesting feature of Croatia?
 The most interesting feature of Croatia is the beautiful coastline. It is a beautiful and relaxing place to spend your time, and it is one of the best coastlines in Europe. The most interesting feature of Croatia is the beautiful coastline. It is a beautiful and relaxing place to spend your time, and it is one of the best coastlines in Europe.

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

to taste

Hotdog, chili, panzanella and gazpacho are some of the dishes featured in this month's theme-based supplement.

KEEP IT COOL (OR HOT)

Whether you're cooling down or heating up, the weather is on your mind. In this month's theme-based supplement, we have a variety of recipes to help you stay cool or hot. From a refreshing gazpacho to a hearty chili, we have you covered.

SPICE OF LIFE

Indulge in a variety of authentic herbs and spices that are featured in this month's theme-based supplement. From the aromatic spices of Indian cuisine to the bold flavors of Mexican cuisine, we have a variety of options for you.

COOKING ON THE GO

With so many people on the go, it's no surprise that we have a variety of recipes that are perfect for those on the move. From quick and easy meals to more complex dishes, we have you covered.

HOUSEWIFE COZY

Are you looking for a cozy and comforting meal? In this month's theme-based supplement, we have a variety of recipes that are perfect for those looking for a cozy and comforting meal. From hearty soups to comforting casseroles, we have you covered.

to wish for

Climate issues and special after a winter-themed dinner are some of the topics featured in this month's theme-based supplement.

Wishes and Dreams

Big ideas and dreams are the heart of every business. In this month's theme-based supplement, we have a variety of articles and interviews that explore the world of wishes and dreams. From the challenges of starting a business to the joys of achieving your dreams, we have you covered.

FROM AIRBAG TO SHOPPER

RECYCLING FABRICS IS NOT EXCLUSIVE TO THE FASHION INDUSTRY. ALSO, AND ACCESSORIES ARE BEING RECYCLED.

CREASE-FREE CHIC

With so many creases and wrinkles, it's no surprise that we have a variety of articles and interviews that explore the world of crease-free clothing. From the challenges of finding crease-free clothing to the joys of wearing it, we have you covered.

BUNNY HEELS

With so many styles and trends, it's no surprise that we have a variety of articles and interviews that explore the world of bunny heels. From the challenges of finding the perfect pair to the joys of wearing them, we have you covered.

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)

OUR BRAINS ARE CONSTANTLY CHANGING AND DEVELOPING

How do we train our brain to become smarter, more successful and more compassionate? Dutch professor of clinical neuropsychology, Margriet Stehouwer PhD, uses a spirited quest to understand why and how the brain works.

When we think about intelligence and what separates our brains from those of other animals, we often think of the brain as a complex machine. But what if we think of it as a constantly changing and developing system? In this month's theme-based supplement, we explore the world of intelligence and what it means to be smart.

What does intelligence mean?

Intelligence is a complex and multifaceted concept. It is not just about the ability to solve problems or learn from experience. It is also about the ability to understand and empathize with others. In this month's theme-based supplement, we explore the different aspects of intelligence and how they can be developed.

How do we train our brain?

There are many ways to train our brain and improve our intelligence. Some of the most effective ways include reading, learning a new language, and practicing a new skill. In this month's theme-based supplement, we explore these and other ways to train our brain and improve our intelligence.

TRAIN YOUR PREFRONTAL LOBE BY EXPOSING YOURSELF TO AN ENRICHED ENVIRONMENT

How do you train your prefrontal lobe?

The prefrontal lobe is the part of the brain responsible for executive functions such as planning, decision-making, and problem-solving. It is also the part of the brain that is most affected by stress and anxiety. In this month's theme-based supplement, we explore ways to train the prefrontal lobe and improve executive functions.

What does an enriched environment mean?

An enriched environment is one that provides a variety of stimuli and challenges. It is an environment that encourages learning and growth. In this month's theme-based supplement, we explore ways to create an enriched environment for yourself and your business.

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)

Creative Solutions

PRODUCTION SCHEDULE

ISSUE 2025	DEADLINE RESERVATIONS	DEADLINE MATERIAL	DEADLINE ADVERTORIAL
February	31 December 2025	8 January 2025	On request
March	29 January 2025	5 February 2025	On request
April	28 February 2025	7 March 2025	On request
May	1 April 2025	8 April 2025	On request
June	29 April 2025	6 May 2025	On request
July	30 May 2025	6 June 2025	On request
August	2 July 2025	9 July 2025	On request
September	30 July 2025	6 August 2025	On request
October	1 September 2025	8 September 2025	On request
November	1 October 2025	8 October 2025	On request
December / January	31 October 2025	7 November 2025	On request

New issues appear on the first day of the month.

Contact

GET IN TOUCH



HEARST MAGAZINES NETHERLANDS

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