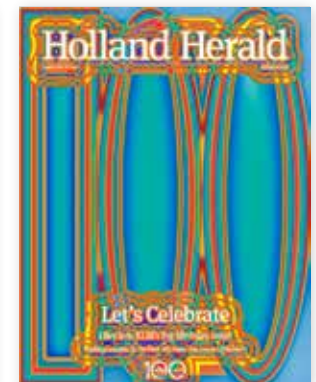
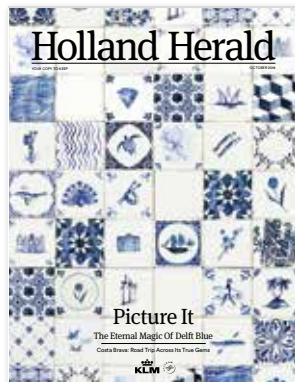
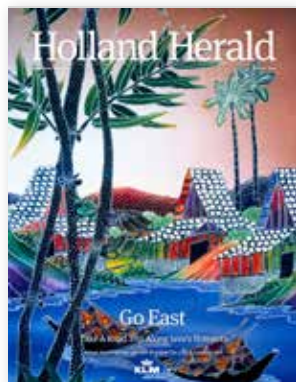
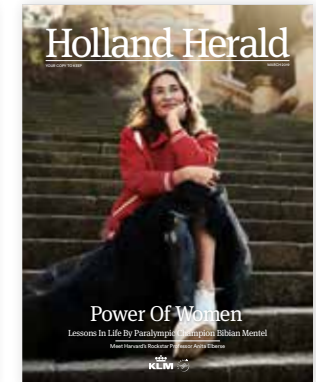
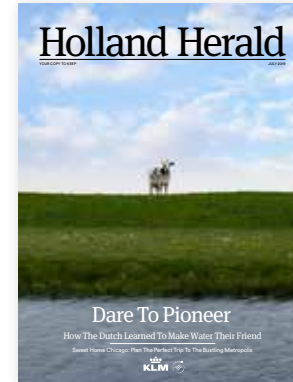
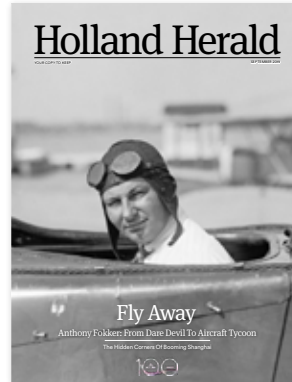
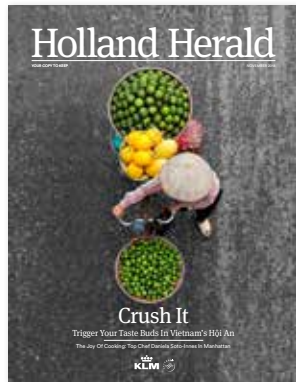


Holland Herald

MEDIA KIT 2020



A wide-angle photograph of an airplane cabin interior. The seats are arranged in rows, and each seatback features a KLM entertainment screen displaying a colorful graphic. Below the screens, a magazine titled 'Holland Herald' is visible in a holder. The cabin has a clean, modern look with white overhead storage bins and blue accents on the seats.

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.



Leading airline

KLM is the biggest European
airline flying to [Asia, North
America and the Middle East](#).



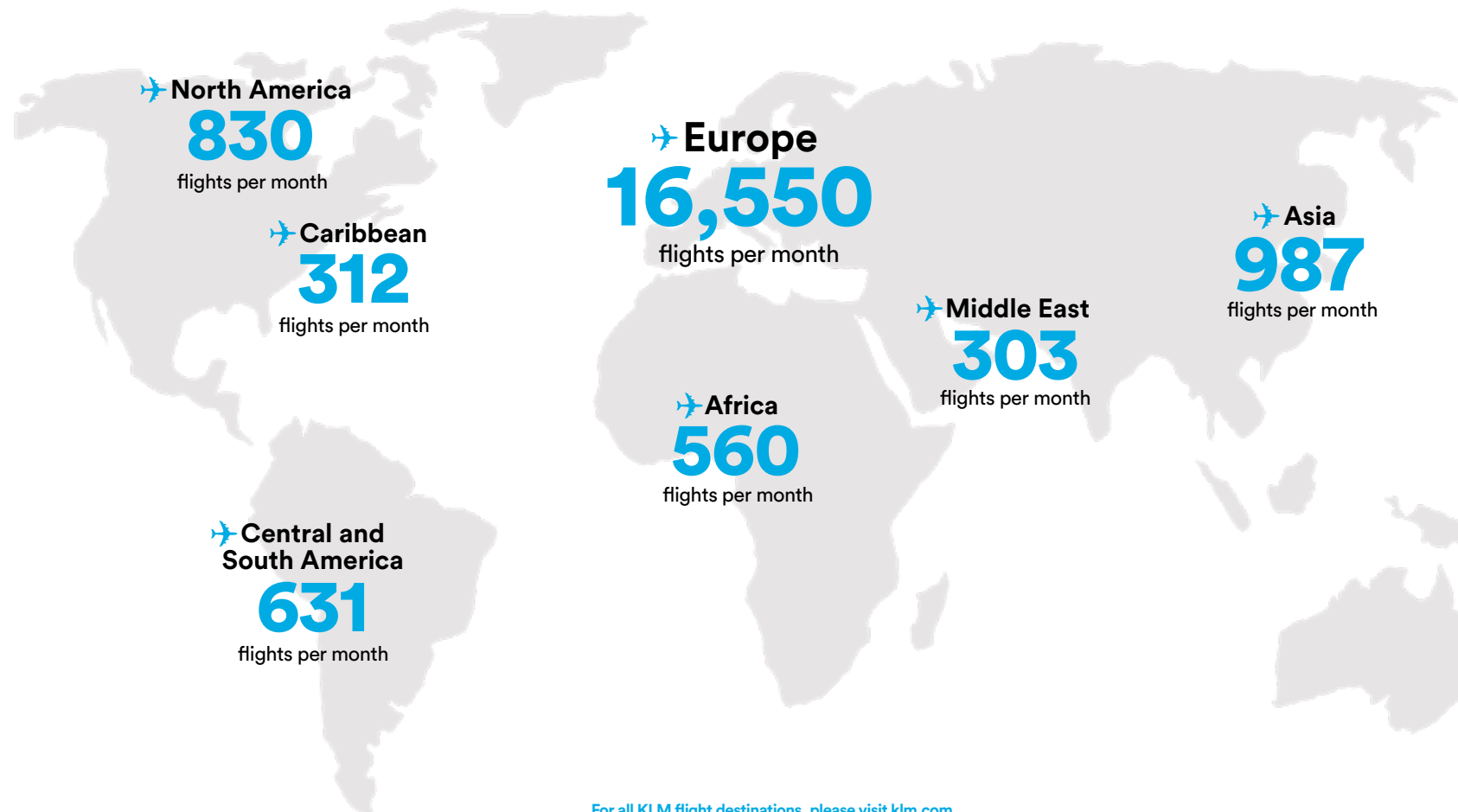
Brand alignment

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.

Destinations

KLM flies to 166 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.

A woman with long brown hair, wearing a red jacket with white stripes on the sleeves, is smiling and holding a large, iridescent bubble. The bubble reflects the surrounding environment, including a waterfall and a building. In the background, there is a large waterfall cascading over a stone wall, and a classical building with a statue on a pedestal is visible behind some greenery.

Passenger Profile

Passenger Profile

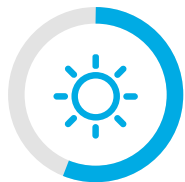
KLM passengers are up-market business and leisure travellers. They are innovative and always on the move.



55%
of KLM passengers
are **men**.



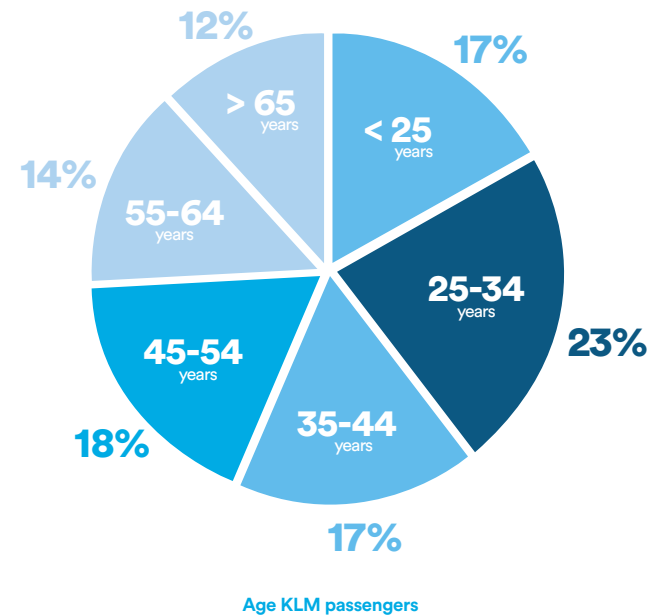
45%
of KLM passengers
are **women**.



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.

A person is walking on a highly reflective surface, likely a wet pavement or a body of water, creating a clear reflection of their silhouette. In the background, there are dark, silhouetted mountains under a pale, overcast sky. The overall scene is serene and minimalist.

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 € 19,000

Double-page spread € 37,000

Inside back cover € 22,700

Outside back cover € 26,600

Inside front cover spread € 43,700

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

CREATIVE SOLUTION RATES

Business Lunch (limited availability) € 55,000

Theme-based production, per page € 20,500

Tourist Promotion, starting from € 40,000

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



Creative Solutions

PROMO

STIMULATE YOUR SENSES

At Museum Voorlinden

Tucked away on the edge of the coastal dunes of Wassenaar, Museum Voorlinden houses a unique collection of modern and contemporary art.

Are you ready for an art experience unlike any other? Museum Voorlinden is a beautiful 400,000m² estate consisting of a permanent collection, special highlights and solo shows by famous artists invited from all over the world. Museum Voorlinden's artworks trigger the imagination at every age. Take the work of Maurizio Cattelan, who has created tiny elevators that disappear into the unknown. Or Leandro Erlich's installation, which looks like a swimming pool. By turning everyday spaces into absurd situations, he encourages us to reflect on the 'real' world. And Yayoi Kusama's dotted pumpkin and magical Infinity Room are bound to stir your imagination.

Great outdoors
Need a breath of fresh air in between your art infusion? Submerge yourself in the beautiful green world outside, created by world-renowned landscape architect Piet Oudolf, amongst others. It is a true all-season garden, with around 50 varieties of perennials and grasses. Explore the wooded areas, sprawling meadows and impressive dunes on a 40-minute hike around the estate. From the dunes, you can view the North Sea in all

its glory. And there's more. Take a break at the museum's restaurant, a manor in the old-English style. If you're eager for a souvenir, stroll around the shop, boasting a wide selection of books, design and other gifts.

Located close to The Hague, Museum Voorlinden offers the ideal trip for the entire family, satisfying all your senses with the treats that the estate and its surroundings have to offer.

MOVING THROUGH SPACES WITH DO HO SUH
Do Ho Suh's captivating architectural installations invite us to get lost in them. The brightly coloured spaces made out of transparent fabric are exact replicas of Suh's former homes in South Korea, New York, Berlin and London. Suh is interested in how we, as human beings, relate to where we live and what it means to be 'home'. He explores not only the physical but also the emotional aspect of space – often inspired by his own emigration from South Korea to the US. In this solo exhibition, Voorlinden shows drawings, sculptures, video work and spellbinding installations that stimulate our own world of experience. Till 29 September 2019.

WHERE AND WHEN?
Address Buurtweg 90, 2244 AG Wassenaar.
Open 11am – 5pm
Restaurant 10.30am – 6pm
The Hague 15 - 20 mins by car
Schiphol 20 mins by car
Amsterdam 50 mins by car



Staircase II by Do Ho Suh (top); Installation view museum Voorlinden by Do Ho Suh (middle); Voorlinden's garden, designed by Piet Oudolf (below).

Tell: London (top); Andrew van Nieuwen (middle, top)

Custom-Made Advertorials

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

Rate: starting from € 20,500
(limited availability)

PROMOTION



PROMOTION

SICILY
the sublime island

Discover historical landscapes and unique coastal views and sandy white beaches, and enjoy the unique atmosphere of the island in the Mediterranean sea.

Archaeological Heritage
Sicily is a treasure trove of ancient ruins, from the Greek and Roman temples to the Norman and Arab castles. The island is home to some of the most important archaeological sites in the world, including the Valley of the Temples in Agrigento, the Theatre of Taormina, and the Necropolis of Motya. Sicily is a unique blend of cultures and traditions, offering a rich and diverse experience for visitors.

Stunning Landscapes
Sicily is a paradise for nature lovers, with its stunning coastline, crystal clear waters, and lush green landscapes. From the rugged cliffs of the Sicilian coast to the peaceful beaches of the island, there is something for everyone. Sicily is a perfect destination for a relaxing vacation or a thrilling adventure.

Historical Sites
Sicily is a treasure trove of historical sites, from the ancient Greek temples to the Norman and Arab castles. The island is home to some of the most important historical sites in the world, including the Valley of the Temples in Agrigento, the Theatre of Taormina, and the Necropolis of Motya. Sicily is a unique blend of cultures and traditions, offering a rich and diverse experience for visitors.

The Museo del Sale
collects and preserves the ancient tools of mining salt

Stunning Landscapes
Sicily is a paradise for nature lovers, with its stunning coastline, crystal clear waters, and lush green landscapes. From the rugged cliffs of the Sicilian coast to the peaceful beaches of the island, there is something for everyone. Sicily is a perfect destination for a relaxing vacation or a thrilling adventure.

Historical Sites
Sicily is a treasure trove of historical sites, from the ancient Greek temples to the Norman and Arab castles. The island is home to some of the most important historical sites in the world, including the Valley of the Temples in Agrigento, the Theatre of Taormina, and the Necropolis of Motya. Sicily is a unique blend of cultures and traditions, offering a rich and diverse experience for visitors.

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 € 40,000
(limited availability)

Production Schedule

Issue 2020	Deadline reservations	Deadline material	Deadline (advertorial)
JANUARY	22 November 2019	29 November 2019	11 November 2019
FEBRUARY	30 December 2019	6 January 2020	9 December 2019
MARCH	27 January 2020	3 February 2020	13 January 2020
APRIL	27 February 2020	5 March 2020	10 February 2020
MAY	30 March 2020	6 April 2020	9 March 2020
JUNE	28 April 2020	4 May 2020	13 April 2020
JULY	28 May 2020	4 June 2020	11 May 2020
AUGUST	29 June 2020	6 July 2020	15 June 2020
SEPTEMBER	27 July 2020	3 August 2020	13 July 2020
OCTOBER	28 August 2020	4 September 2020	10 August 2020
NOVEMBER	28 September 2020	5 October 2020	14 September 2020
DECEMBER	26 October 2020	2 November 2020	12 October 2020

New issues appear on the first day of the month.





NKN Media Pvt Ltd

Phone: +91 7550060460 Email: info@nknmedia.in

Website: <https://www.nknmedia.in>

DUBAI SINGAPORE MALAYSIA COLOMBO INDIA