

# Facts & Figures



## Editorial positioning

Flying Dutchman makes the business traveller and his or her world the centre of attention: making the travelling experience between destinations easier, quicker, but particularly more pleasant. The editorial

formula is a mix of information about travel destinations, methods of travel, interesting addresses and leisure destinations, business travellers' anecdotes, and interviews.

KLM and Flying Dutchman are part of a unique partnership: ensuring that business travellers are transported from A to B as comfortably and reliably as possible, and adding value with an exceptional loyalty programme: Flying Blue.

## Editorial cornerstones

- Business success abroad
- KLM and its frequent flyer programme, Flying Blue
- Travellers
- Business Destinations
- Tips & gadgets that make the business traveller's life easier

## Profile

Sex	Women	24%
	Men	76%
Nielsen areas	Metropolitan areas,	
	West	15%
	Other, west	38%
	North	3%
	East	21%
	South	15%
Education	University	29%
	Higher vocational	37%
	Other high school	30%
Gross salary per year	up to € 45,500	34%
	€ 46,000 - € 91,000	47%
	€ 91,500 and above	12%

## Technical specifications

Circulation: 170,000

This circulation is a weighted average of the circulation in the four quarters of 2011.

## Formats

- Full page: 210 x 280 mm
- Double page: 420 x 280 mm
- Please do not forget to add 3mm bleed.
- Advertisements should be submitted in compliance with the standard of 'Certified PDF tijdschriften Nederland' including colom proofs.
- Advertisement delivered not fit for printing will be standardised and charged at cost.

## Paper type

Inside 90 grams

Cover 170 grams

## Printer method

Offset rotation

## Finishing

Perfect binding

## Contact

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### Advertisement size

Full-page fc	€ 9,671
Double-page fc	€ 19,342



### Sliding scale discount

3-4 placements	2%
5-6 placements	4%
7-8 placements	6%
9-10 placements	8%
11-12 placements	10%

### Special positions

cover 2 en 3	20%
rear cover	25%
other special positions	15%

### Supplement

### Special positions

Inserts, advertorials ed price on request

Publications 2012	Closing reservation	Closing material	Publication date
1/2012	24 January	7 February	16 March
2/2012	13 April	27 April	8 June
3/2012	17 July	31 July	7 September
4/2012	2 Oktober	16 Oktober	23 November

The data is subject to change.