

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%
Education	South	15%
	University	29%
	Higher vocational	37%
Gross salary per year	Other high school	30%
	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 2010.

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	price
Full-page fc	€ 9,528
Double-page fc	€ 19,055



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

Special positions
Inserts, advertorials ed price on request

Publications 2011	Closing reservation	Closing material	Publication date
1/2010	18 January	1 February	11 March
2/2010	12 April	26 April	3 June
3/2010	12 July	26 July	2 September
4/2010	4 October	18 October	25 November

The data is subject to change.