

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

Technical specifications

Circulation: to home address

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 fix for printing will be standardised and charged at cost.

Paper type

Inside 90 grams

Cover 170 grams

Printer method

Offset rotation

Finishing

Perfect binding

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%

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Circulation is 170.000 copies	
Prices Editorial Service Pages in Holidays	
Format	Price
1 page	€ 4,618
2 pages	€ 4,365
4 pages	€ 4,111
6 pages	€ 3,959
8 pages	€ 3,806
10 pages	€ 3,603
Prices advertisements Flying Dutchman	
Format	Price
Full page fc	€ 9,671
Special positions	
Inserts, advertorials ed price on request	

Dates 2012	Reservation	Deadline input/images	Publication
Edition 1	18 January	25 January	16 March
Edition 2	5 April	12 April	8 June
Edition 3	29 June	6 July	7 September
Edition 4	14 September	21 September	23 November

The data is subject to change.