

A man in a brown jacket stands on a stone bridge, looking out over a calm lake. The background is a dense, green forest with a small waterfall visible in the distance. The scene is misty and atmospheric.

Columbus
TRAVEL

press kit 2025

Let us guide you off the beaten path

The most beautiful journeys are journeys of discovery. They allow you to explore new worlds filled with unfamiliar landscapes, cultures, and ideas. But they also give you the chance to (re)discover a part of yourself – the values you hold dear, the people you love, everything that defines you as an individual.

Columbus is your loyal travel companion on this lifelong adventure. A true friend who helps you experience all the beauty life and the world have to offer, while also not shying away from a critical perspective now and then. How is the world changing? How can we continue to challenge ourselves and our beliefs?

Since 2005, Columbus has offered an alternative to mass tourism. By highlighting unforgettable travel experiences that respect local culture and nature, and by fostering an honest dialogue about the impact of travel.

The writers and photographers of Columbus are independent and cover the entire world, but they also understand that you don't have to travel far for a rewarding experience. Adventure often awaits just around the corner. That's why each edition features not only distant destinations but also at least one remarkable area in Europe. For locations within 800 kilometers, we opt for travel by train or car.

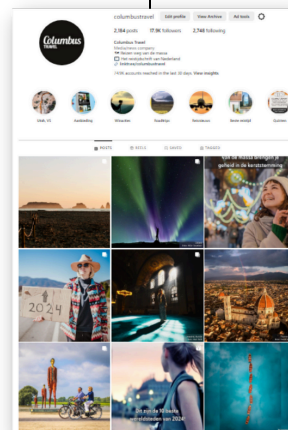
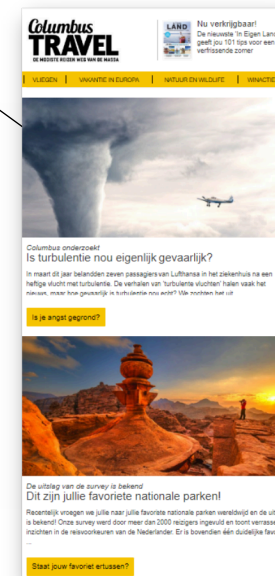
For its content, Columbus collaborates as much as possible with local travel organizations, entrepreneurs, and experts. This supports the local economy – tourism revenues should go as much as possible to the local population. All recommended activities and accommodations are personal, tailored, and designed to leave the smallest ecological footprint possible. In this way, you, as a 21st-century explorer, can confidently follow in Columbus's footsteps.



Our magazine

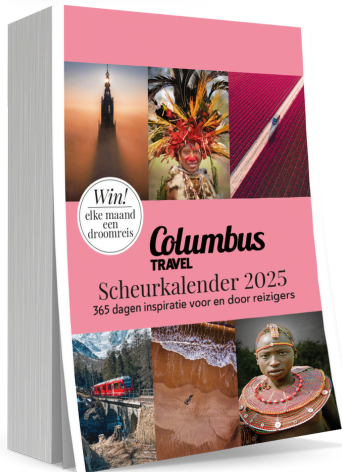
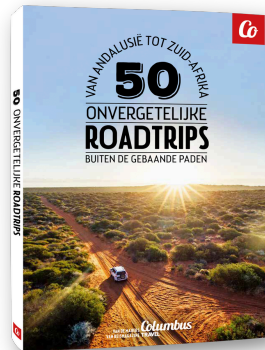
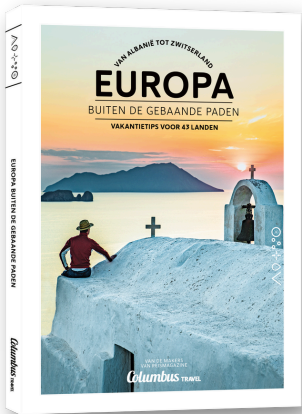
Get ideas and tips for your next trip by subscribing to the leading Dutch-language travel magazine.

150,000 print reach



Our special editions and books

Immerse yourself in a specific destination or travel topic through our extensive collection of special editions. Or get inspired by our full-color coffee table books.



Our social media

Travel the world, from the comfort of your own home, thanks to podcasts, video clips and our exquisite photos on social media.

29K Facebook fans
19K Instagram followers

Our website

Plan your next trip and share photos and tips with other travelers on the leading online travel platform in the Netherlands.

300,000 pageviews per month

Our custom content

Target your customer base through tailor-made editorial content, from brochures to digital magazines and from webinars to podcasts.

Our newsletter

Stay up-to-date with our weekly travel tips & tricks.

72,000 editorial newsletter subscribers

38,000 commercial third-party newsletter subscribers

Columbus | our magazine

Since it was founded by two passionate travelers in 2005, Columbus Travel has become the leading travel magazine for anyone who wants to get off the beaten track. Every year, our travel professionals produce 10 issues, offering 124 pages of unforgettable travel inspiration, from in-depth features and the latest news to practical tips and beautiful photography. Some 17,000 copies are distributed to subscribers and individual points of sale in the Netherlands and Belgium.



Plan your trips on the basis of ideal itineraries, recommended activities and wonderful accommodations.

Meet other inspiring travelers.



Win exciting trips & must-have travel accessories.

Keep up-to-speed with the latest travel news and tips & tricks from insiders.

Grasp the essence of your next dream destination through our travel features.



Our style is personal and welcoming, mature yet young at heart

Columbus | our audience TRAVEL

Our readers have a passion for off-the-beaten-track travel. For them, traveling is not about consumption, but about special, authentic experiences with a deep-seated respect for nature and humankind.

frequent travelers

80 percent travel within Europe at least twice a year and 48 percent go on a transcontinental trip at least once a year.

age is just a number

The average age of our readers is 46 years

27 percent = 18 to 35 years

34 percent = 36 to 50 years

34 percent = 51 to 65 years

for both men and women

43 percent of our readers are male, 57 percent female.

well educated

70 percent have a college education or higher.

high disposable income

69 percent have an above-average income, and more than a third of our subscribers even earn twice the average income in the Netherlands.



In close collaboration with tour operators, tourism agencies, airlines and other companies in the travel industry, we create inspiring customized print content, such as features about specific destinations, interviews and news items about travel services and offers. Our writers and graphic designers can build on years of hands-on experience to bring your product or service to the attention of your target group.

[illegible]

Uruguay & Argentinië de perfecte *Latin* cocktail

Van uitgestrekte pampa's en lege stranden tot geweldige restaurants en een bruisend stadsleven. Talsman travel design de ideale reis voor jou samen door Uruguay of Argentinië – of allebei.

Reis je naar Talsman, dan heb je gewaard aan een unieke, persoonlijke en onvergetelijke belevenis. Onze ervaren reisbegeleiders kennen de bestuurgedone bestemmingen op hun duimpje en helpen je niet het uitpakken van een zo mooi genot met. Ondanks veelzijdig en kleinschalig, kan je accommodaties en lokale prachtige natuur, veel te ontdekken.

ZUID-AMERIKANISCHE VERASSINGEN

Uruguay, dat ook wel het Zwitserland van Zuid-Amerika wordt genoemd, is een veilig en rustig en behoudt de bestemming. Dat maakt een reis naar het land ook zo leuk. Vanaf de beroemde hoofdstad Montevideo bereid je je een reis naar het zuiden van de pampa's, uitgestrekte graslanden die je als een echte gaucho voor paard kan verkleunen. Voor de afsluiting ontvingen veelzijdig van de algehele ervaring van Punta del Este en Foz de Iguaz, waar Talsman internationale tours voor een jaarde reizen heeft georganiseerd. Of maak een reis naar Montevideo, Argentinië, waarin je het opgezette noordwesten van het land ontmoet met een veelzijdig strand. Aan de stranden van Uruguay aan de overkant van de zeevonding. Het geniet je van natuur, cultuur en strand.

ZORBELOS DE REIS

Natuur is ook een reis, zoals je wilt van A tot Z ontvoeren aan de hand van je reis en voorkeuren. Het is niet mogelijk om een reis naar Montevideo te organiseren voor de reis, kloppen dat je in een reizen naar een hotel te maken. Bereid je op een reis naar een reis, zoals je wilt van A tot Z ontvoeren.



MEER WETEN? TALSMAN TRAVEL DESIGN | WWW.TALSMAN.NL | (06-7755907) MAIL@TALSMAN.NL

Gun jezelf een upgrade

GETEST: DE NIEUWE PREMIUM COMFORT CLASS VAN KLM

Vind je Business Class te duur en Economy Class te klein? Ontdekken ook gelden inmiddels Premium Comfort Class. Culminatie-fotograaf Marja van de Vliet neemt de proef op de spijten en vlucht naar Mexico Stad.

IN DE KLUIT

Ik heb een ticket voor de Premium Comfort Class van Amsterdam naar Los Angeles. Het is een stuk duurder dan mijn vorige ticket voor de Business Class, maar het is wel een stuk beter. Het is een stuk beter dan de Business Class, maar het is wel een stuk beter.

VOORBEELDEN

De Premium Comfort Class is een stuk beter dan de Business Class. Het is een stuk beter dan de Business Class, maar het is wel een stuk beter. Het is een stuk beter dan de Business Class, maar het is wel een stuk beter.

IN DE LICHT

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Als je wilt weten hoe het voelt om te vliegen in de Premium Comfort Class, dan kun je het proberen. Het is een stuk beter dan de Business Class, maar het is wel een stuk beter. Het is een stuk beter dan de Business Class, maar het is wel een stuk beter.

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Wat me nu opvalt is hoe ruim de Premium Comfort Class is. Het is een stuk beter dan de Business Class, maar het is wel een stuk beter. Het is een stuk beter dan de Business Class, maar het is wel een stuk beter.

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BOORDEN

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DE KLUIT, LITTIJN EN PLEK VOOR DE KLUIT VOOR DE KLUIT VOOR DE KLUIT

GETEST

In's vrijetstassen van ORTLIEB

Al meer dan tien jaar legt fotograf David Peders bijzondere foto's vast. De argensamen persoon dan om de Back-Roller-fotografen van ORTLIEB naar om te weten. Samen met een vriendin leeft hij voor 'Levenswijze hoesdood'. Hoe ervan bij de tasen? En wat is zijn endoos?!

Tien is een vrij grote getal voor het leven Peders. Als een van de Back-Roller-fotografen van ORTLIEB, hij heeft een argensamen persoon dan om de Back-Roller-fotografen van ORTLIEB naar om te weten. Samen met een vriendin leeft hij voor 'Levenswijze hoesdood'. Hoe ervan bij de tasen? En wat is zijn endoos?!

RUIJEN WATERDICH?

De Back-Roller-fotografen van ORTLIEB zijn een argensamen persoon dan om de Back-Roller-fotografen van ORTLIEB naar om te weten. Samen met een vriendin leeft hij voor 'Levenswijze hoesdood'. Hoe ervan bij de tasen? En wat is zijn endoos?!

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DE BELANGEN EN

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VOOR ALLE ORTLIEB-PRODUCTEN: www.ortlieb.com

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The unique selling points of your product or service are strengthened through inspiring editorial articles

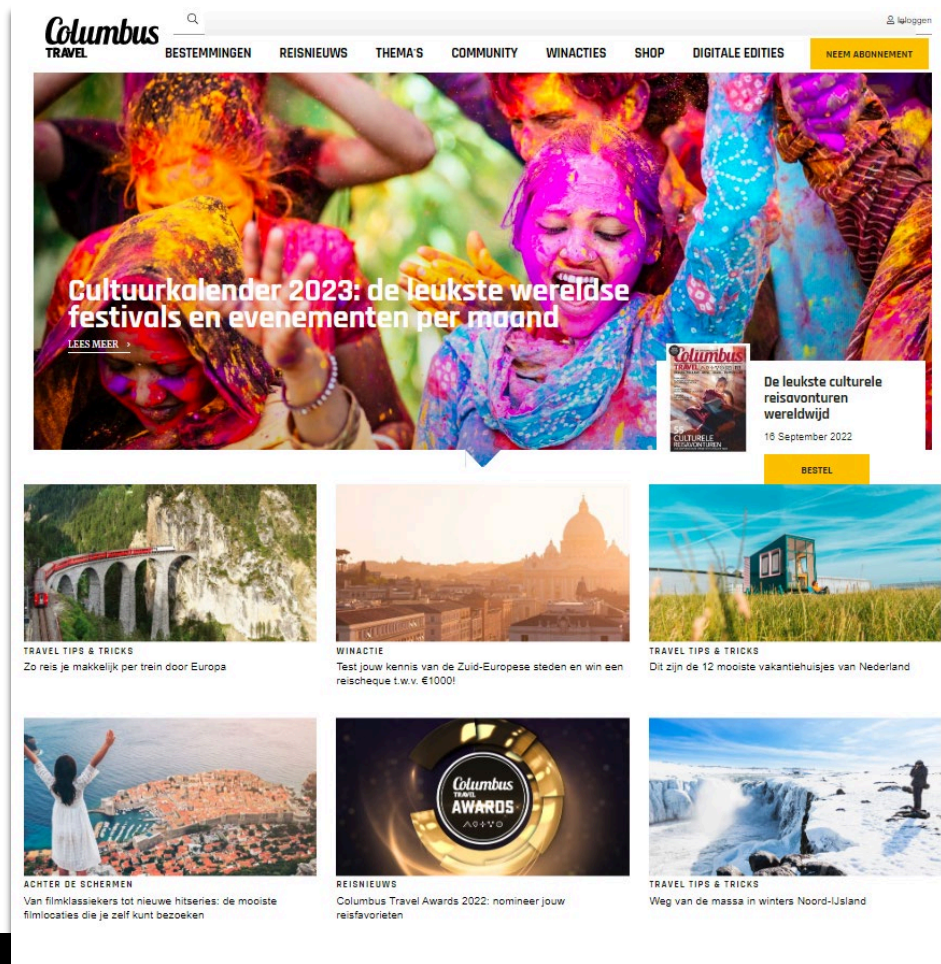
Columbus TRAVEL | our website

On columbustravel.nl, the leading online travel platform in the Netherlands, travelers can plan their next trip. We offer our advertising partners a host of options to bring their services and products to the attention of those passionate travelers. From advertisements on our popular homepage and promotional campaigns that interact with our online visitors to sponsored articles about specific travel destinations or interests.

PAGEVIEWS PER MONTH: 300,000

VISITORS PER MONTH: 100,000

AVERAGE SESSION: 1 MINUTE 21 SECONDS



The homepage of columbustravel.nl is our online calling card

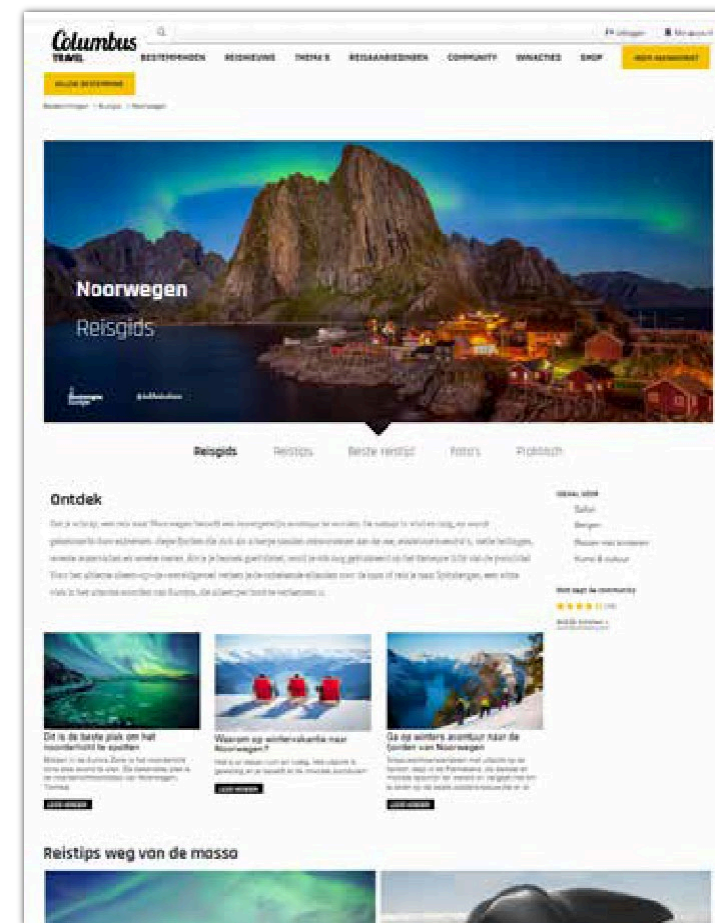
he latest travel news items and practical tips, collected daily by our professional editors, are combined with ads or sponsored articles that are displayed in the same position for a specific time span.

Columbus TRAVEL | our website

Travelers use columbustravel.nl to find inspiration for their next off-the-beaten-track trip. They can visit pages about hundreds of specific destinations. Want to know which Indonesian islands you shouldn't skip? Looking for the best tapas bars in Barcelona? You got it! The website also includes landing pages about specific travel interests or themes. Want to know where you can travel with your small children in tow? Are you looking for tips on how to travel sustainably? Or do you want to read up on recommended routes for your next roadtrip? We've got you covered. As an advertiser you can reach your specific target group(s) through branded content in a wide range of formats:

promotional articles/advertorials

Tell your target audience what makes your services distinctive by means of articles the Columbus editors put together in collaboration with your company. A blog from someone who has made a special trip that only you offer, for example, or an interview with one of your local guides in which your USP's are clearly communicated. These articles will be placed in a prominent position at the top of a relevant landing page and will link to pages on your own website or, upon request, to pages on the Columbus Travel website.



Columbus TRAVEL | our website

online quizzes

Columbus can use its own extensive content database – or build on your own material – to create engaging online quizzes to promote your destinations and/or travel services. Combined with a prize for participants with the highest score, Columbus Travel quizzes on average draw 2,000-4,000 pageviews and 500-1,500 e-mail leads. A quiz can help you with:

Branding

Create a highly engaging and memorable user experience for your services or products.

Lead generation

Add questions to collect user contact and profile information you can use for follow-up communication and business transactions.

Data collection and analysis

Gain insights into the wants and needs of your target audience: their knowledge (or lack thereof) of topics can help you make business decisions and drive your media & PR strategy.

Traffic boost

Include links to articles and multimedia on your own online channels to help boost traffic and familiarize your target audience with your own native online environment and travel offers. What's more, the quiz can easily be embedded into your own website, social media and e-mail newsletter application by copying a simple piece of code.

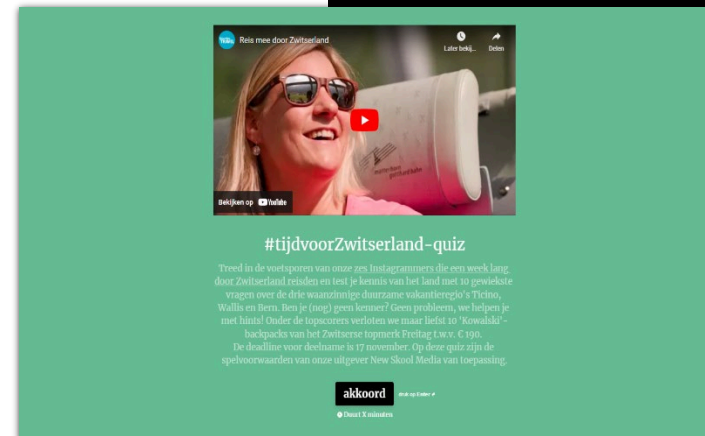
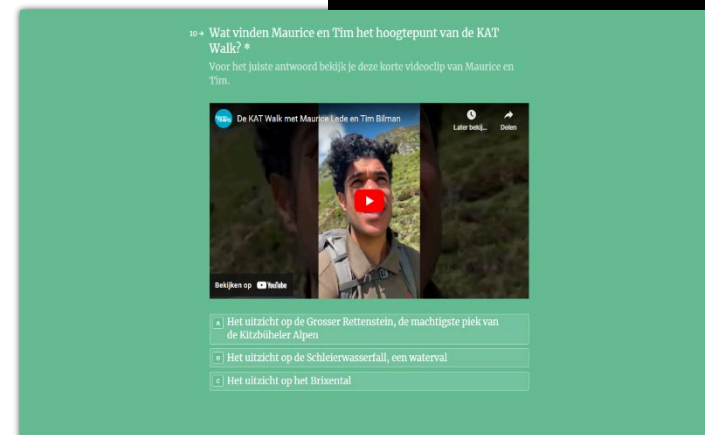
For a wide range of previous quizzes, check out columbustravel.nl/columbusquiz

A few examples of our quizzes

From top to bottom:
To promote the KAT Walk hiking trail in the Austrian Alps, our reporters followed the trail and produced a podcast and videos, which were then incorporated in an online quiz.

To help promote its travel offers in Southern Europe during the winter, Dutch travel operator SRC commissioned a quiz about Southern European citytrips. For the correct answers, participants needed to click on links to specific pages on the SRC website.

As part of a year-long multimedia campaign to promote Switzerland as a sustainable travel destination par excellence, Columbus produced two online quizzes, including videos and photos produced during an Insta Meet in Switzerland with five leading Dutch and Belgian influencers.



Columbus TRAVEL | our website

webinars

For highly targeted interaction with travelers, Columbus Travel organizes hour-long webinars in collaboration with tourism boards and tour operators. During these live sessions, experts share travel tips and tricks about specific destinations, using inspiring photos and videos. Webinar viewers can ask questions and share comments via the chat feature. Viewers sign up automatically to the newsletter of the participating tourism board or tour operator. All webinars are recorded and published on our YouTube channel. Webinars attract 50-200 highly motivated viewers, who may be contacted for follow-up or direct sale. Check out our webinars on columbustravel.nl/webinars

podcasts

As part of a larger multimedia campaign, Columbus Travel journalists Tim Bilman and Maurice Lede produce podcasts on location for tourism boards and tour operators. Podcasts are shared on all major streaming platforms and promoted through our social media and newsletter. They may also be incorporated in online quizzes and print or online articles. A Columbus Travel podcast is actively promoted during one month, attracting 1,000-2,000 listeners, and remains online indefinitely. [Check out our podcasts on Spotify.](#)

photo competitions

Want to engage (prospective) customers in a fun, novel way? Set up a photo competition through Columbus Travel! We organize monthly photo competitions, which are promoted through our social media and newsletter. All participants opt into your newsletter automatically, generating new leads. Photo competitions generate 500-1,500 submissions and leads.

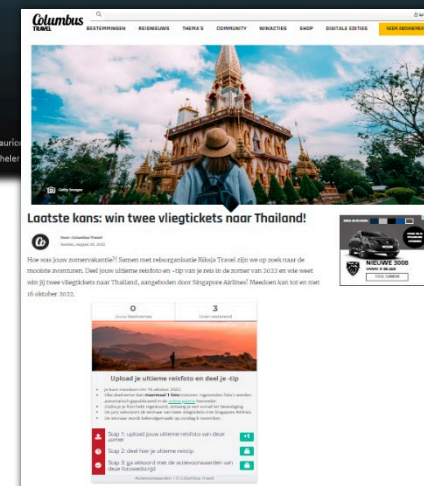
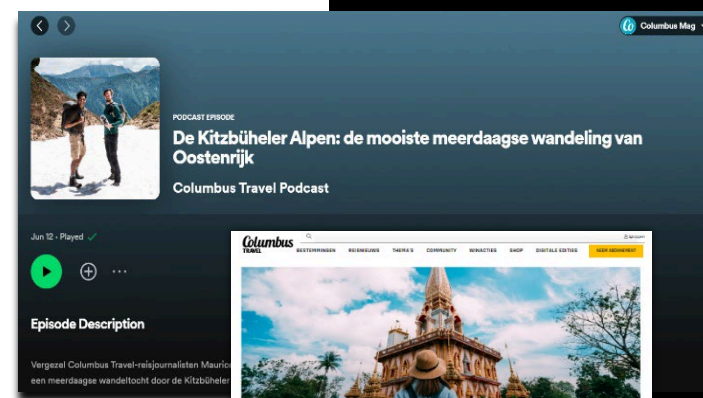
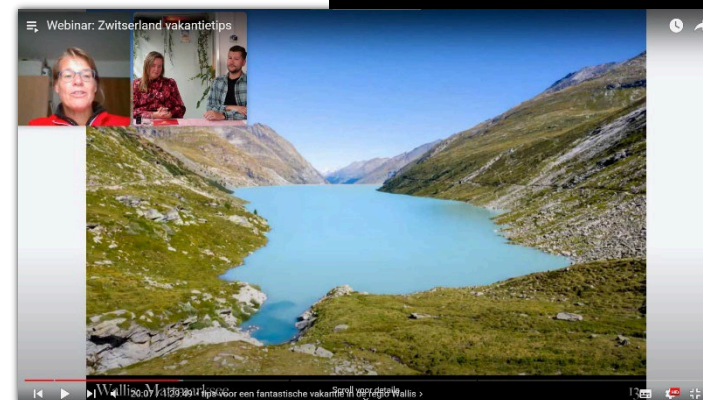
A few examples of our multimedia

As part of a year-long multimedia campaign to promote Switzerland as a sustainable travel destination, Columbus Travel organized two webinars, inviting local travel experts from Swiss regions to share their travel tips and tricks. In the podcast studio, a representative of Switzerland Tourism answered further questions from webinar viewers.

As part of a multimedia campaign commissioned by the Dubai Ministry of Tourism, Columbus Travel organized a webinar in collaboration with Dutch tour operator SRC Reizen, which specializes in cultural travel experiences

As part of a multimedia campaign to promote the KAT Walk hiking trail in Austria, Columbus Travel produced a podcast on location, which was also included in an online quiz and promotional article on our website.

In collaboration with the leading Dutch operator Riksja Travel, we organized a photo competition, requesting travelers to upload their favorite bucketlist travel shot. All 1,300 participants opted into the Riksja Travel newsletter and received targeted travel tips and offers as a result.



Columbus TRAVEL | our newsletters

We offer our advertising partners the opportunity to advertise in our weekly newsletter and/or to put together “dedicated” newsletters in collaboration with our editors. The latter are entirely devoted to the destinations and/or services of your business.

AEDITORIAL NEWSLETTER SUBSCRIBERS: 72,000 EVERY WEEK

DEDICATED NEWSLETTER SUBSCRIBERS: 38,000



The screenshot shows the top of a newsletter with the Columbus TRAVEL logo and a navigation bar with links: VLEIEN, VAKANTIE IN EUROPA, NATUUR EN WILDLIFE, and WINACTIES. The main content area features a large image of a plane flying through a storm cloud. Below this, there is a headline 'Is turbulentie nou eigenlijk gevaarlijk?' and a sub-headline 'Columbus onderzoekt'. The text describes a recent incident involving a Lufthansa flight. A yellow button labeled 'Is je angst gegrond?' is visible. Below this, there is another image of a person standing on a rocky outcrop at sunset. The headline 'Dit zijn jullie favoriete nationale parken!' is followed by text about a survey. A yellow button labeled 'Staat jouw favoriet ertussen?' is at the bottom.

Weekly newsletter with advertisements

The latest travel news, in combination with advertisements from our partners

The screenshot shows the top of a newsletter with the Columbus TRAVEL logo and a navigation bar with links: VLEIEN, VAKANTIE IN EUROPA, NATUUR EN WILDLIFE, and WINACTIES. The main content area features a large image of a town at sunset. Below this, there is a headline 'Deze 10 Duitse Unesco-werelderfgoederen wil je niet missen' and a sub-headline 'Werelderfgoed'. The text describes a list of 10 UNESCO World Heritage sites in Germany. A yellow button labeled 'Laat je inspireren' is visible. Below this, there is another image of a park with many trees. The headline 'Speel de Duitse Werelderfgoed-quiz en maak kans op een treinreis voor twee!' is followed by text about a quiz. A yellow button labeled 'Doe nu mee' is at the bottom.

Dedicated newsletter

The latest travel news and offers, tailor-made for a specific advertising partner

Columbus TRAVEL | our social media

Facebook and Instagram

We offer our advertising partners the opportunity to use sponsored articles (branded content) on our social media, using Instagram and Facebook Stories and posts. Our social followers actively engage with this content through polls, quizzes and competitions. We can also create and deploy complete social media campaigns, in combination with promotional articles on our website and in our print magazine, or multimedia services such as webinars and (photo) competitions.

Insta Meets

To show your destinations or travel offers in a novel, highly interactive way - and simultaneously produce content that may be used for both online and offline promotional efforts - Columbus Travel organizes Insta Meets in collaboration with social media specialists of the Honeyguide travel platform. Drawing on our professional network, we send out a group of micro influencers with 10-20K followers for one or more days to photograph and document travel destinations. The influencers post this content and engage with followers on their own accounts, but also share their work with Columbus Travel. Our online content manager publishes a selection on the social media of Columbus Travel and incorporates this content into articles and other multimedia, such as quizzes and webinars, on our website.

FACEBOOK

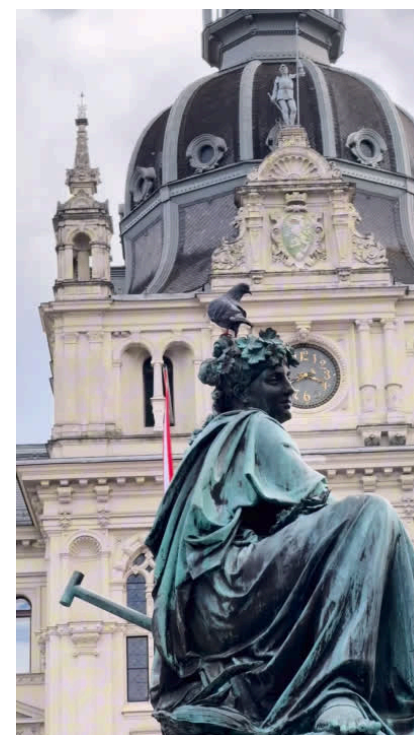
29,000 followers

INSTAGRAM

19,000 followers

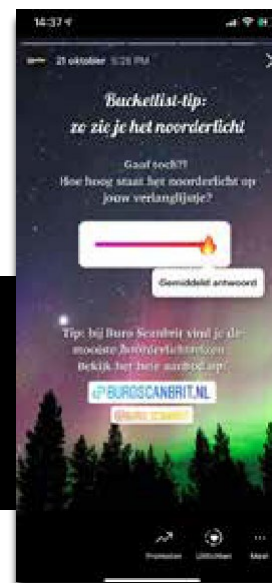
Interact with your target audience

The Columbus editorial team uses social media as interactive elements of extensive multimedia campaigns. In Instagram Stories for national tourism offices, for example, polls and quizzes are included that link to campaign pages and competitions on our website. Content created by micro influencers during Insta Meets is used not only on social media but also in articles on our website, travel features in our print magazine and across a wide range of online products such as quizzes and webinars.



Let's Insta Meet!

Video of an Insta Meet in Austria, where two influencers produced content for an entire week.



Columbus TRAVEL | our custom content

custom content

As a customer you can also use the full product and service range of Roularta Media Group, the parent company of Columbus Travel. As one of the largest magazine publishing houses of the Benelux, it serves a market of over 29 million consumers. It has an unrivaled niche market reach with dozens of special-interest magazines. The Columbus Travel team works closely with their branded content specialists to design, implement and monitor all campaigns. You can opt for stand-alone editorial productions for your own customers or target group, or combine them with ads across a wide range of print magazines, websites and social media.

inserts and supplements

Does your service or product deserve more attention than can be summarized in a few pages? We'd be happy to come up with special solutions to fit your needs. Choose from stand-alone print products such as brochures and mini guides that may be inserted into one or more Roularta Media Group magazines, or a special supplement or section.

digital magazines en e-books

Roularta Media Group and Columbus Travel can put together entire digital magazines and books for you, with video and interactive elements such as forms and maps if required. We'd be happy to help you reach your target group with your own e-book or e-zine or improve interaction with your existing customer base or relationships.

Special print edition for regional Dutch tourism board

This edition of In Eigen Land, our domestic travel publication, was entirely devoted to the Dutch Wadden Islands and coast, as part of a collaboration with the Visit Wadden tourism board. Circulation: 70,000 copies.



Digital magazine NS Dagje Uit

On behalf of the Dutch Railways, the editorial team at Columbus produces the travel inspiration magazine NS Dagje Uit seven times a year, reaching a total audience of 100,000 readers.



Print insert featuring travel tips

This 64-page mini-guide filled with travel ideas for the new travel year is sent out every fall with eight magazines from Roularta Media Netherlands, the parent company of Columbus Travel, allowing advertisers to reach as many as 100,000 readers.



Columbus TRAVEL | our events

B2C events

To increase engagement between travelers, Columbus Travel, and its commercial partners in the travel industry, the editorial team regularly organizes on-site events. These small-scale events provide our partners with an additional platform to introduce their travel offerings to our base in a very direct and personal way.

For example, with each new issue of the magazine, a Columbus Travel Talk is held about a featured destination. For this, the editorial team invites a Columbus writer or photographer to share travel experiences and tips with a live audience at a travel bookstore in Amsterdam for an hour. This conversation is also recorded for a podcast. The approximately thirty guests invited to the event are selected on a first-come, first-served basis after signing up through an online form.

Columbus also has years of experience organizing B2C events directly commissioned by clients. These events combine photo presentations, Q&A sessions with travel experts, and ample opportunities for food, drink, and (potential) customer engagement. These events typically last three to four hours and are organized for around one hundred invitees. Particularly effective is a live event as the conclusion of a branded content campaign, featuring interactive elements such as a quiz or webinar, for which participants opt in to receive emails from Columbus and its partners, thus allowing them to be invited to the event.

Some examples of our events

Following each new Columbus issue, we invite readers to a Columbus Travel Talk with one of our travel journalists, who enthusiastically shares their travel experiences on a specific destination at the Evenaar travel bookstore in Amsterdam.

In collaboration with tourism boards and tour operators, Columbus also organizes events that combine photo presentations, Q&A sessions with travel experts, and delicious food and drinks from the featured destinations.

Pictured here: an event promoting the Spanish region of Extremadura for around one hundred guests, with a workshop led by a local chef as the highlight.



Columbus TRAVEL | our rates and formats

print advertising

All rates excluding taxes.

1x 1/1 page	€ 5,031
2x 1/1 page	€ 4,368
4x 1/1 page	€ 3,970
1x 2/1 page	€ 9,408
Insert	Upon request
Cover pass (entire print run)	€ 5,296

print ad specifications

Width x height, excluding 5 mm bleed

Full page 1/1	210 x 285 mm
Full page 2/	420 x 285 mm

You will receive detailed print ad specifications by e-mail.

custom content

Custom content campaign	Upon request
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online advertising

Ad on homepage	From € 1,200 per week
Overlay	€ 1,995 per week
Branded content destination page	€ 1,200 (per country, per month)
Branded content topic page	Upon request (per topic)

newsletters

Newsletter advertorial	€ 1,750
Dedicated newsletter	€ 5,495

social media and multimedia

Facebook post	€ 750
Instagram post or Story	€ 750
Social media campaign	Upon request

Online production costs*

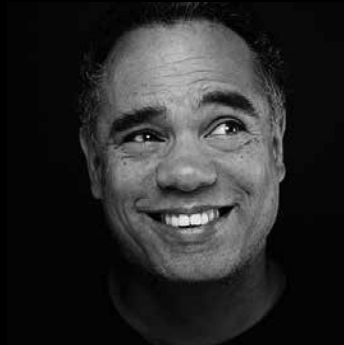
Newsletter advertorial	€ 175
Facebook post	€ 225
Instagram post or Story	€ 225
Branded content article on website	€ 550
Dedicated newsletter	€ 525

*Based on 2 correction rounds (no discount applied)

Issue #	Publication date	Deadline for advertisements	Deadline for advertorials
136	24-01-2025	18-12-2024	18-12-2024
137	07-03-2025	03-02-2025	20-01-2025
138	18-04-2025	17-03-2025	03-03-2025
139	30-05-2025	28-04-2025	14-04-2025
140-141	11-07-2025	09-06-2025	26-05-2025
142	29-08-2025	28-07-2025	14-07-2025
143	10-10-2025	08-09-2025	25-08-2025
144-145	21-11-2025	20-10-2025	06-10-2025



We're happy to help!



Mark Mackintosh

Chief Editor Columbus Travel,
In Eigen Land & NS Dagje Uit
mark.mackintosh@roularta.nl



René Zaaijer

account manager Columbus Travel,
In Eigen Land & NS Dagje Uit
rene.zaaijer@roularta.nl



Arian Azad

account manager Columbus Travel
arian.azad@roularta.nl



Bob Stultiens

account manager Columbus Travel
bob.stultiens@roularta.nl

columbustravel.nl/adverteren