

Saleskit 2025

Plus
Travel Special





Plus Travel Special

The Plus Travel special is an inspiring **in-magazine special** to get ideas for trips away, weekends and holidays at home and abroad. The Plus Travel special appears **in Plus Magazine** and is also offered online on PlusOnline. On www.plusonline.nl, the special will be visible for two months with a link to your website. We provide traffic to the online special from our Plus Newsletter, with 325,000 subscribers.

The Plus Travel special will be released on September 5.



Facts & figures **Plus Travel Special**

Plus Travel Special reader

The readers of the Plus Travel Special are real bon vivants. They are interested in holidays and travel, regularly make trips at home and abroad, love good food and enjoy life.

Profile Plus Reader

Gender: 60% female / 40% male

Age: 50-64 years 19%, 65+ years 74%

Wealth: W1 (high)/W2/W3 50%

(Source: NPMM DGM 2024-I)

Plus Travel Special

Frequency: 1 edition in September

Reach: 603,000 m/v

PlusOnline.nl

2,285,000 pageviews monthly

The Plus Travel Special is online for 2 months on the website

www.plusonline.nl

Rates & formats 2025 **Plus Travel Special**

Basic rates

in euro's excl. VAT

1/1 page	€ 8,500.-
2/1 page	€ 15,500.-

Formats and measurements in mm

Format width and height

Bladspiegel

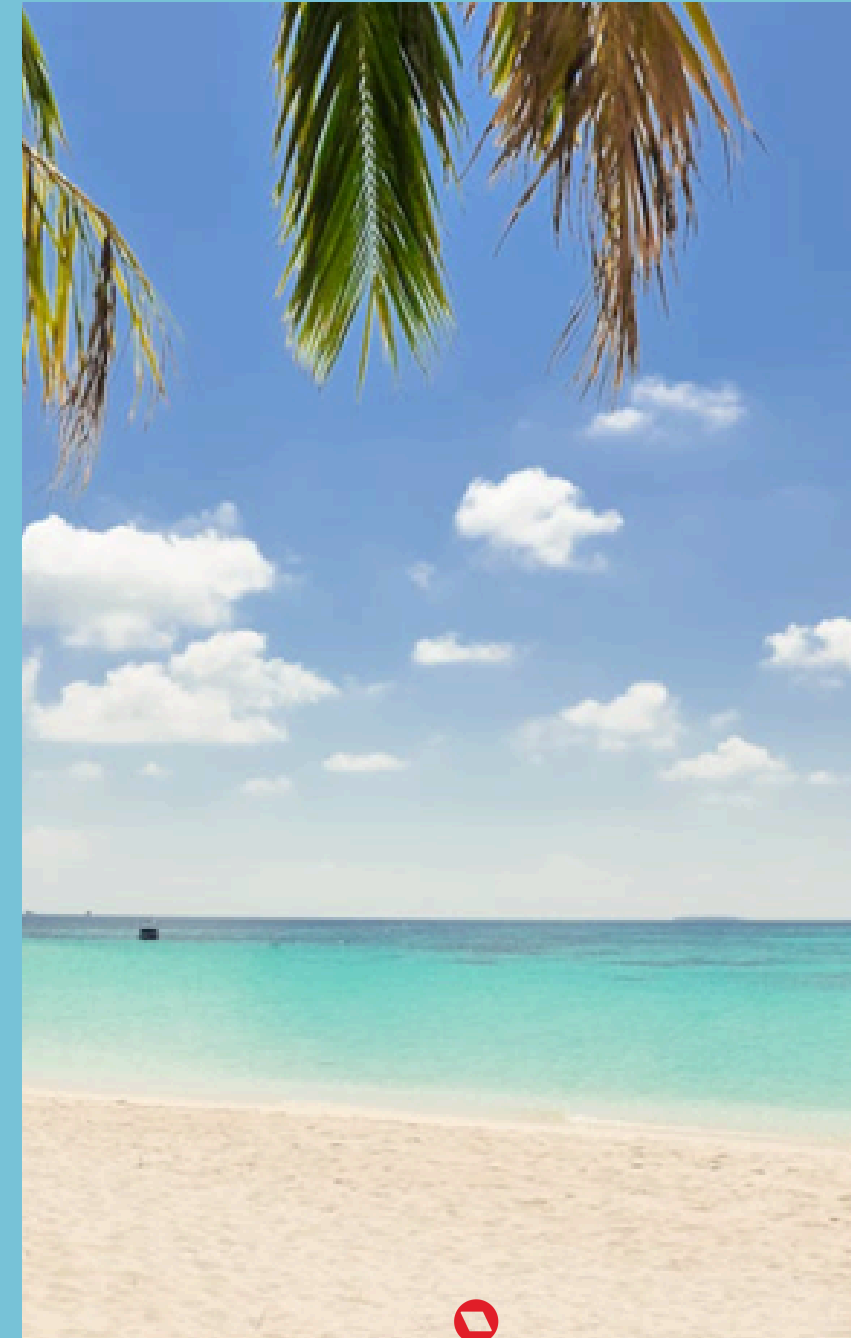
1/1 202 x 267

2/1 404 x 267

+ 5 mm bleed on all sides

Advertisement material:

Please submit your digital ad files
ad Certified PDF





Planning **Plus Travel Special**

The Plus Travel Special appears in the Autumn of 2025:

Publicationdate the 5th of September 2025

Deadline material branded content **14-07-2025**

Deadline advertisement **25-07-2025**

Deadline material online **25-07-2025**



Delivery Specifications

Branded Content one page

Text:

Maximum length is 400 words incl headline and header. Please submit the text complete and checked in a word document. Final editing will be provided by Roularta Media.

Image:

The minimum resolution is 300 dpi. Please note that the image cannot be used larger than it is supplied, so please prefer wider dimensions.

Submit a maximum of 4 images.

Online

You can provide the following elements for online placement:

Headline - up to 25 characters including spaces, fitting on 1 line

Body - 150 characters including spaces

Text - In u-form (PlusOnline addresses its target audience with 'you')

Links, text and measurement tags - Deliver these separately in the mail, so no Doc, PDF or Excel that can "pollute" the code

Image - 560x320 px; JPG/GIF

(no animated GIF, no text in images, we prefer mood image)

Link to landing page* advertiser - provide link with measurement tag if possible



Contact

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www.roularta.nl



Roularta
Media Nederland