

Media kit 2026

Columbus
TRAVEL

Roularta Media Nederland



Brand

Columbus Travel is the leading travel magazine for anyone who wants to travel off the beaten track. Every year, our international travel professionals produce several editions filled with **unforgettable travel inspiration**. From in-depth reports and the latest news to practical tips and stunning photography. Our readers have a passion for traveling away from the crowds.

The most beautiful journeys are **voyages of discovery**. Columbus is your **loyal travel companion** on this lifelong journey of discovery. How is the world changing? How can we continue to challenge ourselves and our ideas?

In addition, Columbus Travel publishes four editions of **In Eigen Land** every year. The mission of In Eigen Land is to connect with the Netherlands, your passion, yourself, and your loved ones. Readers can (re)discover the Netherlands and find inspiration for special **short trips** and **long vacations** in **the Netherlands**.

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Target group

Columbus Travel readers are **passionate about travel**. They look for destinations that have not yet been discovered by mass tourism. They seek atmosphere and authenticity, but also adventure. On the other side of the world, but also just around the corner in the Netherlands, and for every budget.

Our readers are men and women with an **above-average income**. For them, travel is not about consumption, but about special, authentic experiences, with a heart for nature and their fellow human beings.

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This is Columbus Travel



Magazine
8x yearly



In Eigen Land
4x yearly



Books



Calendar



Online
300,000
pageviews p/m



Newsletter
74,000
subscribers



Facebook
28,000
followers



Instagram
20,000
followers



Photo
contest



Online Quiz



Events
Travel Talk



Podcast
1,000
listeners per
episode



Webinar
150-250
live viewers



Facts & Figures

Gender: 43% men, 57% women
Age: younger than 35 yrs 27%, 35-49 yrs 34%,
50-64 yrs 34%
Income: Average income and higher 69%

Magazine

Printreach: 150,000 per edition
Frequency: 8x yearly (2 combined editions) + 4 specials

Online

300,000 pageviews monthly (columbusmagazine.nl)

Newsletter

74,000 newsletter subscribers
CTO 14% - CTR 8% - Open Rate 56%
Frequency: weekly on Thursday

Social Followers

Facebook: 28,000
Instagram: 20,000

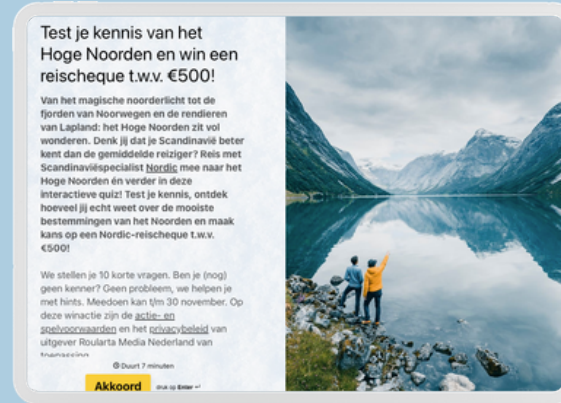
Podcast

1,000 listeners per episode

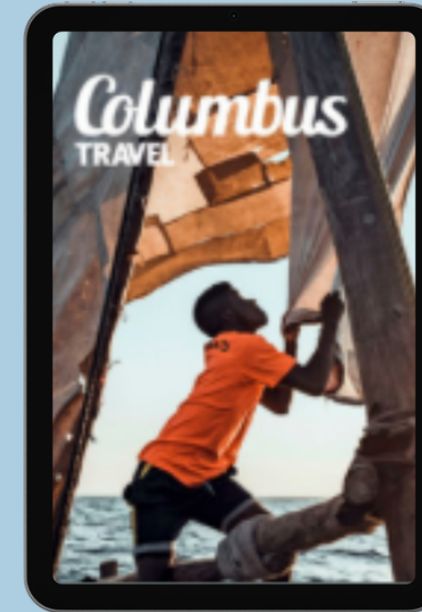
Advertising opportunities



Social Post



Quiz



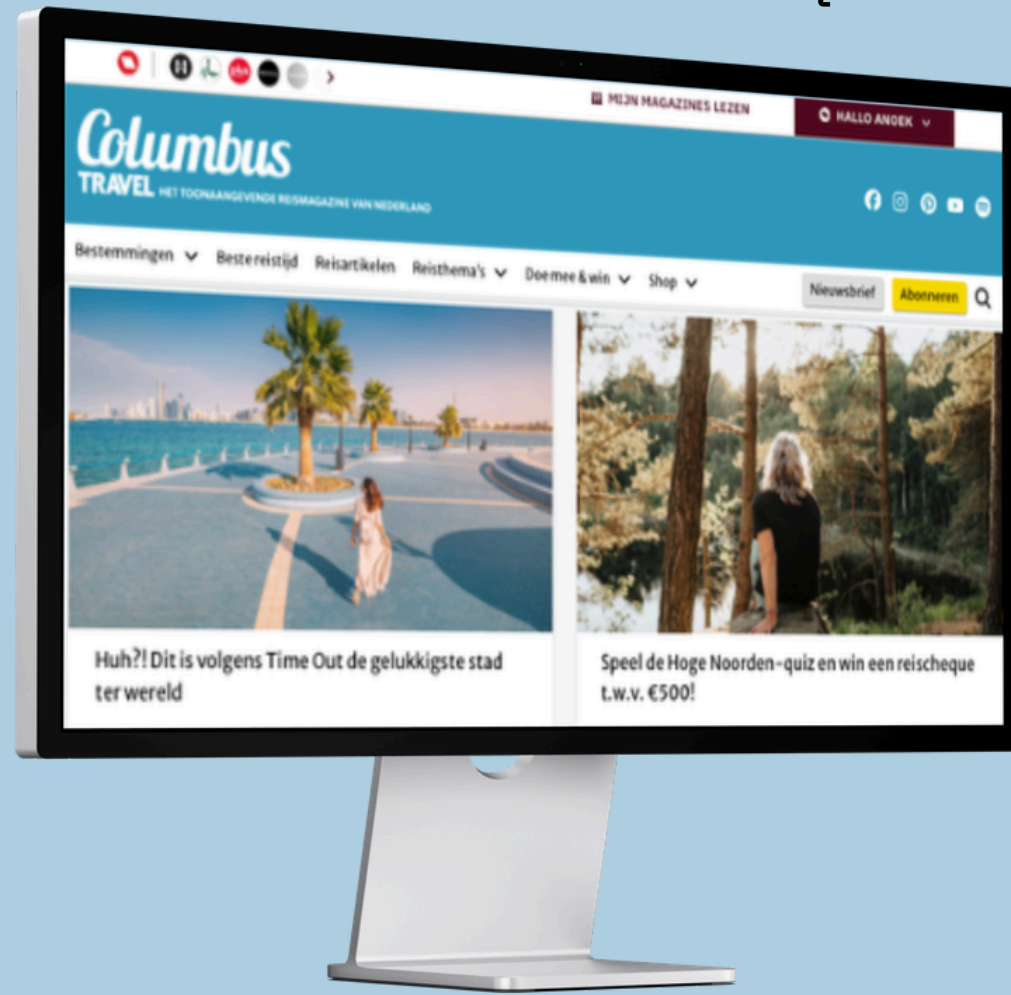
Podcast



Video



Newsletter



Digital



Print



Paperwrap

Paperwrap

New advertising concept in 2026

The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

From 2026, we will be packaging our magazines in paper instead of plastic. The paper wrap is **environmentally friendly**, made from renewable raw materials, fully recyclable, and emits less CO₂.

Advantages

- Your message is the first thing the reader will see
- It reaches the audience twice
- It makes your brand literally tangible
- It reinforces your sustainable image

Roularta Brand Studio will help you implement this within a cross-media strategy for even greater brand impact.





Brand Studio

Roularta Brand Studio is the **creative agency** within Roularta and specializes in developing, creating, and publishing high-quality branded content.

Our strength is **storytelling**: we create powerful brand stories that resonate, linger, and inspire action. As a strategic partner, we offer tailor-made, cross-media solutions that touch your target audience and get them moving.

Our team translates **brand stories** into impactful content that seamlessly connects with various channels, from print and digital to video, social media, and podcasts.

We tell stories with impact on the right platforms, so that your message reaches the right people, at the right time, and through the right **media**.

Rates & Formats

2026

Base rate Print

in euro's excl. VAT

1/1 page Columbus	€ 5,031.-
1/1 page In Eigen Land	€ 4,950.-

Format index

2/1 page	187
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Position index

Preferred position	110
Spread in center	110
1st page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Fold out cover <i>excl. production costs</i>	280

Branded Content

1/1 page Columbus	€ 5,534.-
2/1 page Columbus	€ 10,349.-
1/1 page In Eigen Land	€ 5,445.-
2/1 page In Eigen Land	€ 10,175.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format width x height

Trim size Columbus + In Eigen Land

1/1 page	210 x 285
2/1 page	210 x 285 - 210 - 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters Columbus + In Eigen Land

Newsletter item	€ 2,500.-
Partnership Newsletter	€ 5,600.-

Production costs Newsletters *

Newsletter item	€ 250.-
Partnership Newsletter	€ 550.-

Inserts, Supplements and Paperwrap

On request

Digital Columbus

Product	Rate
Branded content	€ 1,800.-
Video	on request
Podcast	on request

Social Post CPM rate

Facebook Post	€ 12.50
Instagram Post/Story	€ 12.50

Production costs Digital *

Branded content	€ 1,000.-
Facebook Post	€ 250.-
Video and Podcast	on request

Display CPM rate

Billboard	€ 20.-
Leaderboard	€ 20.-
Mobile Large Banner	€ 20.-
Rich media	on request

* based on 1 correction round (no discount available)

Contact



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