

Media kit 2026

IN EIGEN
LAND



Brand

Connecting with the Netherlands, with your passion, with yourself and your loved ones. That, in a nutshell, is the mission of **In Eigen Land**. Thanks to inviting photography and accessible tips, readers can (re)discover the Netherlands and find inspiration for special **short breaks and long holidays in the Netherlands**.

Surprising, sustainable and for every budget. Close by, yet far away from everyday life. From the heathlands of Drenthe and the lakes of Friesland to the creative breeding grounds of South Holland and the vineyards of Limburg. Culture and nature that make us so unique.

In Eigen Land is a co-production of Columbus Travel, Roots and FietsActief.

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Target group

Readers of **In Eigen Land** love the outdoors, cultural activities and travelling away from the crowds. They enjoy (re)discovering the Netherlands and are cycling and walking enthusiasts.

They are part of households with school-age children or live with their partner and have a **comfortable income**. For them, travelling is not about consumption, but about special, authentic experiences, with a heart for nature and their fellow human beings.

This is In Eigen Land



Magazine

4x yearly, in every season

In Eigen Land has its own newsletter and uses the online platform of Columbus Travel, Roots and Fiets Actief for online and social media purposes.



Newsletter

74,000 subscribers



Online

311,000
pageviews p/m
Columbus Travel



Facebook

28,000 followers
Columbus Travel



Instagram

20,000 followers
Columbus Travel



Sections

There are 101 tips in each edition for discovering the Netherlands away from the crowds. This makes In Eigen Land the ultimate inspiration guide for the Netherlands off the beaten track. Each edition responds to the travel needs, travel plans and travel options for a specific season: spring, summer, autumn and winter.

Each edition features regular sections:

- extensive travel reports from our award-winning photographers and writers about a specific region
- walking routes through the most beautiful nature reserves in our country, including photos and maps
- special cycling routes with original places to stop off
- the best activities with children
- the best places to stay away from the crowds
- tips for surprising city trips, in collaboration with the Dutch Railways
- hotspots for art and culture



Publication planning

In Eigen Land Winter Edition

Publication date: 9 January 2026

Theme: 24 most beautiful nature routes in the Netherlands

In Eigen Land Spring Edition

Publication date: March 20 2026

Theme: 101 tips for experiencing foreign countries in your own country

In Eigen Land Summer Edition

Publication date: May 22 2026

Theme: 101 greatest travel secrets of the Netherlands

In Eigen Land Autumn Edition

Publication date: September 11 2026

Theme: into the forest

Newsletter

Four times a year, the editors of Columbus Travel publish a newsletter entirely devoted to the Netherlands. This newsletter is sent to Columbus Travel newsletter subscribers.

Edition 1: January 11 2026

Edition 2: April 19 2026

Edition 3: May 24 2026

Edition 4: September 13 2026



Facts & Figures

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

Magazine

Printreach: 125,000 per edition
Frequency: 4x a year, in every season
The magazine is available in shops for two to three months.

Online

311,000 pageviews monthly (columbusmagazine.nl)

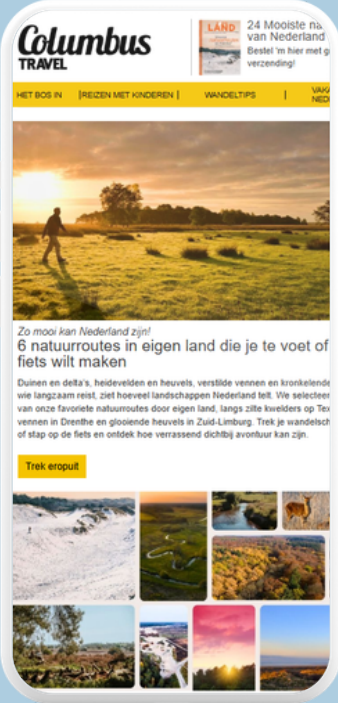
Newsletter In Eigen Land

74,000 newsletter subscribers
CTO 14% - CTR 8% - Open Rate 56%
Frequency: once every three months on Saturday

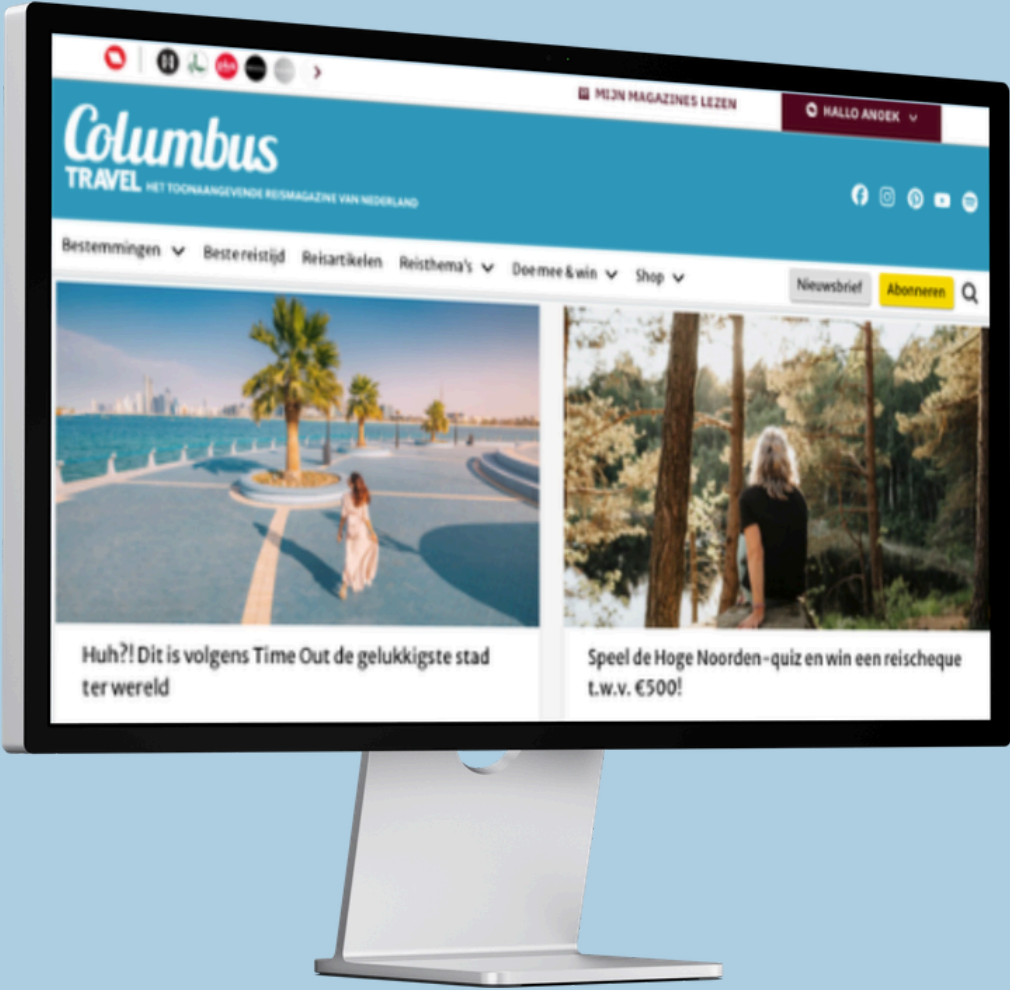
Advertising opportunities



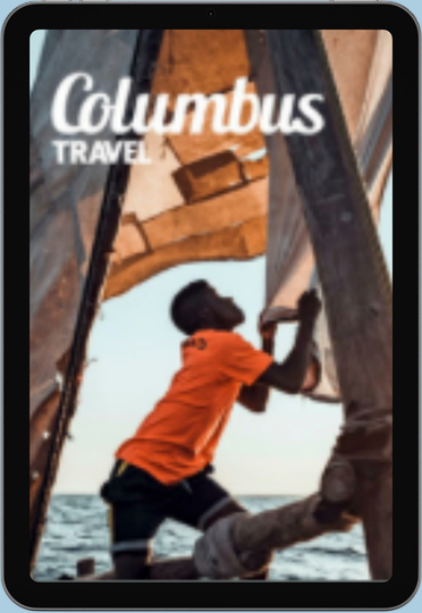
Social Post



Newsletter



Digital



Podcast



Print



Quiz



Video



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
<i>+ 5mm bleed on all sides</i>	

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 (direct translation)	€ 250.-
Partnership Newsletter	€ 550.-

Inserts and Supplements

On request

Digital Columbus

Product	Rate
Branded Content publication	€ 1,800.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Podcast	on request

Social Media

Facebook campaign	on request
Instagram campaign	on request

Production costs Digital *

Branded content (standard)	€ 1,000.-
Social Post	€ 250.-
Video and Podcast	on request

Display

	CPM
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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