

# HOLIDAY PLANNER 2026/2027



# From local gems to global getaways

The Holiday Planner 2026/2027 offers plenty of inspiration to make the new travel year a personal success.

To inspire and motivate the Dutch to continue seeking unique travel experiences both at home and abroad after the summer, Roularta Media Nederland is launching a special multimedia campaign that fully leverages its reach as the leading magazine publisher in the Netherlands. The primary goal of this campaign is to promote diverse holiday destinations for autumn/winter 2026 and the new travel year 2027.

## Key campaign components

he campaign consists of the following elements:

- A 48-64 page travel guide, the Holiday Planner 2026/2027, distributed as an insert in eight Roularta magazines, reaching no less than one million consumers.
- An online campaign on the websites of participating magazines, including social media activation.
- Email newsletters.



# The Holiday Planner insert

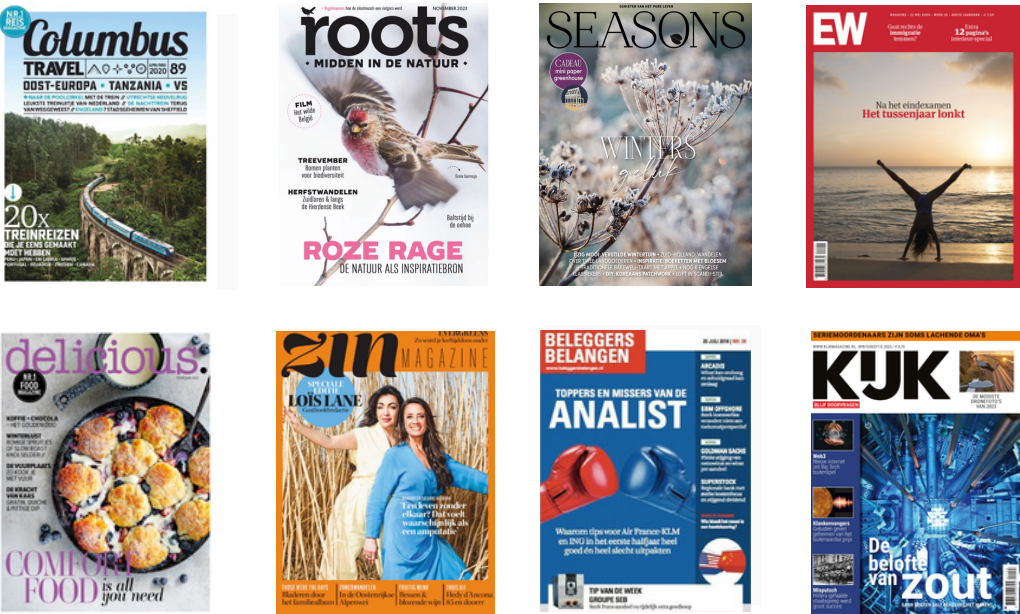
To generate exposure for a wide range of unique travel destinations, a 48-64 page travel guide will be produced to showcase the best travel experiences for the new year: the Holiday Planner 2026/2027. This guide will be included in eight Roularta magazines and delivered to all their subscribers, reaching an impressive one million consumers.

The eight magazines cover a broad spectrum of travel interests, including food & drink, wellness & well-being, art & design / architecture, hiking, and nature experiences. This allows advertisements and branded content to be tailored specifically to your target audience(s) and campaign focus. For a detailed overview of the participating magazines, see the section on the right.

## At a glance: what's inside

The Holiday Planner 2026/2027 features articles on:

- Unique outings and vacations in the Netherlands
- Hidden Europe: the most stunning secret travel destinations on our continent
- Long-haul travel in 2027: the top up-and-coming destinations for the new year



## Introducing the Magazines of Roularta Media Nederland

The Holiday Planner 2026/2027 will be included with the subscriber editions of eight magazines from Roularta Media Nederland, reaching a total of one million consumers. All magazines cover international travel topics and cater to highly educated readers with a high disposable income, who plan to travel abroad at least twice a year.

The participating magazines:

- Columbus Travel, the leading international travel magazine in the Netherlands
- Roots, the premier nature magazine of the Netherlands
- EW, the country’s leading opinion magazine
- delicious., the top food magazine in the Netherlands
- Seasons, the go-to home & garden magazine
- ZIN, the leading lifestyle magazine for 50+ readers
- Beleggers Belangen, the top financial magazine for private investors
- Kijk, the #1 source for the latest technological developments and scientific insights

The travel guide will be included in the following editions:

|                    |        |             |
|--------------------|--------|-------------|
| Columbus Travel    | #153   | 16 October  |
| Roots              | #11    | 16 October  |
| Delicious.         | #11    | 30 October  |
| EW                 | #43    | 22 October  |
| Beleggers Belangen | #44    | 30 October  |
| Seasons            | #8     | 3 November  |
| Kijk               | #11/12 | 6 November  |
| ZIN                | #13    | 12 November |

# Online campaign

To maximize the campaign's reach and exposure for the many unique travel experiences in 2026/2027, the content of the printed travel guide will also be published online on a dedicated campaign page on the Columbus Travel website. Additionally, upon request, it can be featured on the websites of other participating magazines.

## Additional web features

In collaboration with advertising partners, this content can be enhanced with:

- Additional articles and/or branded content focusing on specific travel destinations or activities.
- Interactive elements such as an online quiz, webinar, or photo contest.
- Targeted social media campaigns, reaching hundreds of thousands of Facebook and Instagram followers across the Netherlands.

## Tailor-made online media strategy

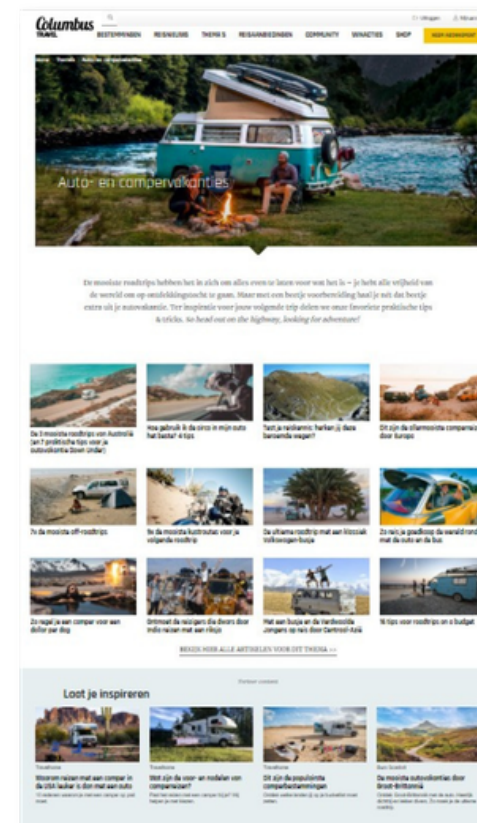
Our account managers are happy to discuss which online features best align with your marketing goals. In close collaboration with the magazine editorial teams, they will develop a customized media strategy for your brand. They can also provide detailed online statistics for the websites and social media of all participating Roularta magazines.

**Online campaign period:**  
**October 2026 - January 2027**



## Branded content in print

In close collaboration with tour operators, tourism boards, airlines, and other businesses in the travel industry, we create inspiring, tailor-made print content, such as articles on specific destinations and services. Our writers and designers leverage years of hands-on experience to bring your destination, product, or service to the attention of your target audience.



## Branded content online

Showcase what sets your destination or services apart. Engage your audience with online articles created in collaboration between Roularta Media Nederland's editorial teams and your company. These articles will be prominently featured and can include links to your own website or, if desired, to pages on the Roularta magazine websites of your choice.

# E-mail newsletters

For maximum media exposure and online conversion, email newsletters remain an essential part of marketing campaigns. As part of the Holiday Planner 2026/2027 campaign, we offer advertising partners the opportunity to place ads in the weekly editorial newsletters of one or more participating magazines.

Additionally, we provide the option to create dedicated newsletters in collaboration with our team, fully tailored to your company's services and marketing objectives. Each participating magazine has its own niche audience, allowing for highly targeted marketing. Together, the newsletters of the participating magazines reach hundreds of thousands of consumers across the Netherlands.

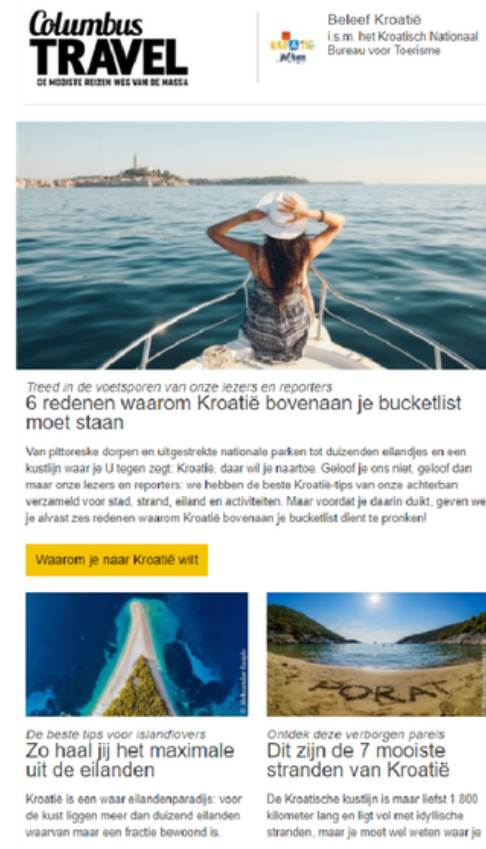
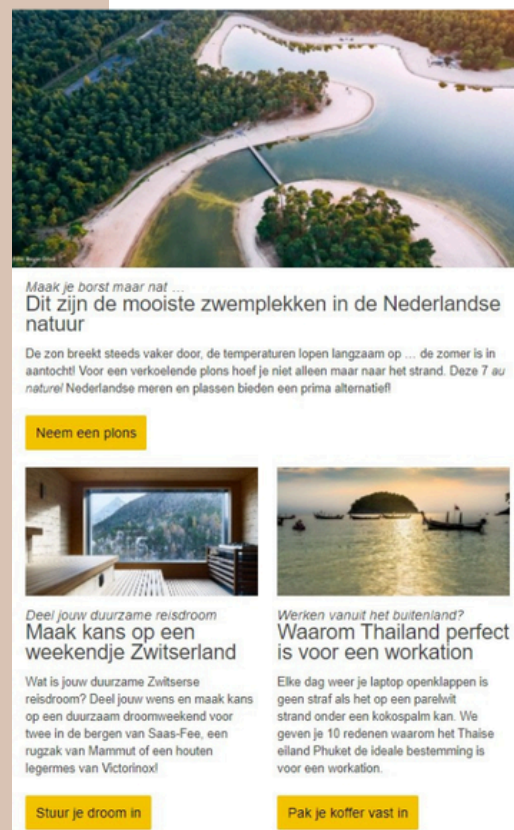
## Editorial newsletter subscriber base

- Columbus Travel: 72,000 subscribers
- Roots: 42,000 subscribers
- EW Magazine: 61,000 subscribers
- delicious.: 88,500 subscribers
- Seasons: 57,800 subscribers
- KIJK: 28,300 subscribers
- Beleggers Belangen: 14,500 subscribers

## Dedicated newsletter subscriber base

Total base: 40,000 subscribers

**Campaign period for newsletters:**  
**October 2026-January 2027**



## Effective email marketing for your destination or tourism service

As part of the Holiday Planner 2026/2027 campaign, advertising partners can place ads or branded content in the editorial newsletters of one of the eight participating magazines. Additionally, there is an option to create a dedicated newsletter, fully focused on promoting your company's services or marketing objectives.

Left: The weekly editorial newsletter of Columbus Travel, reaching 72,000 active subscribers, featuring branded content articles for advertising partners.

Above: An example of a dedicated newsletter by Columbus Travel, produced for an advertising partner and sent to over 40,000 active subscribers.

# Rate card and print specifications

## Holiday Planner insert

- 1/1 page advertisement or branded content: €5,500
- 2/1 page advertisement or branded content: €9,900
- Production costs for branded content: €900 per page
- Deadline for submitting advertisements: september 11
- Deadline for submitting input for branded content: August 28
- Print specifications:
- 1/1 page: 148 x 210 mm + 5 mm bleed on all sides
- 2/1 page: Two separate PDFs in the format mentioned above
- Maximum word count per page: 250
- Submit advertisements in Certified PDF format to: [traffic@roularta.nl](mailto:traffic@roularta.nl)

## Online campaigns

- Branded content articles: on request
- Interactive products (quiz, webinar): on request
- Social media posts or campaign: on request

## E-mail newsletters

Branded content article or advertisement in an editorial newsletter:

- Columbus Travel: € 2,500
- Roots: € 2,000
- EW Magazine: € 3,500
- Delicious: € 3,150
- Seasons: € 2,500
- KIJK : € 1,250
- Beleggers Belangen: € 850

Dedicated newsletters with up to 6 advertisement positions:  
€5,495



## We are happy to assist you

The sales team at Roularta Media Nederland is happy to discuss how your destination, service, or product can be promoted through the Holiday Planner 2026/2027 campaign and to develop a tailor-made partnership with you. Please contact one of our account managers:

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