

Blij op Reis - 2021 - Travel Special

sun - winter - close to home – distant journeys - adventure - relaxed - cruises - city trips

Optimum reach: twice a year

Following in the footsteps of the successful Blijtijds Magazine, the Blij op Reis content production from Bindinc. is the perfect way to tell the over 50s target group in the Netherlands where they should spend their leisure time and what the latest must-have gadgets are.

With a distributed subscriber circulation of over 500,000 and a reach of almost 1.5 million readers, this special is the ideal opportunity to approach your target group in the most effective way possible.

More information or want to reserve space?

Contact conny.hofmans@dpgmediamagazines.nl or take a look at the [website](#) for (even more) target group statistics.

Make your contribution to editorial content

Holidays are all about freedom. Kicking back and doing nothing or actively seeking out fun and adventure. For many people, holidays are the highlight of the year. Blij op Reis is being published with these readers in mind, your target group. Packed full of destinations, original ideas, travel tips and trends. You simply can't afford not to include your message in this exclusive publication.

You can reserve space **now**. If you act now, you can help contribute to the editorial content of Blij op Reis, the first issue of which will be published just before the Vakantiebeurs holidays trade show.

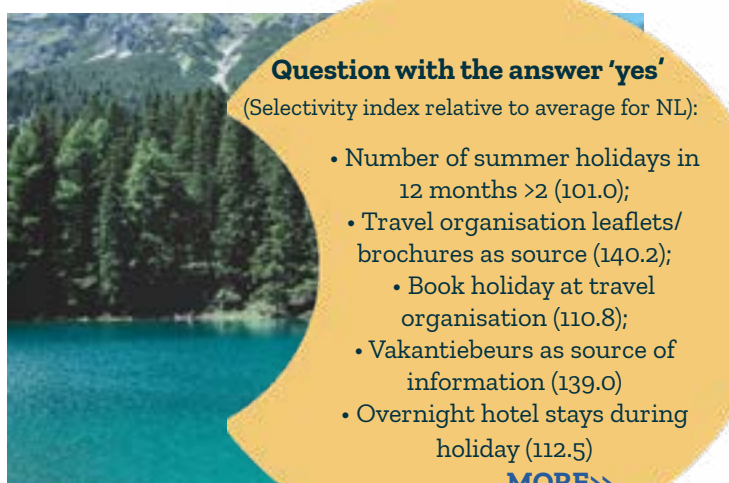
Special supplement to accompany TV magazines Avrobode, KRO Magazine, NCRV-gids, Mikro Gids, Televizier and TVFilm

Target group

Gender:	Men and women
Age:	50 and above
Socio-economic class:	average Dutch
Life phase:	50+ bons viveurs

Target group:

50+



Question with the answer 'yes'

(Selectivity index relative to average for NL):

- Number of summer holidays in 12 months >2 (101.0);
- Travel organisation leaflets/brochures as source (140.2);
 - Book holiday at travel organisation (110.8);
- Vakantiebeurs as source of information (139.0)
- Overnight hotel stays during holiday (112.5)

MORE>>



Single issue:

2/1 page	€ 25,000,-
1/1 page	€ 12,500,-
1/2 page	€ 6,250,-
1/3 page	€ 3,750,-
1/4 page	€ 3,450,-

Spring and autumn special combi-deal:

2/1 page	€ 40,000,-
1/1 page	€ 20,000,-
1/2 page	€ 10,000,-
1/3 page	€ 7,000,-
1/4 page	€ 6,000,-

Reach

1,475
million

Total circulation

505.250



- Spring issue: published with 2-2021 issue (in-home date 5 January)*
 - Autumn issue: published with 37-2021 issue (in-home date 7 September)
 - Format 202 x 245 mm, separate supplement
- * Published with TVFilm 1-2021 issue (in-home date 29 December 2020)

More information or want to reserve space?

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Deadline for reserving space:

09 November 2020

Deadline for submitting copy:

11 December 2020

All rates exclude VAT

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