

# Plus Reisspecial Saleskit 2024







# Plus Reisspecial

The Plus Travel Special is an inspiring special to get ideas for trips away, weekends and vacations at home and abroad. The Plus Travel Special appears as a magazine and is also offered online on PlusOnline. On [www.plusonline.nl](http://www.plusonline.nl) the special is visible for two months with a link to your website. Traffic to the online special is provided by our Plus Newsletter, with 400,000 subscribers.

The Plus Travel Special is published in August.











# Facts & figures **Plus Reisspecial**

## Plus Reisspecial reader

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

## Profile Plus reader

**Gender:** 63% female / 37% male

**Age:** 50-64 years 21%, 65+ years 72%

**Social class:** W1 (high)/W2/W3 48%

(Source: NPM DGM 2023-I)

## Plus Reisspecial

Frequency: 1 edition in August

Distribution: subscribers Plus magazine

Printreach: 315,000 m/w

## Plusonline.nl

2.250.000 pageviews monthly

The Plus Travel Special is online for 2 months on the website [www.plusonline.nl](http://www.plusonline.nl)



# Rates and formats 2024 **Plus Reisspecial**

## Base rate

in euro's excl. VAT

1/1 page € 8,500.-

## Format index

2/1 page 187

## Position index

|                           |     |
|---------------------------|-----|
| Preferred position        | 110 |
| Spread in center          | 110 |
| 1 <sup>e</sup> page right | 110 |
| Cover 2 or 3              | 120 |
| Opening spread            | 120 |
| Cover 4                   | 130 |
| Fold out cover*           | 280 |

\*excl. production costs –  
upon request

## Formats and measurements (mm)

Format width x height

### Trim size

|     |                       |
|-----|-----------------------|
| 1/1 | 202 x 267             |
| 2/1 | 202 x 267 – 202 x 267 |

*+ 5 mm bleed on all sides*

## Technical information

**Trim size:** 202 x 267 mm (wxh)

### Advertisement material:

Please submit your digital ad files  
as Certified PDF.







# Planning **Plus Reisspecial**

The Plus Reisspecial will be published in autumn 2024:

**Autumn** - **appearance August 16, 2024**

|                                   |                   |
|-----------------------------------|-------------------|
| Deadline branded content material | <b>28-06-2024</b> |
| Deadline advertising material     | <b>05-07-2024</b> |



# Delivery specifications **Plus Reisspecial**

## Advertorial

Text: The length is a maximum of 400 words. Please submit the text complete and checked in a word document. Evt header max 28 characters including space.

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. Supply a maximum of 4 images.



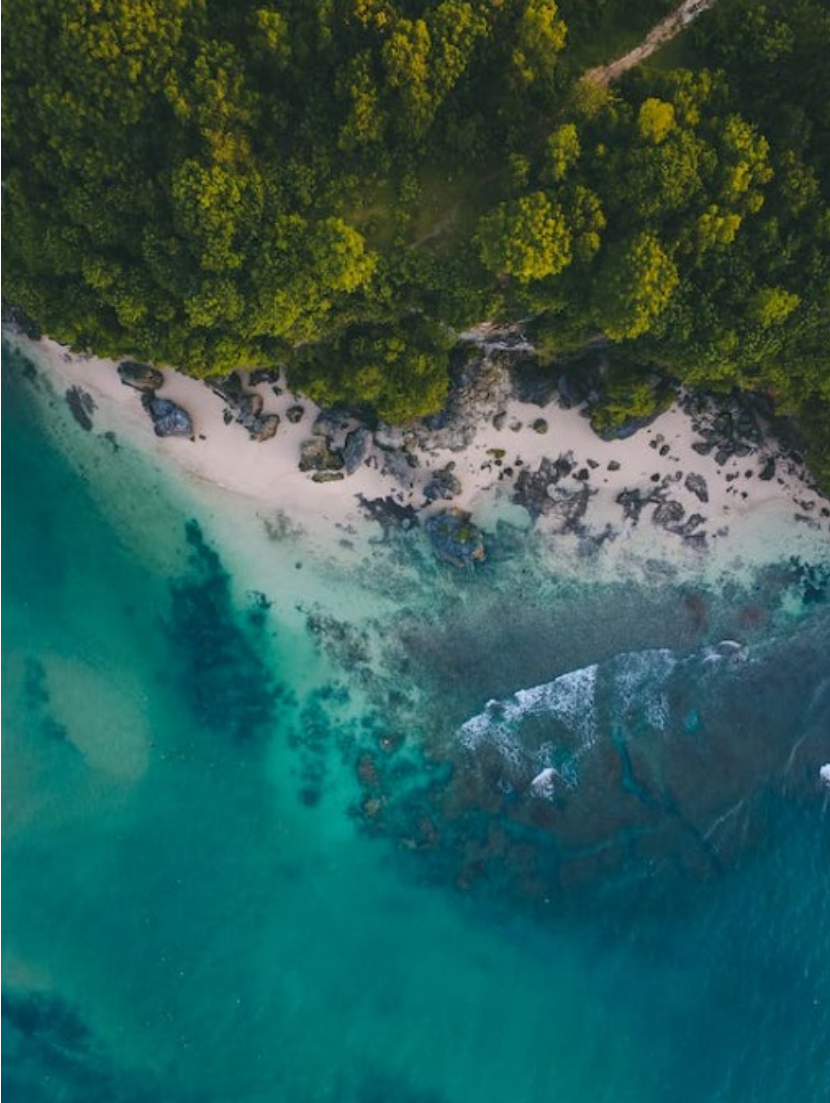
## Editorial spread

Text:

The maximum length is 500 words. Please submit the text complete and checked in a word document. Evt header max 28 characters including space.

Image:

The minimum resolution is 300 dpi. Please note that the image cannot be used larger than it is supplied, so please provide wider dimensions. Supply a maximum of 6 images.



# Delivery specifications **Plus Reisspecial**

## Advertisement

**1/1 page:** 202 x 267 mm (wxh)

**2/1 page:** 202 x 267 – 202 x 267 mm (wxh)  
+ 5 mm overfill all around due to trimming

Delivery in pdf file

## Online

You can submit the following elements for online placement:

Header – maximum 25 characters incl. spaces, fitting on 1 line

Body - 150 characters incl. spaces

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

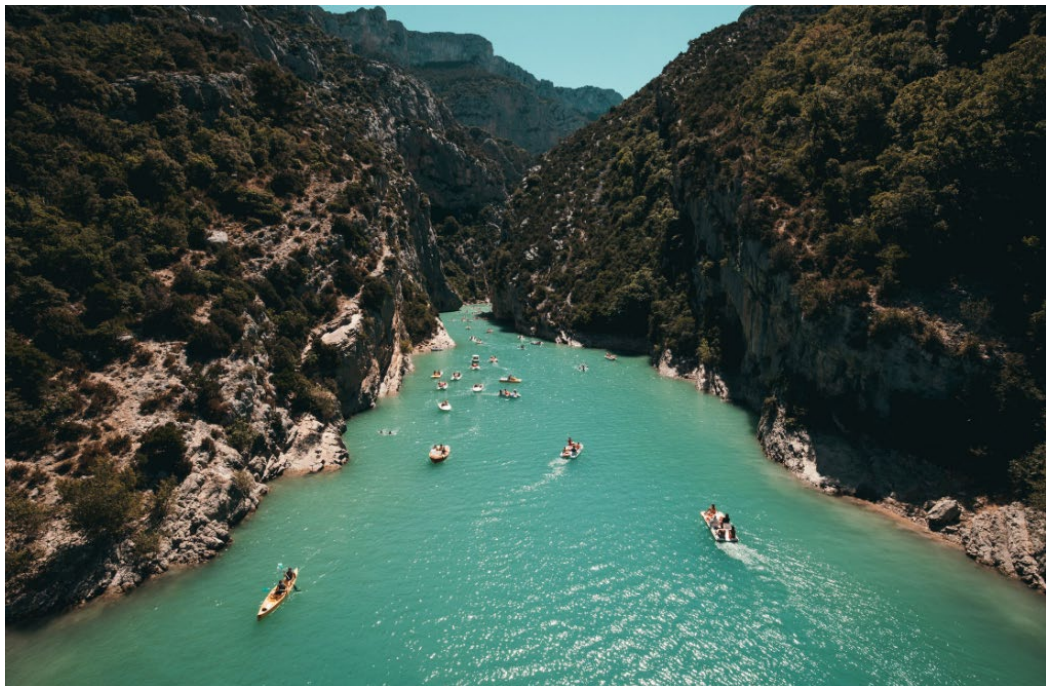
Links, tekst and measurement tags – Deliver these separately in the mail, so no Doc, PDF or Excel that can 'pollute' the code

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



## More information:

Roularta Media Nederland

T. +31 (0)20 210 5459

E. [advertising@roularta.nl](mailto:advertising@roularta.nl)

[www.roularta.nl](http://www.roularta.nl)