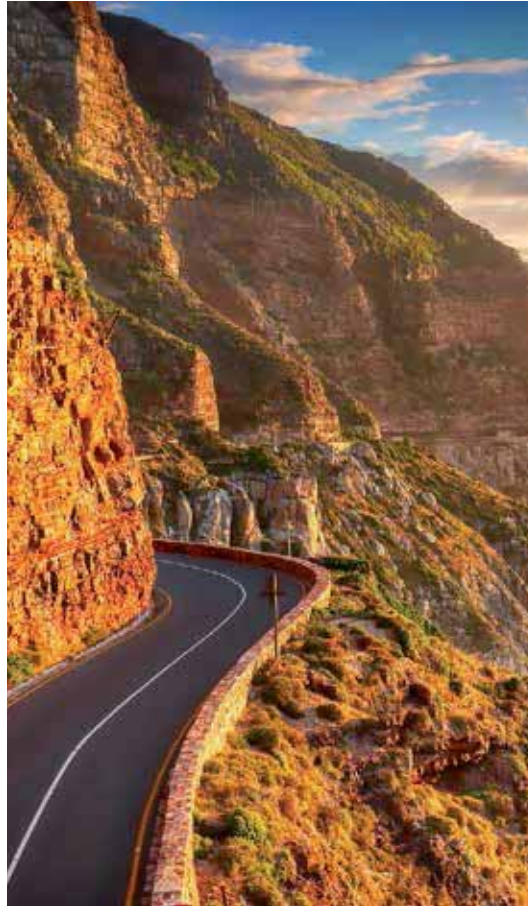


# TRAVELUTION



**MEDIABROCHURE 2024**

# TRAVELUTION MEDIA

Travelution magazine provides the Dutch and Belgian travel industry with comprehensive and up-to-date information on destinations and travel organisations worldwide. Our 12 monthly editions are sent to more than 10,000 Dutch and Belgian travel professionals. Our publications range from full-focus inspiration magazines, exclusive supplements and online editions that enable destinations and travel organisations to effectively inform, inspire and provide travel professionals in NL and BE with up-to-date travel news and ideas. Our high-quality magazines always have a professional, luxurious and modern look with strong visuals and informative content.

## Magazines

- Print- & online editions
- Exclusives

## Website (travelution.expert)

- Daily news updates
- Spotlights & Interviews
- Travel blogs

## Newsletters

- Twice a week overview with latest news
- Invitations for special events incl. RSVP service
- Dedicated newsletters / promotions

## Socials

- Instagram - Facebook - X - LinkedIn

## E-learning

- E-learning modules
- Dedicated portals

## Events

- Virtual Destination Events
- Webinars
- Dinner events
- Dedicated events on request



Travelution.expert



Newsletters / mailings / website promo's



# TRAVELUTION MAGAZINE

1 Travelution is the destination trade magazine for buyers and sellers in the travel industry in the Netherlands and Belgium.

2 Free to the target audience so you are assured of the widest possible reach.

3 High quality, monthly issues with extensive and up-to-date information about destinations and travel companies worldwide with a strong visual presentation.

4 Professional editors with extensive experience in the travel industry.

5 The digital editions have a professional responsive design for every device.

## Facts

**Frequency:** Monthly

## Readership:

- Travel consultants at ANVR travel agencies (holiday and business travel agencies, IATA offices)
- All independent travel agents (ITAs) affiliated with the ITA chains in the Netherlands and Belgium
- Buyers, product managers, traffic managers, marketing managers, sales managers, managers reservations, directors and management at tour operators, aviation companies & airlines.
- Directors and marketers at tourism boards and Ministries of Tourism abroad.
- Group travel specialists, incentive organisers, travel managers and corporate travel planners at 'leading' multinationals.
- Home subscriptions (travel agents and employees of travel companies at their home address).

Travelution in print



Supplement: Exclusive by Travelution

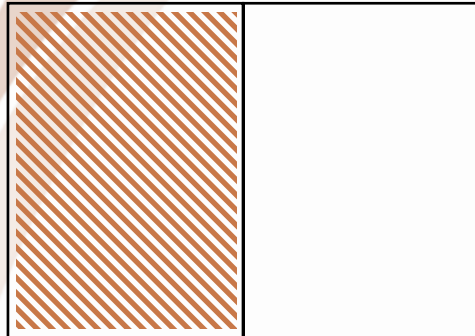


▲ Travelution

# TRAVELUTION MAGAZINE

## Specification & pricing

### Travelution in print



**1/1 page, full-colour**  
 1x full page A4  
**Setting:** 210 mm x 297 mm  
**Specifications:**  
 Certified PDF, Images at 300 DPI,  
 Colour space CMYK, 5 mm bleed.

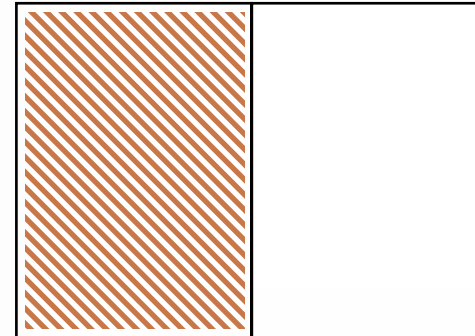
1/1 full colour	2/1 full colour	Infoterial
€ 1.895,-	€ 2,750,-	€ 1.450,- (per page)



**Exclusive by Travelution**  
 Tailored content  
**Number of pages:** on request

16 pages full colour	20 pages full colour	32 pages full colour
€ 9.995,-	€ 12.500,-	€ 15.950,-

### Travelution digital magazine



**1/1 page, full-colour**  
 1x full page A4  
**Setting:** 210 mm x 297 mm  
**Specifications:**  
 Certified PDF  
 Colour space RGB

1/1 full colour	2/1 full colour	Infoterial
€ 495,-	€ 695	€ 395,- (per page)



**Exclusive: Interactive webmagazine**  
 16 + 2 sheets  
 Tailored content

1 magazine
€ 4.995,-

# TRAVELUTION WEBSITE

www.travelution.expert is the online travel information portal for the Travelution target group including 'News', 'Spotlights', Interviews', the latest Travelution online editions under the button 'Magazines' and informative travel blogs to inspire travel professionals.

## News

Daily news and current updates about destinations and travel companies worldwide.

## Spotlights & Interviews

Travelution spotlights and interviews are focus articles about a destination, travel company or personality. These articles stay on the homepage for a week and are brought to the attention of the Travelution readership via newsletters and social media.

## Magazine

Every month we publish the latest Travelution edition online under the 'Magazine' button.

## Blogs

Inspiring travel blogs with a full colour presentation of the destination, including a write-up about accommodations, activities and highlights. The blogs will be presented in a special newsletter which we send out every week.



Travelution.expert



# TRAVELUTION WEBSITE

## Facts

[www.travelution.expert](http://www.travelution.expert)

**Unique visitors per month:** Over 8.675 (average) per month

**Pageviews per month:** Over 55.830 (average) per month

### Target group:

Frequent visitors include:

- Travel consultants and travel agents (leisure & business travel agencies, IATA offices)
- Independent travel agents (ITA's belonging to chains such as: YourTravel – United Travel – Holidayplanners – TravelXL – Travel Counsellors – Personal Touch Travel – ITAC – d-reizen – Face2Face Travel – The Travel Company – TUI@home).
- Employees of reservation departments, airlines and other travel-related companies.
- Employees of tourism boards and tourist offices.
- Group travel specialists, incentive agencies, travel managers at multinationals.

## Specification & pricing

### Spotlight advertorial

1 week online on homepage

**Specifications:** on request

1 week on homepage	€ 495,-
1 week on homepage including editing	€ 695,-

### Rectangle

1 week online on homepage

**Specifications:** 470 x 290 pixels, max. 20 mb (.jpg, .png, animated gif or html5)

1 placement
€ 195,-



# TRAVELUTION NEWSLETTERS

Also by means of our very effective and targeted newsletters we keep over 9.100 registered travel professionals up to date with informative travel updates and promotions. We offer banner opportunities in our weekly Travelution newsletters or we can create an exclusive dedicated newsletter for you.

## Facts

**Target group:** > 9.100 registered travel professionals consisting of:

- Ca. 7.750 registered travel professionals in the Netherlands
- Ca. 600 registered travel professionals in Belgium
- Ca. 175 media group (travel journalists, travel bloggers, vloggers TV, PR companies)
- Ca. 575 teachers and students on travel colleges and universities in NL and Belgium

## Specification & pricing

**Bannering:** landscape or rectangle

**Specifications rectangle:** 470 x 290 pixels, max. 20 mb  
(.jpg, .png, animated gif or html5)

**Specifications landscape:** 1030 x 140 pixels, max. 20 mb  
(.jpg, .png, animated gif or html5)



Landscape top	Landscape middle	Rectangle bottom
€ 295,-	€ 195,-	€ 95,-

### Partner dedicated newsletter

Including lay out, production and distribution

**Specifications:** on request

1 newsletter	1 newsletter incl. editing
€ 995,-	€ 1.195,-

# TRAVELUTION MEDIA CIRCLE

With the help of our 'Travelution Media Circle' we ensure that your content is offered simultaneously via our website and social media channels. In this way you are guaranteed that valuable information reaches every reader through the channel that is most desired and appealing to him or her.

## Facts

### Facebook.com

@travelutionmagazine: 2055 followers

Target group: travel agents, bloggers, tour operators, travel experts

### Instagram

@travelutionmagazine: 5015 followers

Target group: travel agents, bloggers, tour operators, travel experts

### LinkedIn

@travelutionmagazine: 2345 followers

Target group: travel professionals in the Netherlands and Belgium

### Twitter.com/iTravelution

iTravelution: 2193 followers

Target group: travel agents, bloggers, tour operators, travel experts

## Specification & pricing

Cross-posting on social media	€ 195,-
Rectangle on www.travelution.expert (1 week)	€ 345,-
Cross-posting on social media	
Rectangle on www.travelution.expert (1 week)	€ 1.195,-
Cross-posting on social media	
Dedicated Travelution newsletter	



# TRAVELUTION EVENTS

Why wait for the business comes to you. Let us support you in your ambition to grow numbers in the Netherlands and Belgium. Reach, influence and activate travel pro's, touch base with partners and find new contacts to shape interested for the future. Participate in our virtual trade shows, in our networking events, workshops or dinner events to present your destination to travel professionals in the Benelux.

## Virtual Trade Show

At our online Travelution Destination Events we offer you the possibility to touch base and have personal meetings with topsellers, travel agents, tour operators and travel companies from NL and BE. Includes a virtual meeting room, appointment system, chat, upload of brochures, information page and marketing opportunities.

## Dinner event

As a strong value added we like to offer you our Travelution Dinner Events. A dinner at a perfect location matching your goals. You can do presentations, invite your partners to be present, get introduced to the market and spend one evening with important travel professionals in NL and BE that we invite for you.

## Familiarisation trip – InstaMeet

Present your destination during a personal trip for 5-10 topsellers in the marketplace. You organise the trip, we do the rest. Includes e-learning program upfront, invitation and selection of participants, guide during the trip, press releases, promotions at socials and blogs at our website [travelution.expert](http://travelution.expert).





# TRAVELUTION E-LEARNING (NL + BE)

With e-learning platform (travelution.experttraining.eu) we currently provide all major travel agency chains in the Netherlands and Belgium, under white label, with a professional e-learning platform including more than 200 up-to-date training courses. They use these training portals, which we build for each chain exclusively, to train their employees internally and increase knowledge about countries, regions, cities and travel products.

## Facts

**Target group:** 7250 users

In the Netherlands we are the exclusive e-learning partner for:

- ETravelTraining > incl. d-reizen & TUI
- Face2Face Travel
- Personal Touch Travel
- Travel Counsellors
- TravelXL
- The Travel Club, YourTravel, United Travel, Holidayplanners & The Travel Company
- Dutch Travel Alliance > Reisbureau Breukelen, Abcoude, Woerden, Travel Store, MijnReiskennis, Internoord vakanties, Klooster Reizen, Reas Reizen, ReisCreaties, Vice Versa reisbureau, Reisburo de Wit, Kupers & Reisburo Schoenmaeckers.

## Your module online

We can produce an informative e-learning module about your destination, airline or travel product to offer travel agents the opportunity to increase their knowledge. The module will be online for one year. Trainings are interactive, contain films, practice questions and a linked certificate. Our fee includes:

- Creative design
- Editorial content
- Upload for 1 year

## Pricing

**1 e-learning module online for 1 year** at travelution.experttraining.eu and in the e-learning platforms of all affiliated chains (including editing and production).



30 sheets	10 sheets
€ 3.950,-	€ 1.295,-

# YOUR EXCLUSIVE E-LEARNING PORTAL

## Partner e-learning platform

Exclusive e-learning portal that we will build tailor made for your company, in the look and feel of your cooperate website. With our advanced training program 'ETC version 3.0' we are able to develop an easy-to-use and fully tailor made e-learning platform for your organization. At your portals you are able to produce your own e-learning courses, or our editors and designers do the work for you. The portals can be delivered in more than 12 different languages.

## Your platform online

Includes:

- Creative design
- Editorial content
- Tailor made e-learning courses
- If requested upload of your e-training courses at [www.etraveltraining.eu](http://www.etraveltraining.eu)

## On request

Interested in your own e-learning website? Send an e-mail to [sales@travelution.nl](mailto:sales@travelution.nl) and we will contact you ASAP.

## Pricing

Licence fee exclusive e-learning portal including do it yourself CMS (English), more languages on request.

Per month	Per year
€ 315,-	€ 3.650,-



The e-learning portal is operational in 12 different languages