



RESIDENCE

marie claire  
Maison

VAGABOND

SAVEURS  
LE MAGAZINE DE LIBERTÉ DE VIVRE GOURMAND

Challenge<sup>s</sup>.fr  
L'écumeuse en temps réel

DAGENS NYHETER.

domus

THE SATURDAY  
EVENING POST



CERYX  
International Press Agency



# Publication Report 2014



LA VANGUARDIA

FRAMÉ



Bayerischer  
Rundfunk



TRAVEL+  
LEISURE

CONNAISSANCE | DES  
arts

STYLE.IT  
VOGUE VANITY FAIR GLAMOUR

WHITEHOT  
MAGAZINE

arte

TLC  
TOUTE LA  
CULTURE

- Who are we?
- Our customers
- Our international publications in 2014
- Our earned media reach in 2014

- Founded by Lilian Tilmans and Hub Urlings
- Active as earned media and content marketing specialist for international brands
- International Industry sectors
  - Hospitality & Tourism (Lilian)
  - Design and creative industry (Lilian & Hub)
  - Telecoms & Satellite Communications (Hub)

## What we do ?

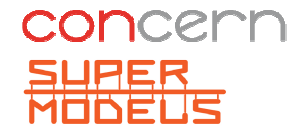
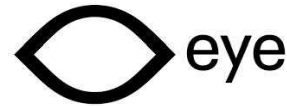
- International Press Services: Press tours and local support for radio & TV crews in Amsterdam
- Press Agency: represent our international network of journalists
- Initiate and manage International Press Associations: Amsterdam*Connects*, Amsterdam*Docks*, Design*Connects* and EUusatcom.
- New : Corporate Tours and AmsterdamPersonalized (Private Tours)



Our customers and members of Amsterdam *Connects* &

International press associations Amsterdam *Docks*

## International Press Services



*Content for our publications we also get from 100 other hotels, restaurants, museums, entrepreneurs, designers, artists and tourist locations in Amsterdam.*

CERYX  
International Press Agency



## Results Earned Media Publications 2014



**STYLE.IT**  
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**VAGABOND**

**FRAME**

**LA VANGUARDIA**

**SAVEURS**  
LE MAGAZINE DE L'ART DE VIVRE GOURMAND

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**arts**

**TLC** TOUTE LA CULTURE

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MAGAZINE™**

### Ceryx Earned Media reach 2014

TV : 83,1 Million viewers

Radio : 2,9 Million listeners

Magazines (print): 4,8 Million readers

Magazines (online): 34,9 Millionvisitors

### Total audience reached > 125 Million

Viewers, listeners, readers, visitors  
in the higher income, high education segment  
in 8 main origination countries  
for visitors to Amsterdam

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## Results Earned Media Publications 2014



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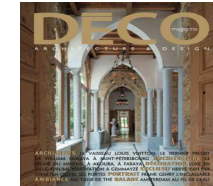
for members of the  
**AmsterdamConnects**  
**AmsterdamDocks** **DesignConnects**  
International Press Associations

**Other Amsterdam accomodations covered > 100**  
Hotels, restaurants, cafes, musea, cultural  
Institutions, shops, fashion, designers, artists

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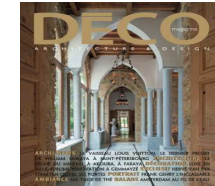
**ELLE DECOR**



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Main Origination countries Amsterdam Visitors *	Ceryx IPS Publication Overview 2014	Print press: Magazine, Newspaper	Online Magazines	TV	Radio
Germany (11%)		X		X	X
UK (4%)		X	X	X	
US (4%)		X	X		
Spain (3%)		X		X	
Italy (2%)		X	X	X	
France (2%)		X	X	X	
Belgium (2%)				X	
% of total visitors	Sweden	X		X	
(source: lamsterdam)	Indonesia	X			





**CERYX**  
International Press Agency



**arte**



Via our International  
Press Services  
(e.g. local production support,  
press trips for NBTC)



TV : 88,1 M  
viewers

Radio : 2,9 M  
listeners

Earned Media  
Audience 2014:  
> 125 Million



Via

Amsterdam**Connects** &  
*International press associations* Amsterdam**Docks**



Print magazines &  
newspapers:  
4, 8 M readers

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**COOL HUNTING**  
coolhunting.com

Online Magazines  
34,9 M visitors

### Publications and reach per country:

- **Italy** via magazines Elle Decor Italia (186 K readers), Marie Claire Maison Italia (216 K readers), Bell'Europa (400 K readers) and online via Style.it (5,1 M visitors/year), Domus (730 K visitors/year) and Design Context (72 K visitors/year) and via Arte.tv
- **USA** via Travel and Leisure magazine (4,8 M readers), Saturday Evening Post (1,1 M readers) and online magazines Coolhunting (18 M visitors/year) and Whitehot Magazine (480 K visitors).
- **France** via magazines Ideat (150 K readers), Saveurs (240 K readers), Connaissance des Arts (135 K readers), and online mags ToutelaCulture (120 K visitors) and via Arte.tv
- **Germany** via Arte.TV and Bayrischer Rundfunk (2,9 M listeners)
- **Sweden** via magazines Scanorama (1,9 M readers), Dagens Nyheter (1,2 M readers), Vagabond (166 k readers)
- **Indonesia** via BravaCasa Indonesia (780 K readers)
- **UK** via Frameweb (240 K visitors/year) and Arte.tv
- **Spain** via La Vanguardia magazine (700 K readers) and Arte.tv

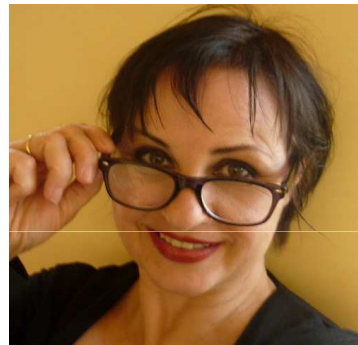


NBTC  
Holland Marketing



Amsterdam *Connects* &  
International press associations Amsterdam *Docks*

Become a member?  
Contact



Lilian Tilmans  
tel. +31-6 12829751  
tilmans@ceryx.nl  
www.ceryx.nl



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Jyllands-Posten

