



What do the 500,000 expats living in the Netherlands need?

Moving to and living in a foreign country is a massive undertaking, requiring an extraordinary amount of energy, knowledge and courage. Even in an expat-friendly culture like the Netherlands, creating a life in a new country can be daunting: how do you find housing, deal with the healthcare system, operate a business, raise children, have fun?

How do you go from survival to a comfortable quality of life?

XPat Media understands expats living in (or coming to) the Netherlands.

We've been helping them create better lives since 1998.

XPat Media publishes essential expat information through various online and offline media channels: the website xpat.nl, the quarterly magazine **The XPat Journal**, the annually-revised **Holland Handbook**, as well as other publications. In fact, we're the principal and most diverse information provider for expatriates living in the Netherlands or those preparing their move to the Low Countries.

Our clearly-written and well-researched articles have helped tens of thousands of members of the international community.

We know the different stages of expat life. We have experts who write about every question an expat might want to ask. (For example, questions about pre-move, just arrived, having children, and dealing with local governments.)

Our extensive network of writers, contributing consultants, journalists and editors allows us to offer expats in the

Netherlands the high-quality, up-to-date information they need in order to make living, working and studying here as comfortable and effortless as possible.

AUDIENCE

According to the International Community Platform (ICP) there are approximately 500,000 internationals living and working in the Netherlands.

This number also includes foreign students and non-tourist, short-stay visitors of 3 to 6 months.

XPat Media's audience includes this large group of foreign nationals who live, work and study in the Netherlands, as well as the HR and expat managers employed at hundreds of international companies and organizations located in the country. The majority of expats work for these international companies and organizations (NGO's, schools, universities, embassies, and consulates). There are also growing numbers of

At least 90% of all expats has a diploma in higher education (Bachelor, Master, PhD).

Almost 40% of the community is a Millennial, the rest is between 35 and 65 years old.

40.7% arrives alone, **31.9%** as a couple and **25.2%** with their family.

independent entrepreneurs who arrive in the Netherlands to set up their own company, as well as specialists who work for Dutch companies on a contractual basis for a number of years. On top of this, our audience includes students, workers and employers considering or planning a relocation to the Netherlands.

During the period of their residence in the Netherlands, these 500,000 internationals do everything that everyone else does: develop relationships, buy houses, raise children, get divorced, and pay taxes. They just don't usually do this in Dutch.

THAT'S WHERE WE COME IN.





Our different media channels serve the expat audience in different ways

XPat media's publications serve an international audience throughout their journey in the Low Countries: from those who are preparing to move here, to recent arrivals, to those who have already settled in the Netherlands.



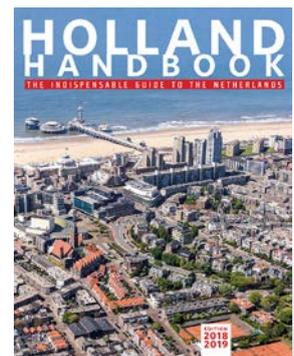
XPAT.NL

supplies online, English-language information on the Netherlands for anyone coming to live, work or study here. The topics range from informative to lifestyle related: everything expats, their partners and international students need to know about Holland. Because it is an online platform, it is easily updated, it is searchable, and it provides an easy means to supply relevant information to any user. XPat.nl is an ideal resource for soon to be expats planning their move and expats already in the Netherlands who need to make life decisions.



THE XPAT JOURNAL

is the premier English-language magazine for expatriates living in the Netherlands. We publish 4 times a year. The spring and autumn issues are a glossy print edition, and the summer and winter issues are published online. Every issue has a theme related to life in the Netherlands, and we publish in-depth articles, interviews, and event calendars. Recent topics include, for example: Dutch culture, legal and financial issues, international education, expat management, housing and health care. The target audience is twofold, expats already living in the Netherlands, and the HR and expat managers at the companies they work for.



THE HOLLAND HANDBOOK

is an essential resource of practical information to help expats living, working and studying in the Netherlands create the lives they want. This richly illustrated and attractive coffee table book is the most comprehensive, informative, and authoritative publication of its kind. The Holland Handbook has welcomed tens of thousands of newcomers to the Netherlands and gives them the information they need to be able to start their lives here quickly, easily and comfortably.

Our high-quality articles are read by thousands of internationals trying to find their way in Dutch society. Would you like to reach expats who are moving to or already living in the Netherlands? Together, we can run the best targeted campaign for reaching your new customers.

XPAT MEDIA

Please get in touch with Bert van Essen
tel.: +31 (0)70 306 3310 - +31 (06)50 234 125
e-mail: avessen@xpat.nl