

# HELDEN | Rates and formats 2025

## Base rate magazine in euro's excl. VAT

1/1 page € 3,770.-

## Format index

2/1 page 187

## Position index

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

\*1 excluding of production costs; on request

## Print rates (other)

Advertorial 1/1 page	€ 5,020.-
Advertorial 2/1 page	€ 9,049.-
Editorial frame	€ 850.-
Helden Tip 1/4 page	€ 500.-

## Formats & measurements (mm)

Format width x height

### Trim size

1/1	210 x 275
2/1 *2	420 x 275

+ 5 mm bleed on all sides

\*2 Note: A 2/1 spread has a wide fold (2-3 cm).  
So please note that there is no essential text or message in the middle. Please submit the 2/1 spread per page.

## Technical information

Trim size: 210 x 275 mm (wxh)

### Advertisement material:

Please submit your digital ad files as CertifiedPDF.

## Digital

Product	Rate
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### Newsletter

Newsletter item	€ 1,000
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video, winner promotion, advertorial, product feature etc.

### Socials \*3

Branded post	€ 1,250
'Heldenpraat' video	€ 4,000
InstaLive	€ 3,000
Paid media	on request

\*3 rates for production+distribution

### Podcast

Per episode	€ 3,000
Series of 3 episodes	€ 5,000 - € 7,500

### Winner promotion

All-in package	€ 5,500
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Questions about advertising material:  
Traffic Department: [traffic@roularta.nl](mailto:traffic@roularta.nl)

All contracts awarded to us are subject to the advertising terms and conditions,  
which can be found on our website <https://roularta.nl/voorwaarden/>

# HELDEN | Packages

The starting point of each **package** is to tell the inspiring story of an athlete. The scope of the story depends on the athlete's availability and the advertiser's budget. Each package is a starting point and can be customized in consultation.

## GOLD

### Helden Magazine

- 1x interview with athlete and editorial frame
- 5x 1/1 ad page in magazine

### Online

- 1x 'Heldenpraat'
- 1x Winner promotion using socials, newsletter and Magazine
- 1x InstaLive session with athlete

### Podcast

- 1x Athlete as quest, including sponsorship of the episode

Reach: **640,000 m/w**

Rate: **€ 32,125.-**

**10% package discount**

in comparison to individual elements

## SILVER

### Helden Magazine

- 1x interview with athlete and editorial frame
- 3x 1/1 ad page in magazine

### Online

- 1x 'Heldenpraat'

### Podcast

- 1x Athlete as quest, including sponsorship of the episode

Reach: **470,000 m/w**

Rate: **€ 21,420.-**

**7,5% package discount**

in comparison to individual elements

## BRONZE

### Helden Magazine

- 1x interview with athlete and editorial frame
- 1x 1/1 ad page in magazine

### Online

- 1x 'Heldenpraat'

### Podcast

- 1x Athlete as quest, including sponsorship of the episode

Reach: **305,000 m/w**

Rate: **€ 12,800.-**

**5% package discount**

in comparison to individual elements

