



*The ad sales is handled by
Roularta Media Nederland.*

We are SeniorWeb



The SeniorWeb Association

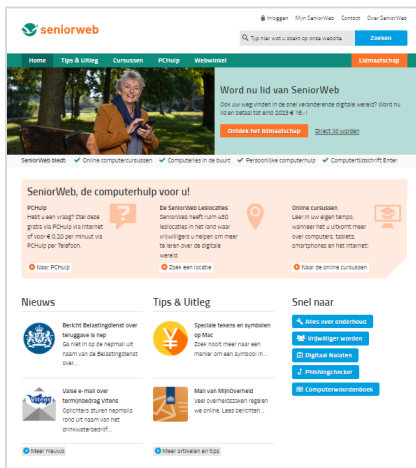
As a non-profit organization, the SeniorWeb Association's mission is 'participation and self-development of all seniors in the digital society'. SeniorWeb's strength lies in inspiration, education and support.

SeniorWeb offers its 151,000 members a wide range of services:

- 4 x a year magazine Enter
- Up-to-date website full of relevant digital information
- Fast and expert computer help via the Internet, by phone and at home
- Free online courses and courses around the country
- Weekly and monthly informative newsletters
- Practical and inexpensive computer books and accessories in the online store
- Phishingchecker

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Website SeniorWeb



www.seniorweb.nl

The website seniorweb.nl is in The Netherlands the largest website for seniors. The clear and accessible website offers current and reliable information about computer, internet and digital applications. The main pillars are computer and Internet, digital developments and news. The editors publish new posts daily. Monthly, our website receives 1.9 million pageviews.

Advertising opportunities

Advertorial

With an advertorial, you ensure that your story seamlessly matches your target audience's interests and is in the right Umfeld. The editors create an advertorial in the look and feel of the site. Advertorials on SeniorWeb have a fixed duration of one month.

The advertorial includes:

- Image and text (to be supplied by customer), hyperlink to preferred site.

You will receive:

- One-time Newsletter Item including forward link to advertorial.

Medium rectangle banner

A medium rectangle can be placed on the SeniorWeb website (with the exception of some pages). Format: 300 x 250 pixels, gif or swf.

Sound in ads is only allowed after a mouse click by the visitor and after this click a 'stop' or 'pause' button must be clearly present. The customer himself is responsible for a correctly working banner.

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Newsletter



Newsletter SeniorWeb

The SeniorWeb Newsletter is sent weekly on Thursdays. Number of subscribers: 202,000. The newsletter contains recently published articles and tips for computer, tablet and smartphone use.

The advertising position in the weekly newsletter is a Newsletter item (text ad with image). A maximum of 3 positions is available in each newsletter.



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Magazine Enter



Magazine Enter

Magazine Enter is published 4 times a year. All 151,000 members of SeniorWeb receive it in their letterboxes. The magazine contains tips and advice on computer applications, news about SeniorWeb and experiences of other computer users.

Advertising rates and specifications can be found at the back of this saleskit.

Magazine **Enter** is published 4x a year:

Edition 1 #107 - Closing date for advertisers	publication date 08-03-2025 28-01-2025
Edition 2 #108 - Closing date for advertisers	publication date 07-06-2025 29-04-2025
Edition 3 #109 - Closing date for advertisers	publication date 06-09-2025 29-07-2025
Edition 4 #110 - Closing date for advertisers	publication date 06-12-2025 28-10-2025

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Facts & figures



Seniorweb members

SeniorWeb members are men and women aged 65 years and older. They like to stay informed about computer and Internet, digital developments and news.

Gender: 52% men / 48% women

Age: 65+ years

Smartphone consumer: 85%

Social media consumer weekly: 38%

Online shopping weekly: 66%

Source: Member Survey SeniorWeb

Magazine Enter

Frequency: quarterly

Publication: March, June, September, December

Circulation: 151,000 copies; members SeniorWeb

www.seniorweb.nl

1.9 million pageviews monthly

660,000 unique visitors monthly

Newsletter SeniorWeb

202,000 newsletter subscribers

Frequency: weekly on Thursday

CTO: 34%; Open rate: 66%

Facebook

25,000+ followers

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Rates & formats 2025

Base rate Magazine Enter in euro's excl. VAT		Formats & measurements (mm) Format width x height	SeniorWeb Product	Rate
1/1 page	€ 3,500.-	Trim size	Newsletter Item	€ 3,000
		1/1 170 x 240	Advertorial on website	€ 3,500
		2/1 170 x 240 – 170 x 240		
Format index		<i>+ 5 mm bleed on all sides</i>	Banners	
2/1 page	187		Medium Rectangle (300*250)	€ 15 cpm
Position index		Technical information	Image and text to be supplied by customer. SeniorWeb may, after consultation, change text and form of all advertisements submitted for placement in all fairness.	
Preferred position	110	Trim size: 170 x 240 mm (wxh)		
Spread in center	110	Advertisement material:		
1st page right	110	Please submit your digital ad files as CertifiedPDF		
Cover 2 or 3	120			
Opening spread	120			
Cover 4	130			
Fold out cover*	280			
*excluding production costs; upon request		Inserts, adhesive cards or attachments on request		



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Specifications material **online advertorial**



Advertorial – layout by editors of SeniorWeb

The editors of SeniorWeb create an advertorial in the look and feel of the website. Advertorials have a fixed timeframe of one month.

Rate:

1 advertorial for a period of 4 weeks : € 3,500.-

The advertorial includes:

- Image and text (to be supplied by customer), hyperlink to preferred site.
- One-time Newsletter item including forward link to advertorial.

Header:	Maximum 50 characters incl. spaces
Introtext:	Maximum 50 words
Bodytext:	400 words + url to customer website
Booster website:	Short sentence, maximum 2 lines, 3–5 words
Format image:	1024 x 400 pixels (JPG), maximum 50 kB. No Flash / GIF-animation. Both visuals preferably in JPG/PNG format.

Production time: 2 working days

Make sure the subject of the image is in the middle, as the image is scaled based on the device the visitor is using to look at the website.

Image and text to be supplied by customer. SeniorWeb may, after consultation, change text and form of all advertisements submitted for placement in all fairness.

Delivery material

Submit the material to our Traffic Department 5 business days before going live. In the subject line, please include the client's name, the campaign and the title on which it will be deployed.

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

Specifications material **banner website**



Banner – medium rectangle

A medium rectangle can be placed on SeniorWeb (except on some pages).

Rate:	€ 15.- CPM
Minimum commitment:	100,000 views
Appereance:	based on availability views
Production time:	2 business days

Technical requirements

- SWF and/or GIF
- Medium rectangle: 300 x 250 pixels

Specification material SWF / Flash

- If sound is used, it must be turned off by default.
Turning the sound on must be done only by an action by the visitor, and the user must also have the option to turn the sound off again.
- Presence required of a clickTag for measuring clicks.
- Deliver as swf, Flash version 9, Actionscript 2 or 3 *

*

```
Actionscript 2: on(release) { getURL(_root.clickTag, "_blank"); }  
  
Actionscript 3: naam van de button.addEventListener( MouseEvent.MOUSE_UP, function(event:  
MouseEvent): void { var sURL1: String; if ((sURL1 = root.loaderInfo.parameters.clickTag)) { void  
ExternalInterface.call('open', sURL1, '_blank'); } } );
```

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Specifications material **newsletter item**



Newsletter item

The advertising option in the newsletter is a newsletter item.

Rate: € 3,000.- for 1x newsletter item

Specifications material

- Image: 265 x 150 pixels
- No headline
- Body text (including spaces): min. 130 characters, max. 170 characters
- The call to action is always 'More information'
- The call to action is not part of the body text
- URL to landing page
- In addition, it is mandatory to make the sender of the ad clear (this may be in image or text)

Newsletter appearance

Weekly on Thursday

Delivery material

Submit the material to our Traffic Department no later than Monday prior to publication of the newsletter. E.: [onlinecampagnes @roularta.nl](mailto:onlinecampagnes@roularta.nl)

Contact



The ad sales of SeniorWeb and Enter is handled by Roularta Media Nederland.

More information:

Roularta Media Nederland

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E. advertising@roularta.nl

www.roularta.nl