



MEDIAKIT 2025

VARAGIDS

The Advertising exploitation
is handled by Roularta Media



VARAGIDS

PRINT

309,000

**Average reach
weekly**

The VARAgids provides a weekly dose of media, culture, entertainment and sports and points readers to the gems of TV programming, streaming services such as Netflix and NPO Start and radio. Every edition is full of viewing and listening tips, background articles and a great interview. Claudia de Breij, Özcan Akyol, Youp van 't Hek and Mart Smeets write an editorial every week.

ONLINE

WEB

700,000 users monthly

MAIL

Monday Newsletter

34,000 recipients

Open rate 43%

Evening edition

18,000 recipients,

Open rate 51%

SOCIAL MEDIA

Insta: 1,008 followers

X: 7,450 followers

Facebook: 8,029 followers

EVENTS

Previews

The film editors organise film previews in cinemas throughout the Netherlands.

Sonja Barend Award

Annual professional award for the best television interview is presented.

100 years of VARAgids

On November 1st of 1925 the V.A.R.A. was founded, and on October 23rd 1926 the magazine Radio (forerunner of VARAgids). In November 2025 we will start our anniversary year with various actions and celebrations.



THEMES PER EDITION

2025 (SUBJECT TO CHANGE)

Theme	Edition
Travelling	2 – 2025
Books (Week of the Book)	11 – 2025
Museums (Museumweek)	13 – 2025
France (Tour de France)	27/28 - 2025
Start TV Season	35/36 - 2025
Film (Dutch Film Festival)	39 – 2025
Donate and Inheritance	41 - 2025
Classic Music	42 - 2025
Sonja Barend Award	43 - 2025
100 years VARA	44 - 2025
Christmas	51/52 - 2025

RATES & SPECIFICATIONS 2025

All orders are concluded according to the General Advertising Terms and Conditions of BNNVARA – VARAgids.
For this: bnnvara.nl/varagids/adverteren.

General information

Total circulation:	93,652 (Q4 2024)
Average reach:	309,000 m/w per edition
Publication date:	Weekly on Tuesday
Deadline for submission:	10 days before publication
Cancellation:	4 weeks before publication
Trim size:	202 x 285 mm
Typesetting page:	183 x 256 mm
Printing process:	offset rotation
Type of paper cover:	90 grs LWC extra white
Type of paper inside:	50 grs SC-b
Finish:	Stapled paperbound
Advertisement material:	Certified pdf according to standard guidelines 'Certified PDF magazines in The Netherlands'
Bleed advertising material:	Fitted with cutting marks
Commercial supplements:	On request

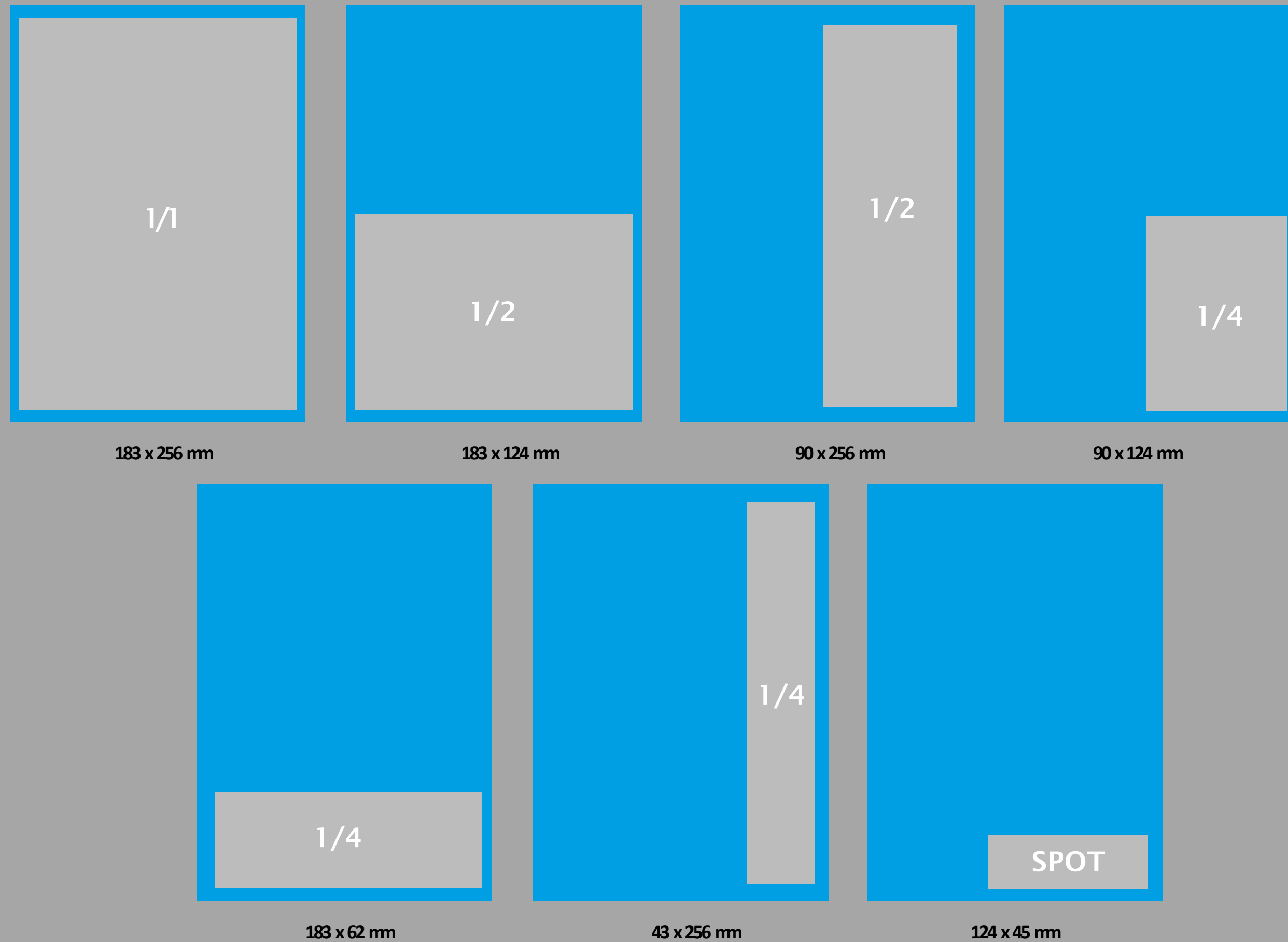
Formats & measurements

Typesetting page	width x height in mm
1/1 page	183 x 256
1/2 page portrait	90 x 256
1/2 page landscape	183 x 124
1/4 page portrait	90 x 124
1/4 page portrait	43 x 256
1/4 page landscape	183 x 62
Trim size	width x height in mm
1/1 page	202 x 285
2/1 page	404 x 285
incl. +5 mm bleed on all sides	
'Spot' advertisement	124 x 45

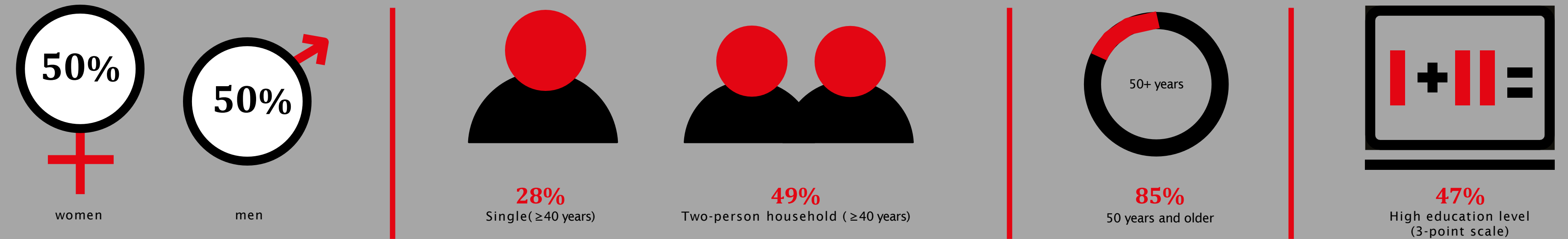
Advertising rates

Individual price for each insertion in Euro's excl. of V.A.T.	
Format	Rate
1/1 page	4,000
1/2 page	2,600
1/4 page	1,600
'Spot' advertisement	1,685
Cover 2 surcharge of 10%	4,400
Cover 3 surcharge of 15%	4,600
Cover 4 surcharge of 20%	4,800
Banner newsletter	
Evening edition	250
Costs caused by delivery of non-certified advertising material will be charged.	

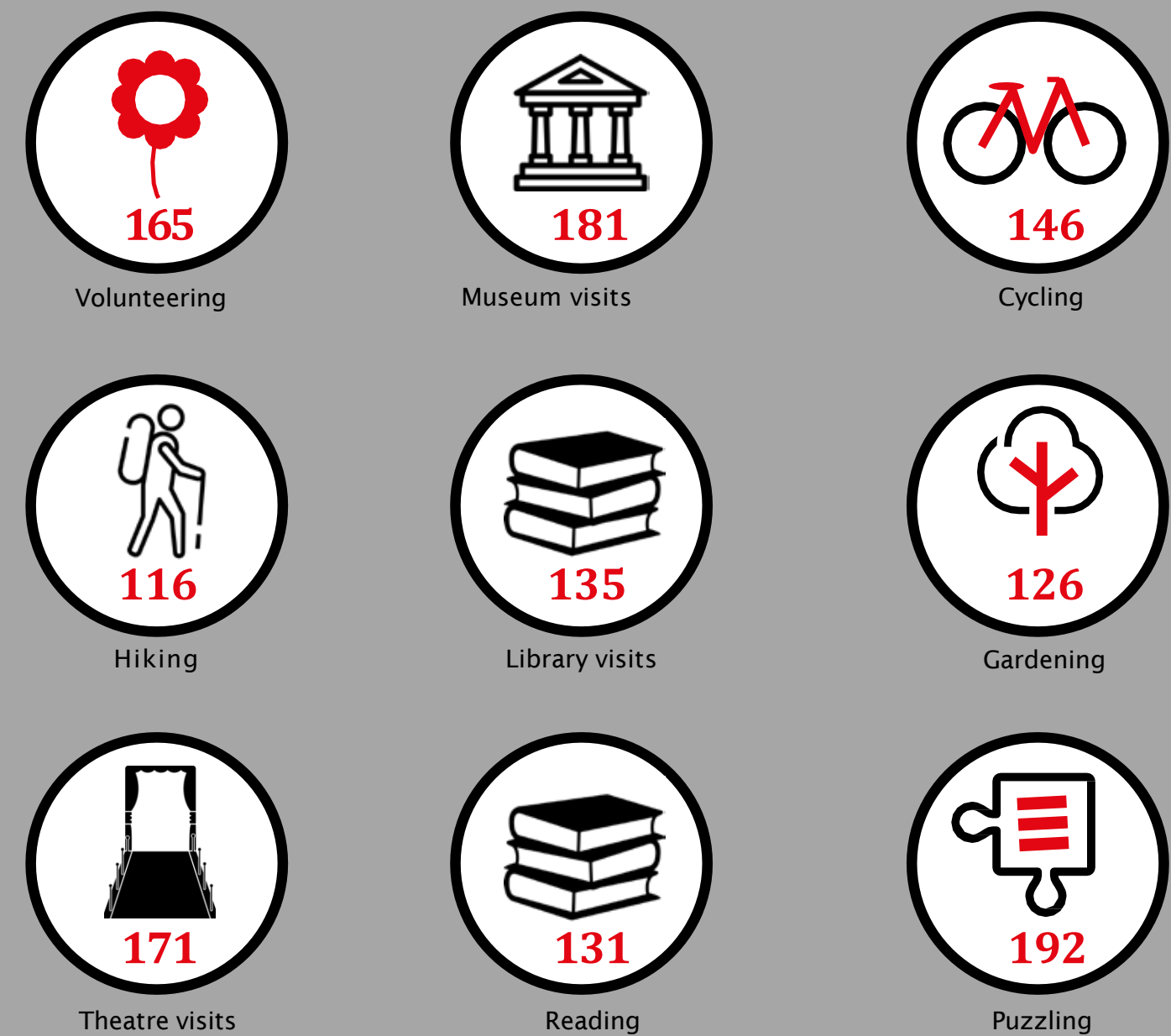
FORMATS & MEASUREMENTS



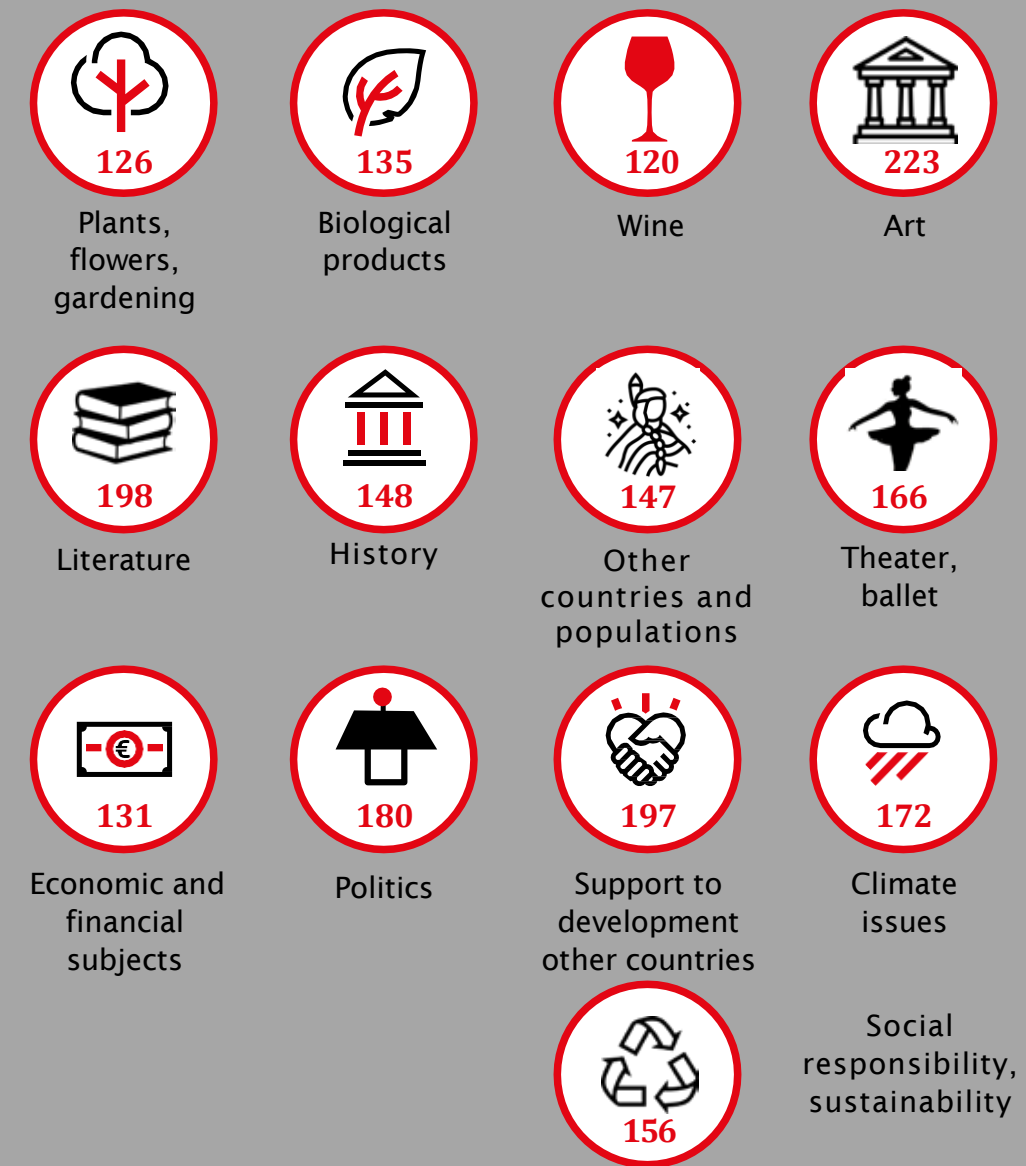
* Selectivity index: a selectivity of 100 indicates an average of The Netherlands. Example: a selectivity of 218 indicates that the probability is 2,18 times higher than average to reach a person with that characteristic. Source: NPMM DGM 2024-I



THE VARAGIDS READER IS MORE THAN AVERAGE ACTIVE IN*



THE VARAGIDS READER IS STRONGLY INTERESTED IN *



ADVERTISEMENT

THE VARAGIDS READER IS STRONGLY INTERESTED IN *



MORE INFORMATION

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Nederland**

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The advertising exploitation of VARA Gids is handled by Roularta Media.
The VARA Gids is a publication of Omroepvereniging BNNVARA.

 **Roularta
Media Nederland**