

**FIETS** 24/7  
RACE  
GRAVEL  
MTB

IN HET HART VAN HET PELOTON  
**Pro**cycling







For over 40 years, Fiets Magazine is the undisputed authority on sport cycling and the whole experience of cycling. Published monthly, Fiets Magazine informs on how to get the most out of your hobby. With every issue focusing on material, technique, training, nutrition, cycling and backgrounds.

Fiets Magazine is the largest magazine for active cyclists in the Netherlands and Belgium.

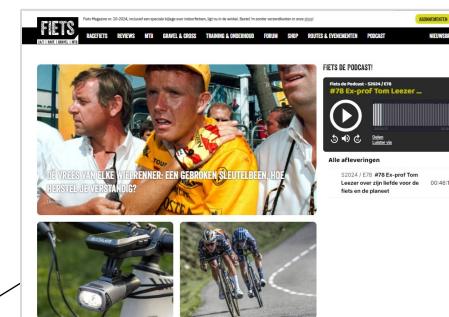


**Fiets Specials**  
Gravelspecial, Grand Départ,  
Training and Nutrition

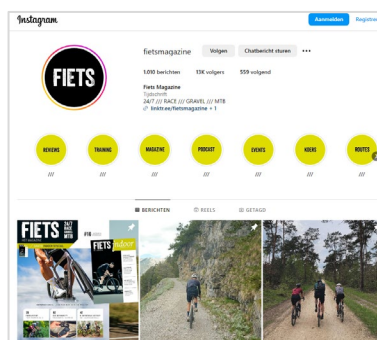
**Fiets Magazine**  
Printreach per edition: 57,000 readers



**Fiets.nl**  
530,000 pageviews monthly

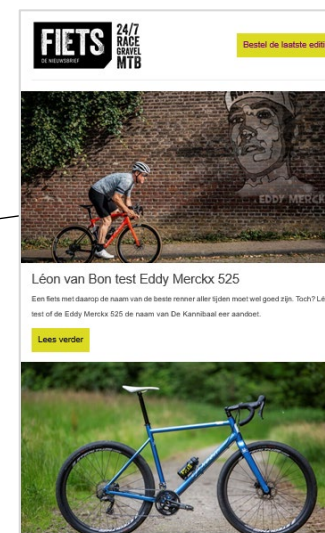


**Fiets Facebook**  
27,000+ fans

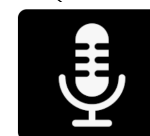


**Fiets Instagram**  
13,000 followers

This is  
**FIETS**



**Fiets Newsletter**  
43,000 subscribers



**Fiets Podcast**  
6,000 listeners  
per episode



**Fiets on X**  
9,000 followers





# FIETS

## Pillars

**Tests:** Products are tested independently by our editors. Professional cyclist turned photographer Leon van Bon also tests a bicycle every month.

**Technology:** The latest developments in bicycles, gear and accessories.

**Ride a bike:** Catching reports of bicycle tours to ride at home and abroad.

**Training:** A lot of attention is paid to the right training for a certain goal (becoming faster uphill, preparation for multi-day cyclo's etc.). With the annual special Training & Nutrition Guide.

**Nutrition:** Nutrition that benefits your training schedules or bicycle tour.

**Section SHORT-SHORT:** Parts, accessoires, clothing and other important side items are highlighted by the editors.

**Columns:** *Fiets Magazine* has a number of regular columnists, including: Peter Winnen, Ellen van Dijk and Thomas Braun.

*Fiets Magazine* is published monthly and is the largest magazine for active cyclists in the Netherlands and Belgium. It also regularly publishes special issues such as the *Fiets Gravelspecial*, *Fiets Training & Nutrition Guide* and the *Grand Départ* supplement. The magazine focuses on racers, gravelers and mountain bikers.

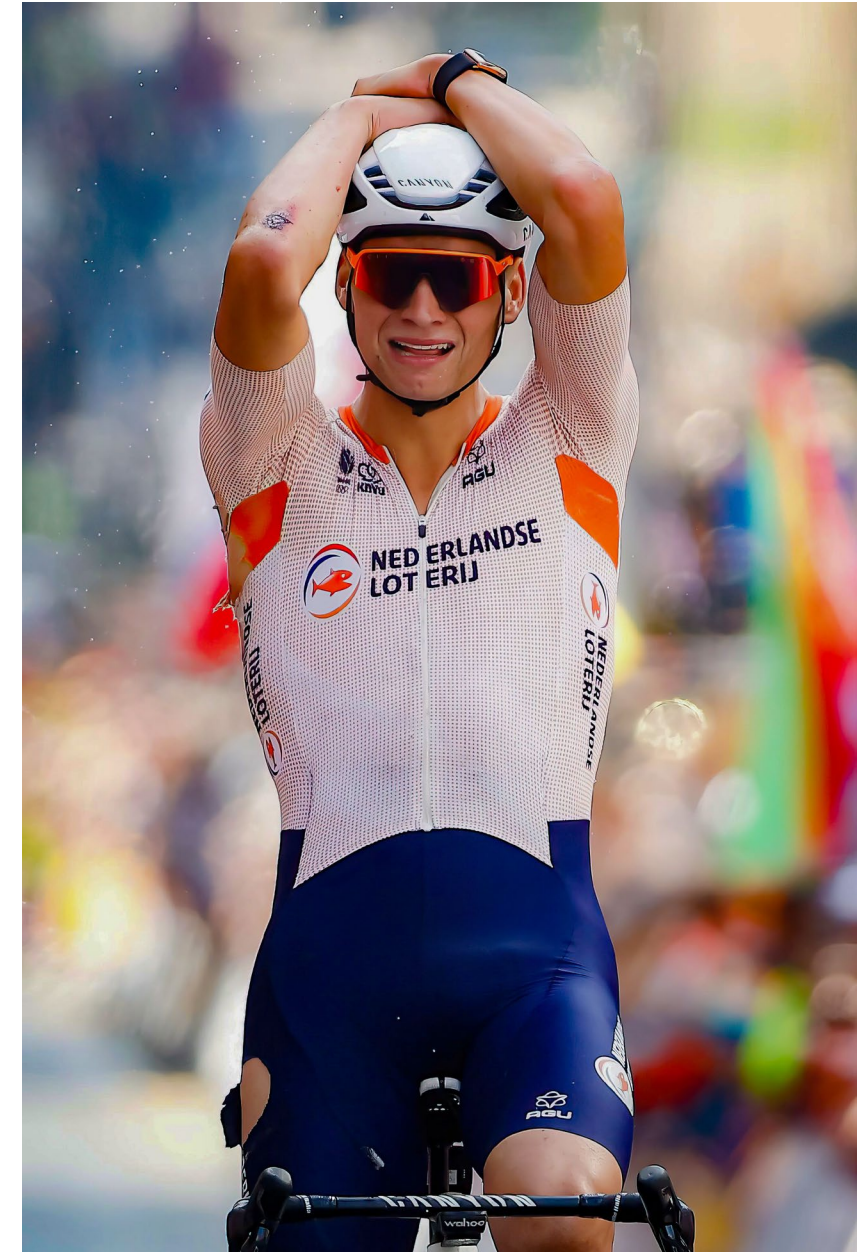
The independent product tests and information, written by the editors of *Fiets Magazine*, are highly valued by readers. We give our readers inspiration for their own cycling experiences, tours and trips, making readers feel very connected to the magazine.



# FIETS

## Target Audience

- Mainly male readers; 25 to 60 years old
- Highly interested in all things cycling
- Cycling enthusiast, constantly seeking challenges and surpassing set goals
- High education level, above average income
- Loyal community: over 80% are subscribers for more than 5 years





# Podcast

## Podcast listeners:

+/- 6,000 listeners per episode

## Advertising opportunities (per episode):

Rate: € 1,500.-

- Pre-/mid-/post-roll
- Promotion of the episode by Fiets Channels

Rate: € 2,000.-

- Hostread
- Promotion of the episode by Fiets Channels

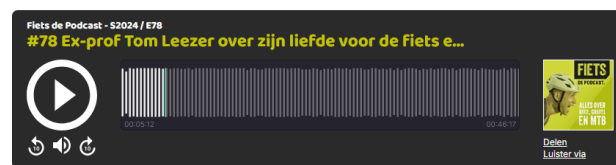
## Branded series (5 episodes):

Rate: € 5,000.-

- Pre-/mid-/post-roll
- Promotion of the episode by Fiets Channels

## Tailor-made propositions

Please contact us for all options



**Fiets de Podcast** focuses entirely on all aspects of cycling. Whether you are a recreational cyclist or a seasoned cyclist, this podcast will help you get the best out of yourself and become a better cyclist.

Presenters Herman van Tilburg and Edwin Haan, editor-in-chief of **Fiets Magazine**, cover a wide range of fascinating topics. Each episode has a unique theme, ranging from dealing with physical discomfort while cycling to the best cycling accessories, the latest trends in cycling technology, and practical tips to optimize your cycling experience.

Thanks to its informal atmosphere and the expertise of its hosts, the podcast is loved by cyclists of all levels. In addition, the podcast medium is particularly effective in reaching a younger audience that is less amenable to traditional media such as TV, radio and print. The high engagement of podcast listeners also makes it an ideal platform to communicate a brand message in a powerful way.





# FIETS

## Facts & figures

### Fiets Magazine readers

Mainly male reader who cycles himself, an enthusiastic cyclist who rides many miles or a trimmer who takes pride in his tours.

### Fiets Magazine

Frequency; 12x a year

Print reach: 57,000 (NPM DGM 2025-I)



### Fiets.nl

530,000 pageviews monthly



### Fiets newsletter

43,000 newsletter subscribers

CTO: 22%, CTR: 12%, Open Rate 55%

Frequency: weekly on Friday



### Fiets Podcast

An average of 6,000 listeners



### Fiets Facebook

27,000+ followers



### Fiets Instagram

13,000+ followers



X

9,000+ followers



# Rates and formats 2025

## Base rate

in euro's excl. VAT

1/1 page € 3,775

## Format index

1/2 page	63
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*	280

\*excl. production cost – upon request

## Formats and measurements (mm)

Format width x height

### Trim size

1/2 landscape	210 x 136
1/1	210 x 285
2/1	210 x 285 – 210 x 285

+ 5 mm bleed on all sides

## Technical specifications

**Trim size:** 210 x 285 mm

### Advertisement material:

Please submit your digital ad files as Certified PDF

## Podcast

Product	Rate
Pre-/Mid-/Post-roll	€ 1,500
Hostread	€ 2,000
Branded serie (5x)	€ 5,000
Tailor-made	On request

## Digital

Product

Rate

NBI – Newsletter Item	€ 1,750
FBB – Facebook post	€ 800
BI – Branded Item	€ 1,750
Instagram Story	€ 800
BI + FBB	€ 2,550
BI + NBI	€ 3,500
BI + NBI + FBB	€ 4,300
Native-in-Article (Cost p. Quality View – QV)	€ 1.25

### Production cost\*<sup>1</sup>

Newsletter Item	€ 175
Facebook post	€ 225
Branded Item on website	€ 225
Instagram Story	€ 250

### Banners

Billboard	(970*250)	€ 36 cpm
Halfpage	(300*600)	€ 36 cpm
Rectangle	(300*250)	€ 25 cpm
Leaderboard	(728*90)	€ 15 cpm
Large Leaderboard	(970*90/70)	€ 36 cpm
Wide Skyscraper	(160*600)	€ 18 cpm

### Mobile banners

Banner	(320*100)	€ 15 cpm
Interscroller	(320*480)	€ 36 cpm

\*<sup>1</sup> Based on 2 correction rounds (no discount available)





**For more information:**

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