



flow

Saleskit


Flow is an ode to living
consciously, creativity and
unhurried days.

OUR MISSION

FLOW HELPS YOU FIND A WAY
IN AN EVER-CHANGING AND
DEMANDING WORLD.
WE OFFER ONLINE AND OFFLINE
MOMENTS OF REST AND
REFLECTION.



Roularta
Media Nederland



What is **flow**

Flow is an ode to more conscious living, creativity and days without hurrying.

This international media brand with Dutch roots has been inspiring people around the world with insights about living more consciously and making different choices since 2008. Flow is about **slow life**. About small **happiness** and **connection**. About slowing down and finding new ways. About the rise of soft skills like empathy and creativity. With stories that always fit the spirit of the times, Flow helps its readers find their way in this turbulent world.

Flow is practical, informative and up close and never spiritual or woolly. Each edition includes 3 sections:
Grow - about personal development,
Glow - about everything that makes life shine, and
Slow - about slowing down and living more consciously.

Flow has a magazine, a website, newsletter and is active on social media; Flow is one of the biggest brands on Instagram.



Flow magazine - English



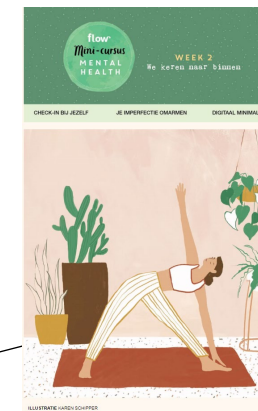
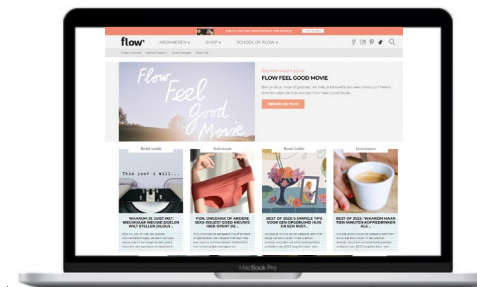
Flow Specials



Flow magazine
Printreach per edition:
194,000 readers

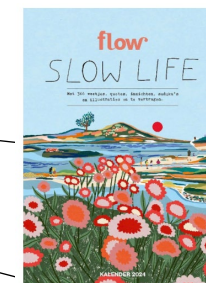


www.flowmagazine.nl
550,000 pageviews monthly

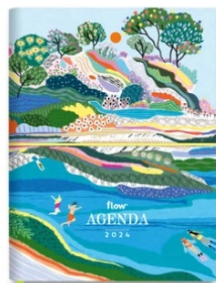


Flow Newsletter
63,000+ subscribers

Flow calendar



School of Flow
Online courses on creativity
and personal development



Flow diary

This is
flow

FLOW SLOW ART ROUTE IN MUSEUM VAN DE GEEST

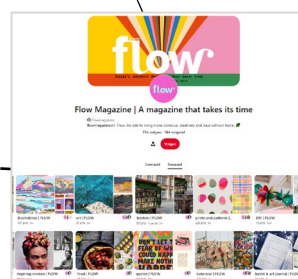


Flow Slow Art Tour

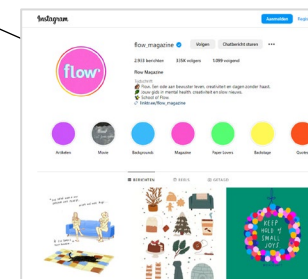
Slow Art Tour in *Museum van de Geest* in Haarlem



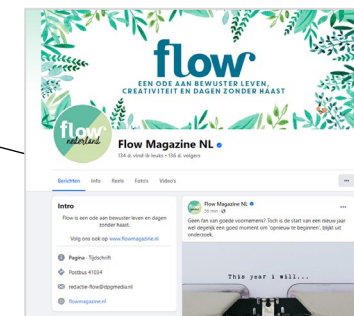
Flow on X
35,000+ followers



Pinterest
73,000+ followers



Instagram
335,000+ followers



Facebook
136,000+ followers



flow magazine



Flow magazine **inspires** people with insights about **living more consciously** and making **different choices**. Flow is a major print brand in as many as four languages: Dutch, French, German and English-language Flow books are published. Flow is using paper in an innovative way. Every edition is a surprise and feels like a gift.

De **Flow-reader** is a **women**, down-to-earth, involved, creative, curious, wants to keep developing and is self-confident. She is open to new insights on how to live life differently and is also described as a '**peace seeker**'.

Flow

- 10 editions of the magazine a year
- special paper goodies with each edition
- 4x a year a Flow special: 2x Book for Paper Lovers, Summer- and Winter Special
- Flow diary
- Flow calendar





flow

online platform

Flow is a **leader online** and visible on **various channels**. The brand has built a global community in 15 years. Flowmagazine.nl is the place to unwind and recharge. Flow has a large reach on **social media** and is one of the largest media brands on Instagram. Flow's **newsletter** is eagerly read.

Self-development and creativity. That's where we are specialized in at Flow. '**School of Flow**' provides online training in creativity and personal development.

The website **Flowmagazine.nl** is an environment to relax and covers four main themes::

- Good news (everything about the world)
- Mental health (all about you)
- Life lessons (all about the other)
- Slow life (everything to do)



flow

solid mediabrand

- ❖ **Flow** is a brand with its own character and high commitment
- ❖ The founder of **Flow** is chief editor of the brand and for this reason Flow is authentic and close to the reader
- ❖ Qualitative reach among **Flow**'s loyal target audience
- ❖ **Flow** has a unique position in the media landscape for 15 years
- ❖ **Flow** magazine is timeless and has a high retention rate
- ❖ The editors of **Flow** like to think along about commercial collaborations that fit the brand



flow

facts & figures

Flow inspires people and helps its readers find a way in this turbulent world. Flow is mostly read by women (82%), highly educated with an entrepreneurial attitude. Flow readers' interests include healthy living and eating, organic, sustainable, books, art and culture, travel, self-development, creativity and interior design.

Profile Flow

Gender: men 20% / women 80%

Education: High 56%

Income: Modal income and higher 60%

Age: 36% younger than 35 years;
35-49 years 30%; 50+ years 34%

Source: NPMM DGM 2025-I

Flow Magazine

Printreach: 194,000 readers per edition
(Source: NPMM DGM 2025-I)

Frequency: 10x a year and 4 specials

Distribution: subscribers and individual sales

International: German and French editions and
English language Flow books

Flow Newsletter

Circulation: 63,000 newsletter subscribers

CTO: 25%, CTR: 11%, Open Rate: 43%

Frequency: 1x a week on Saturday

Online

550,000 pageviews monthly

Social

Instagram: 335,000+ followers

Facebook: 136,000+ fans

Pinterest: 73,000+ followers

X: 35,000+ followers

flow

commercial opportunities



Ad in the magazine: different formats are available



Branded Content: editorials, advertorials, content series



Content Advertising: standard content, custom content, social media, content series



Facebook and Instagram



Video Content Advertising: standard instream, Sponsored video, Branded video



Newsletter: 2x weekly, Wednesday and Saturday

flow

branded content

PostNL

*This is how
beautiful the
December stamps
turned out.
Designed by
paper artist
Geertje Aalders.*



flow

branded content

*Austrian traffic
agency*

Cross medial stage
for the three
Austrian regions in
FLOW. Online,
print and social.



flow

branded content

Edding

Let FLOW
readers know how
well the new
Edding pen
works.



flow

rates & formats 2025

Digital

Product	Rate
Newsletter	
Newsletter item	€ 2,500.-
Production costs	€ 250.-
Online Package 1	
Branded Article + Facebook booster	€ 2,250.-
Production costs	€ 1,250.-
Online Package 2	
Branded Article + Facebook booster + Newsletter Item	€ 4,500.-
Production costs	€ 1,250.-

Base rate magazine

in euro's excl. VAT

1/1 page € 8,346.-

Format index

1/2 page	63
2/1 page	187

Position index

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

*1 excluding production costs, upon request

Branded content*2

1/1 page	€ 9,598.-
2/1 page	€ 17,950.-

*2 Branded Content pages will be written by the editors of Flow and designed in the look & feel of the magazine, based on a well-defined briefing and supplied visuals. Production costs: € 2,622.- per page content creation, visuals and 1 correction round.

Formats and measurements in mm

Format width x height

Trim size Flow

1/1 page	225 x 280
2/1 page	225 x 280 – 225 x 280

+ 5 mm bleed on all sides

Trim size Specials

1/1 page	190 x 245
2/1 page	190 x 245 – 190 x 245

+ 5 mm bleed on all sides

Technical information

Trim size: 225 x 280 mm (wxh)

Advertisement material:

Please submit your digital ad files as CertifiedPDF.

Inserts and supplements:

information on request

Questions about advertising material:
Traffic Department: 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/>

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