

happinez

Saleskit



What is **happinez**

Your guide in spirituality and happiness

Sooner or later, questions of meaning arise in every human life: who am I and what do I matter? Happinez helps you discover who you are, and what makes life valuable to you. The leading media brand unlocks **inspiration, insights** and **wisdom** in **spirituality** and **personal growth**, making them accessible and applicable to everyone.

Happinez is a trusted guide in the search for meaning, providing a safe, friendly and loving environment where readers and followers can go to recharge, relax, develop and grow. Through **offline** and **online** media, we offer our audience access to a treasure trove of happiness!



Happinez Specials



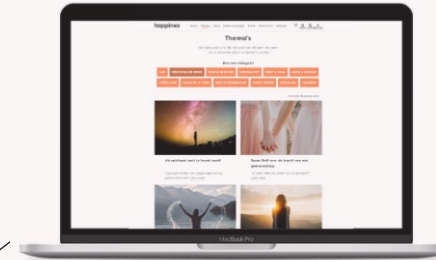
Happinez

Printreach per edition:
252,000 readers



www.happinez.nl

Your guide in spirituality and happiness
1,500,000 pageviews monthly



Happinez Reader Offers

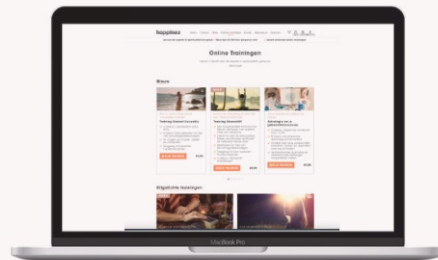


This is
happinez

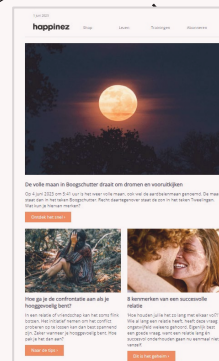


Happinez Events

Lectures, ceremonies,
festivals and live sessions



Happinez Online sessions
40,000+ trainees



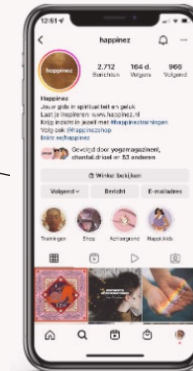
Happinez Newsletter
180,000+ subscribers



Happinez Pinterest
12,600+ followers



Happinez Facebook
235,000+ followers



Happinez Instagram
170,000+ followers



happinez

magazine

Happinez is the largest and best-known **mindstyle** brand in the Netherlands. For over 20 years, Happinez has been the guide for anyone looking for spirituality and happiness. In each edition of the magazine the most beautiful stories, beautiful images and surprising insights from experts from home and abroad. In addition, a Happinez Winter Book, Summer Book and thematic specials are also produced every year.



happinez

online platform

Anyone with a **conscious life**, looking for **meaning**, **self-development** and **spiritual growth** can visit happinez.nl and Happinez's social channels daily **for inspiring online content** on astrology, spirituality, mind & meditation, personal growth, body & yoga and more. Happinez also has a **webshop** with more than 400 sustainable and meaningful products and exclusive Happinez products, including stationery and accessories.



With **well-known experts** in spirituality, happiness and astrology, Happinez has been developing **online trainings** since 2019. The Instagram training course *Live with the Moon* won an award in 2019. More than 40,000 Happinez fans have already taken a training with Happinez.

happinez

propositions

Online branded content package

online article + social media booster + newsletter item
+ extra booster package possible

The Online Branded Content Package is the most effective way to promote your story. This package includes: online article, boost through an Instagram Story, Facebook post and newsletter item.

The extra boost package is used to give the campaign an extra boost during the campaign period. The way this can be implemented will be determined in consultation.

- **Collaborations in the magazine**
advertisement or branded content article (advertorial)
- **Podcast and video**
- **Social Media**
- **Newsletter item**
- **Reader Offers and Plus Propositions**
- **Custom Publishing**
- **Events**

happinez

commercial opportunities



Collaborations in the magazine



Custom publishing



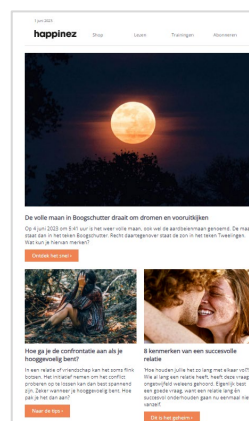
Branded content online article



Podcasts



Social media (a.o. polls or tests)



Newsletter

Events
Lectures, ceremonies,
festivals and live sessions.
Both offline and online.





happinez

facts & figures

What connects **Happinez readers** and **visitors** is a **mindset**: they are conscious in life, seeking meaning, inner peace and personal growth. The majority of the target group is **female**, working, highly educated and has an active social life. They are looking for inspiration in all sorts of areas: travel, housing, health, culture, nutrition, exercise, positive psychology and spirituality. She **chooses and buys consciously** and appreciates beautiful, sustainable and high-quality products.

Profile Happinez

Gender: men 25% / women 75%

Education: College education and higher 50%

Income: Modal income and higher 62%

Age: 26% younger than 35 years;
35-49 years 28%; 50+ years 46%

Source: NPMM DGM 2025-I

Happinez Magazine

Printreach: 252,000 readers per edition
(Source: NPMM DGM 2025-I)

Frequency: 9 editions yearly + 3 specials
(Summerbook, Winterspecial, Themespecial)

Distribution: subscription and individual sales
International: German and French edition

Happinez Newsletter

Circulation: 180,000 newsletter subscribers

CTO: 15%; CTR: 5%; Open Rate: 36%

Frequency: weekly on Thursday

Online

1,500,000 pageviews monthly

Social

Facebook: 235,000+ fans

Instagram: 170,000+ followers

Pinterest: 12,600+ followers

LinkedIn: 11,500+ members

happinez

rates & formats 2025

Digital

Product	Rate
Newsletter	
Newsletter item	€ 2,900.-
Production costs	€ 250.-
Branded Content Package	
Online Branded Content Package	€ 6,750.-
Production costs	€ 1,250.-
Booster	
Extra booster package	€ 1,500.-
Production costs	€ 450.-

Online articles part of an Online Branded Content Package will be live for 2 weeks.

KPI's branded content: 2,500 unique views.

Base rate magazine

in euro's excl. VAT

1/1 page € 11,050.-

Format index

1/2 page	63
2/1 page	187

Position index

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

*1 excluding production costs, on request

Branded content*2

1/1 page	€ 12,708.-
2/1 page	€ 23,765.-

*2 Branded Content pages will be written by the editors of Happinez and designed in the look & feel of the magazine, based on a well-defined briefing and supplied visuals. Production costs: € 2,200.- excl. photography if required.

Formats and measurements in mm

Format width x height

Trim size Happinez

1/1 page	210 x 285
2/1 page	210 x 285 – 210 x 285

+ 5 mm bleed on all sides

Trim size Theme Special

1/1 page	225 x 260
2/1 page	225 x 260 – 225 x 260

Trim size Summerbook

1/1 page	195 x 235
2/1 page	195 x 235 – 195 x 235

Trim size Winterbook

1/1 page	230 x 260
2/1 page	230 x 260 – 230 x 260

+ 5 mm bleed on all sides

Technical information Happinez

Trim size: 210 x 285 mm (wxh)

Advertisement material:

Please submit your digital ad files as Certified PDF

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/>

happinez

contact



Roularta Media Nederland
Sales Department
T. +31 (0)20 210 5459
E. advertising@roularta.nl

www.roularta.nl