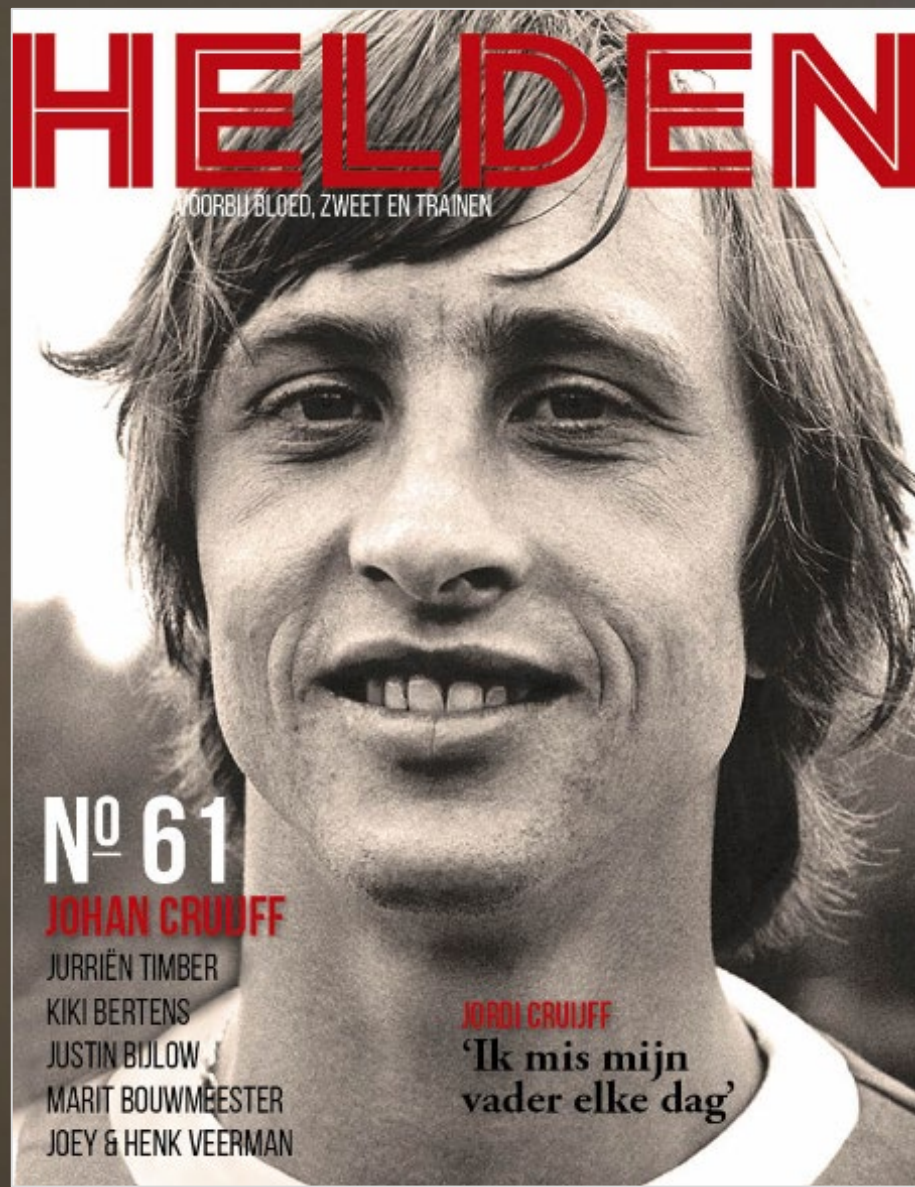


HELDEN





HELDEN

We are **Helden** (Heroes). Founded in 2009 from a journalistic heart and **a love of the story behind the athlete**. We bring stories from sports. Provide access to heroes and go beyond blood, sweat and tears. We bring **real stories** about performance, fun, gold and the other side of the medal. Stories that **excite**. About the struggle behind the performance and behind the failure. Stories that **touch**. Truly made, from the heart and with confidence. Stories that **inspire**, admire, amaze and offer new perspectives. We see sports as the metaphor for life. We cannot do without sport and sport cannot do without Helden.

HELDEN | Magazine



Helden Magazine is the sports glossy about blood, sweat and tears both inside and outside sports. Champions share their secrets and sources of inspiration - you get to know the person behind the top athlete.

With interviews, columns and beautiful photography, Helden shows the world behind the athletes 5x a year.

Helden Magazine has a loyal and growing group of subscribers and is available in supermarkets, bookstores and online (individual sales).



HELDEN | Socials and Newsletter



Our **social media channels** are the daily source of inspiration and background on sports for our large group of online fans.

The channels feature regular formats, stories, wins and branded collaborations, all to surprise and inspire Helden fans every day. Every 2 weeks, the Helden **newsletter** selects the best and most inspiring stories, podcasts, offers, photos and videos about sports.



HELDEN | Winner promotion

Rate all-in package: **€ 5,500.-**

Including media channels:

- Helden Newsletter item (1x)
- Helden Socials organic post (2x)
- Paid media support (€ 500.-)
- Helden Tip Helden Magazine (1x)

Including proceedings:

- Creative landing page in Helden.media environment
- Data collection through opt-ins
- Selection and handling prize winners

Optional:

- Promotion video socials (rates on request)

Excluding:

- Prizes of the winner promotion
- Athlete/ambassador for communication

A **winner promotion** using the Helden channels not only generates **reach and engagement**, but especially data collection and **leads** for your brand.

All Helden channels are used to give our fans a chance to win great (sports-related) prizes. The action is supported by 'paid social' budget for maximum reach and conversion.

Conditions for the win action: the organizing brand provides the prizes to be won and a relevant athlete/ambassador to communicate the action.



HELDEN | Podcast



Podcast listeners:

+/- 10,000 listeners per episode

Opportunities (per episode):

Rate: **€ 3,000.- ***

- Branded episode: pre/mid/post rolls
- Guest athlete/brand ambassador
- Promotion of the episode using Helden channels

* excluding any compensation to athlete in the context of commercial cooperation

Branded series (3 episodes):

- Naming of the series
- Pre/mid/post rolls
- Athlete/brand ambassador as guest
- Promotion of the episodes using Helden channels
- Fixed branded items in episodes
- Custom proposal, indication: **€5,000 - €7,500**

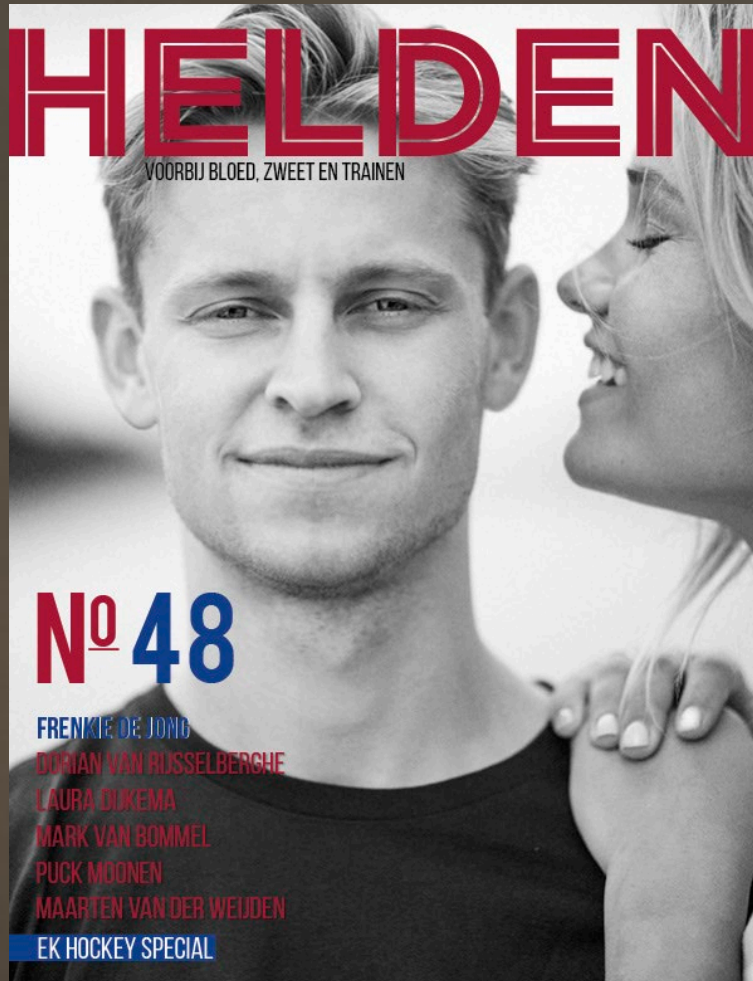
Inspiring storytelling is provided by Helden in various forms. At least every month we make a **podcast with a (former) athlete** who talks about inspiration, motivation and the lessons that sports can teach us.

Podcasts are reaching a younger audience that is not easily reached by traditional media such as TV, radio and print.

Engagement of podcast listeners is tremendously high, making it an ideal medium for telling a brand message well.



HELDEN | Facts & figures



Helden reaches both men and women. Magazine readers, online/social visitors and Podcast listeners have one thing in common: they enjoy the stories behind our sports heroes. Helden fans have diverse sports interests and often play sports themselves.

Profile Helden Magazine	Helden Online	Helden Podcast
Gender: M 65%, W 35%	M 55%, W 45%	M 35%, W 65%
Age: 30+ years 80%	25-60 years	25-50 years

Helden Magazine

Frequency: 5x a year; 9-12 weeks in stores
Distribution: subscribers and individual sales
Printreach: 111,000 m/w per edition (Source: NPMM DGM 2025-I)
Read online at Blendle, Tijdschrift.nl and Readly

Helden Newsletter

Frequency: twice a month on Friday (even weeks)
Circulation: 13,000 newsletter subscribers

Helden Online (www.helden.media.nl)

40,000 pageviews monthly

Socials

100,000 fans

Helden Podcast

10,000 listeners per episode
Channels: Spotify, Apple, Deezer

HELDEN | Rates and formats 2025

Base rate magazine in euro's excl. VAT

1/1 page € 3,770.-

Format index

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 of production costs; on request

Print rates (other)

Advertorial 1/1 page	€ 5,020.-
Advertorial 2/1 page	€ 9,049.-
Editorial frame	€ 850.-
Helden Tip 1/4 page	€ 500.-

Formats & measurements (mm)

Format width x height

Trim size

1/1	210 x 275
2/1 *2	420 x 275

+ 5 mm bleed on all sides

*2 Note: A 2/1 spread has a wide fold (2-3 cm).
So please note that there is no essential text or
message in the middle. Please submit the 2/1
spread per page.

Technical information

Trim size: 210 x 275 mm (wxh)

Advertisement material:

Please submit your digital ad files
as CertifiedPDF.

Digital

Product	Rate
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Newsletter

Newsletter item	€ 1,000
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video, winner promotion, advertorial, product feature etc.

Socials *3

Branded post	€ 1,250
'Heldenpraat' video	€ 4,000
InstaLive	€ 3,000
Paid media	on request

*3 rates for production+distribution

Podcast

Per episode	€ 3,000
Series of 3 episodes	€ 5,000 - € 7,500

Winner promotion

All-in package	€ 5,500
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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/>

HELDEN | Packages

The starting point of each **package** is to tell the inspiring story of an athlete. The scope of the story depends on the athlete's availability and the advertiser's budget. Each package is a starting point and can be customized in consultation.

GOLD

Helden Magazine

- 1x interview with athlete and editorial frame
- 5x 1/1 ad page in magazine

Online

- 1x 'Heldenpraat'
- 1x Winner promotion using socials, newsletter and Magazine
- 1x InstaLive session with athlete

Podcast

- 1x Athlete as quest, including sponsorship of the episode

Reach: **640,000 m/w**

Rate: **€ 32,125.-**

10% package discount

in comparison to individual elements

SILVER

Helden Magazine

- 1x interview with athlete and editorial frame
- 3x 1/1 ad page in magazine

Online

- 1x 'Heldenpraat'

Podcast

- 1x Athlete as quest, including sponsorship of the episode

Reach: **470,000 m/w**

Rate: **€ 21,420.-**

7,5% package discount

in comparison to individual elements

BRONZE

Helden Magazine

- 1x interview with athlete and editorial frame
- 1x 1/1 ad page in magazine

Online

- 1x 'Heldenpraat'

Podcast

- 1x Athlete as quest, including sponsorship of the episode

Reach: **305,000 m/w**

Rate: **€ 12,800.-**

5% package discount

in comparison to individual elements



HELDEN | Case: Cannondale

MULTIMEDIALE CAMPAGNE

cannondale

Helden en Cannondale hebben samen een mini-campagne ontwikkeld, waarbij alle Helden kanalen werden ingezet. Branded video content via de Helden social media kanalen in combinatie met een winactie. Inzet van de Helden nieuwsbrief en een redactionele samenwerking in Helden Magazine.

Primaire doelstellingen waren 'engagement' rondom de nieuwe Cannondale eBike en 'lead generatie' voor de Cannondale Nieuwsbrief



Ingezette middelen via Helden kanalen

- 3 pagina's branded interview Helden Magazine + branded kader
- 1/1 advertentie Helden magazine
- 2x organische posts Helden socials
- Facebook & Instagram paid media ondersteuning
- 1x Helden nieuwsbrief blok
- Landingspagina voor deelname en opt-in

Resultaten engagement en lead generatie

- CTR winactie: 2,9%
- 52% conversie van clicks naar Cannondale opt-in
- Opt-ins 114% boven doelstelling



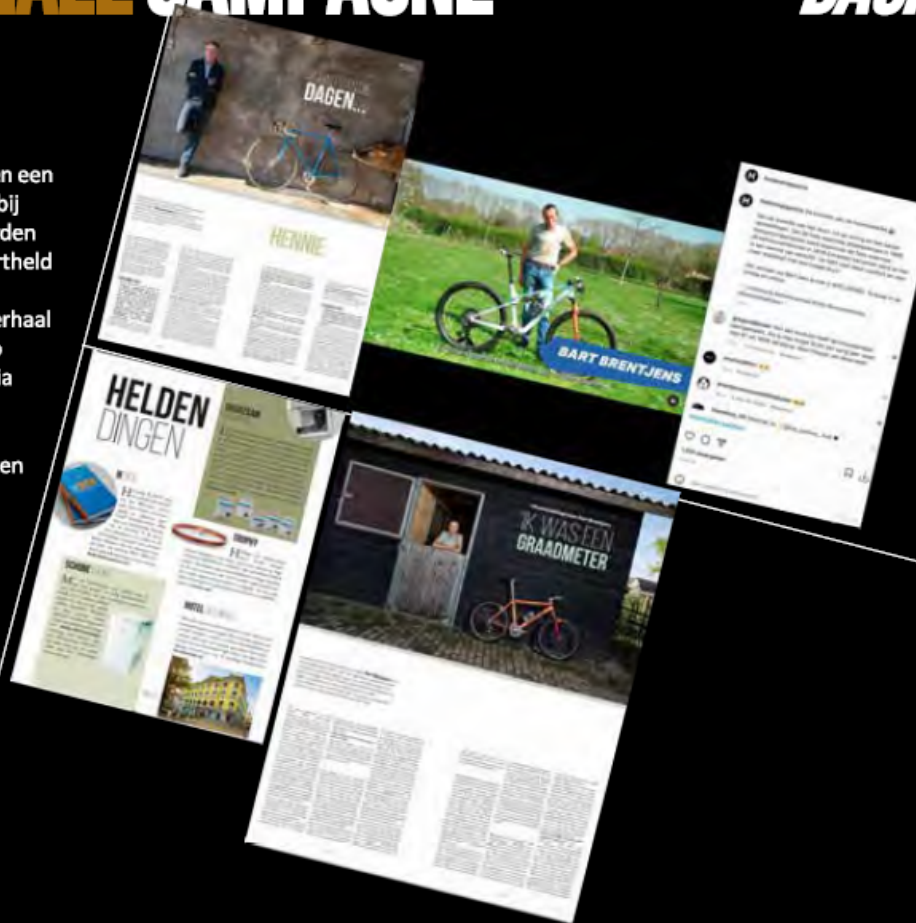
Helden cooperates with brands, associations and events in the world of sports and sponsorship.

HELDEN | Case: Shimano

MULTIMEDIALE CAMPAGNE SHIMANO

Helden en Shimano hebben samen een mini-campagne ontwikkeld, waarbij verschillende Helden kanalen werden ingezet. Een verhaal met een sportheld in een branded podcast. Een doorvertaling daarvan met een verhaal in het magazine en branded video content via de Helden social media kanalen.

Met deze campagne hebben Helden en Shimano de rol van techniek en materiaal laten zien bij de prestaties van sporthelden.



'BACK TO THE FUTURE'

Ingezette middelen via Helden kanalen

- 3 keer magazineverhalen
 - Hennie Kuiper, Bart Brentjes & Hennie Stamnsnijder
 - 6 pagina's + spread
 - Branded foto's
 - Advertenties
 - Helden tip
- 3 keer branded Podcasts
- 3 keer branded Video's
- 1 keer winactie
- Facebook & Instagram paid media ondersteuning
- Landingspagina voor deelname en opt-in



Helden cooperates with brands, associations and events in the world of sports and sponsorship.

HELDEN | Case: KPN

PRINT REDACTIONELE SAMENWERKING

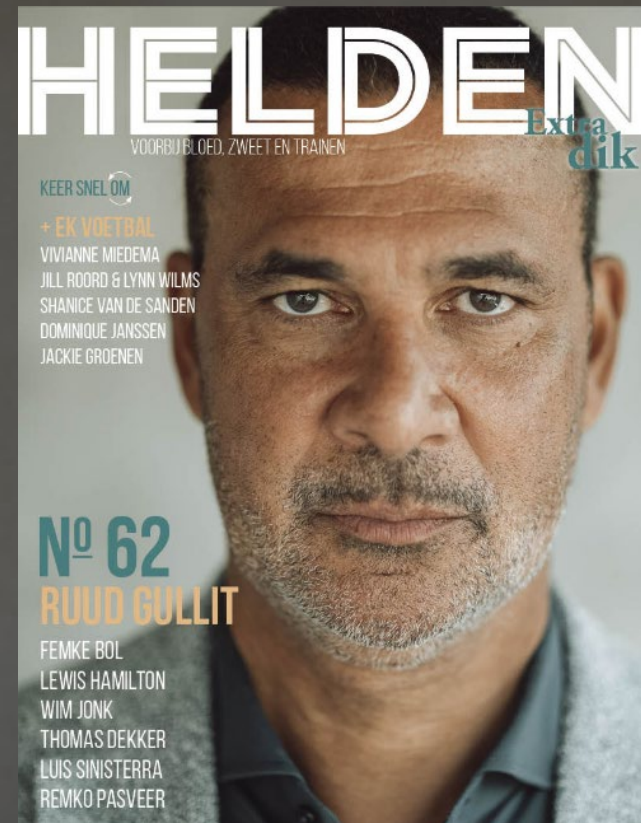
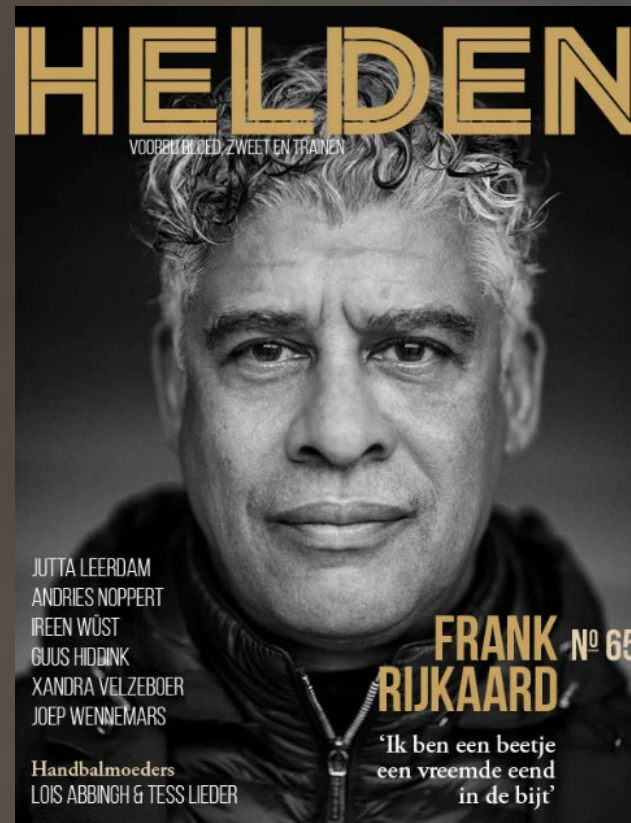


KPN is trotse partner van de KNVB en hoofdsponsor van het Rijksmuseum. In de Helden-serie 'Leeuwinnen in het Rijks' verbindt KPN de top van het Nederlandse voetbal met de allermooiste kunst. In ieder Helden Magazine nemen we een Leeuwin mee voor een rondleiding in het Rijksmuseum en leren we haar kennen aan de hand van kunst, stellingen en vragen. De merkboodschap 'verbinden' loopt als een rode draad door het interview.



Helden cooperates with brands, associations and events in the world of sports and sponsorship.

HELDEN | Contact



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