



Knip MODE



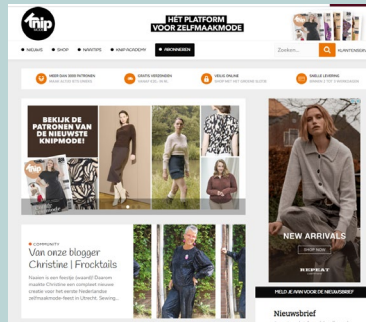
CREATE YOUR OWN STYLE WITH KNIPMODE



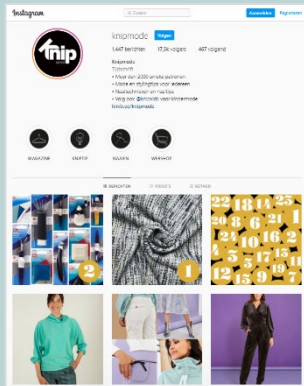
Knipmode is the only Dutch magazine with an all-round expertise in **DIY fashion**. This popular monthly magazine is creative, practical and of high quality. It offers collections for all types of women, **from classic to trendy**. Each edition includes patterns in sizes 34 to 54, with clear descriptions. These collections are intended for women who enjoy making unique garments, who are proud of themselves and what they have created with meticulous attention to detail.

Knipmode offers inspiration, practical and technical information, styling tips and service.

Knipmode.nl
80,000 pageviews monthly



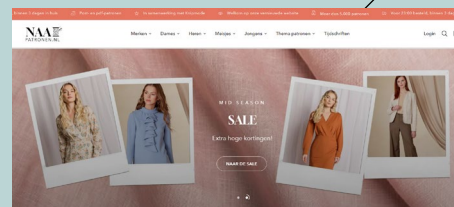
Knipmode Instagram
22,000+ followers



Knipmode magazine
Printreach: 164,000 readers
per edition



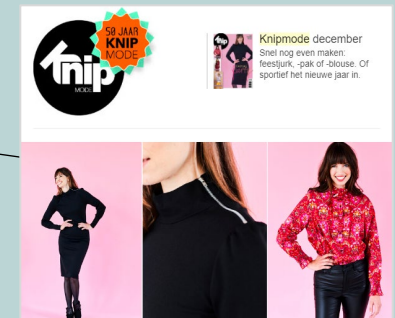
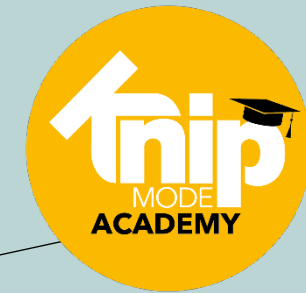
Naaipatronen.nl



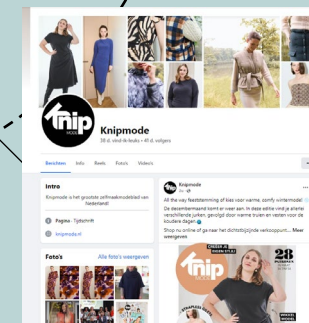
Knipmode Specials



Knipmode Academy
Online sewing courses



Knipmode newsletter
54,000 subscribers



Knipmode facebook
41,000+ followers



This is
Knip
MODE



Facts & figures 2025

Knipmode readers

Creative woman who enjoys making clothes, likes to add a personal touch and is looking for the ultimate fit. She is of average age and likes to look well-groomed. Her interests include cooking, baking, home ideas, gardening and DIY.

Men/Women: 11% / 89%

Age: younger than 35 years 20%, 35-65 years 44%, 65+ years 36%

Income: (above) average income 53%

Knipmode Magazine

Frequency: 13 x a year + 1 special

Printreach: 164,000 (NPM DGM 2025-I)

www.knipmode.nl

80,000 pageviews monthly

Knipmode Newsletter

54,000 newsletter subscribers

CTO: 26% CTR: 13% Open Rate: 52%

Frequency: weekly on Friday

Facebook

41,000+ followers

Instagram

22,000+ followers

Pinterest

6,200 followers





Rates & formats 2025

Base rate magazine in euro's excl. VAT

1/1 page € 5,655.-

Format index

1/2 page	63
2/1 page	187

Position index

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

*excl. production costs –
on request

Formats and measurements (mm) Format width x height

Trim size

1/1	220 x 285
1/2 landscape	220 x 142
1/2 portrait	110 x 285
2/1	220 x 285 – 220 x 285

+ 5 mm bleed on all sides

Technical specifications

Trim size: 220 x 285 mm (wxh)

Advertisement material:

Please submit your digital ad files
as CertifiedPDF.

Digital Product

Rate

NBI – Newsletter Item	€ 2,750
FBB – Facebook Message	€ 800
BI – Branded Item	€ 1,500
Native-in-Article (Cost p. Quality View – QV)	€ 1.25
BI + FBB	€ 2,300
BI + NBI	€ 4,250
BI + FBB + NBI	€ 5,050

Production costs*¹

Newsletter Item - NBI	€ 175
Facebook message - FBB	€ 225
Branded Item – BI	€ 550

Banners

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

Mobile banners

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

CPM: per 1,000 impressions

*¹op basis van 2 correctieronden (geen korting van toepassing)

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/>



Branded content

With *Knipmode*, you can reach an engaged and loyal audience. Whether it is advertorials or branded content, print or online, there are many options for a commercially attractive partnership.

Knipmode is happy to assist you.





Contact

More information:

Roularta Media Nederland

T. +31 (0)20 210 5459

E. advertising@roularta.nl

www.roularta.nl