

+gezond





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Plus Gezond is the largest health magazine in the Netherlands. Plus Gezond provides practical information and tips to stay healthy. Interviews with scientists, researchers, as well as recognizable and motivating stories from readers provide insight into a wide range of topics.

Plus Gezond is published 6 times a year.



+gezond | Facts & figures

Plus Gezond reader

The readers of +Gezond are conscious about their health. They are interested in a healthy lifestyle, enjoy walking, take regular bike rides and healthy eating is important to them.

Gender: 61% female / 39% male

Age: 50-64 years 12%, 65+ years 62%

Social class: W1 (high)/W2/W3 53%

Source: NPMM DGM 2025-I

Plus Gezond Magazine

Frequency: 6x a year

Printreach: 204,000 (NPMM-DGM 2025-I)

Plus Gezond Newsletter

325,000 newsletter subscribers

Frequency: bi-weekly on Sundays
(even-numbered weeks)

+gezond | Rates and formats 2025

Base rate
in euro's excl. VAT

1/1 page € 6,120.-

Format index

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*	280

*excl. production cost –
upon request

Formats and measurements (mm)

Format width x height

Trim size

1/1 202 x 267
2/1 202 x 267 – 202 x 267

+ 5 mm bleed on all sides

Technical specifications

Trim size: 202 x 267 mm (wxh)

Advertisement material:

Please submit your digital ad files
as Certified PDF.

Newsletter

Plus Gezond Newsletter

Newsletter Item € 3,500.-





More information:

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