



*Saleskit*  
**PSYCHOLOGIE**  
MAGAZINE

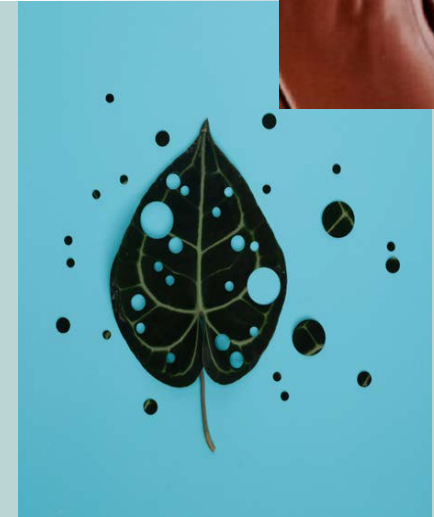




# What is **PSYCHOLOGIE** MAGAZINE

**Psychologie Magazine** is the authority in the Netherlands for **personal growth**. Psychologie Magazine helps to grow, by translating insights from psychology to everyday life. To increase your **self-knowledge**, to deepen your **insight** in relationships, to better **understand** the world. And to help you make **better choices** in life.

Self-aware, intelligent women and men will find inspiration from Psychology Magazine's back stories and engaging personal interviews. **Inspiration** in the **practical online trainings and master classes** that help you work on your own growth. Psychologie Magazine is no longer a magazine brand, it is a platform for personal development.



## Podcast



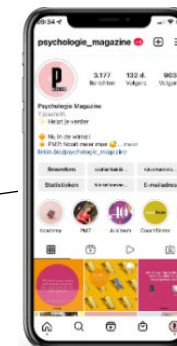
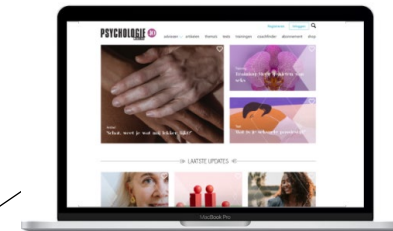
## Theme Specials



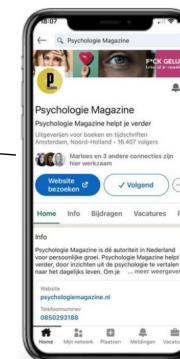
**Psychologie Magazine**  
Printreach per edition:  
263,000 readers



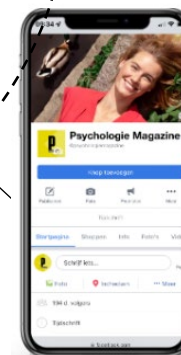
**Online platform for personal growth**  
[www.psychologiemagazine.nl](http://www.psychologiemagazine.nl)  
**650,000 pageviews monthly**



**Instagram**  
135,000+ followers



**LinkedIn**  
24,000+ members

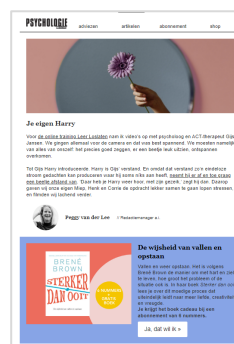


**Facebook**  
197,000+ followers

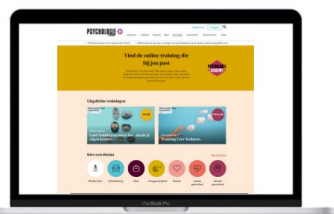
*This is*  
**PSYCHOLOGIE**  
MAGAZINE



**Events**



**Newsletter**  
305,000+ subscribers



**Psychologie Academy:**  
online courses





# PSYCHOLOGIE

MAGAZINE

## *magazine*

**Psychology Magazine** is the place for born explorers. For those intelligent and self-aware women and men who are curious about themselves, others, love and life.

With an eye on **science** and one on **everyday practice**, we like to shake things up a little. Because in a safe place, everything is up for discussion.

Psychology Magazine reaches 263,000 readers every month. Readers who are looking for **personal growth**, **insight** and **inspiration**. They want to develop themselves, make conscious food and health choices and are open to new ideas and experiences.

**Psychology Magazine is published 14 times a year.**



# PSYCHOLOGIE MAGAZINE

*online platform*



**Psychology Magazine** brings insights from psychology practice understandable, accessible and applicable through a large online platform. Whether you need concrete help or a helping listener.

This is the **website** of Psychology Magazine:

- ✓ Reliable **psychological tests** developed by scientists. Psychology tests give you more self-insight.
- ✓ **Psychology Academy**: online trainings and **master classes** in collaboration with **experts**. What's going on in your life? What's going well, what are you struggling with? Choose from **online trainings** on relationships, work, parenting and mental & physical health and go for more insight, action and personal growth.

Psychology Magazine has a **website**, **newsletter** and is active on **social media**; Facebook, Instagram, LinkedIn and X.

# PSYCHOLOGIE

MAGAZINE

## *propositions*



- **Online branded content package**

online article + social media booster + nieuwsbrief 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 with experts**

# PSYCHOLOGIE

MAGAZINE

## commercial opportunities



Collaborations in the magazine



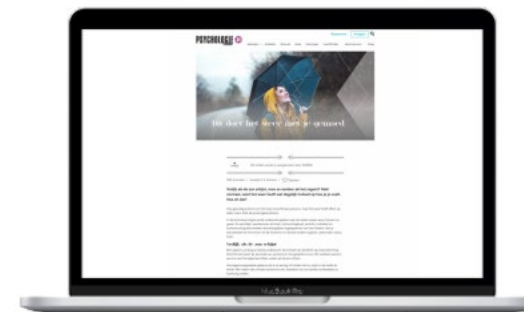
Social media (a.o. polls or tests)



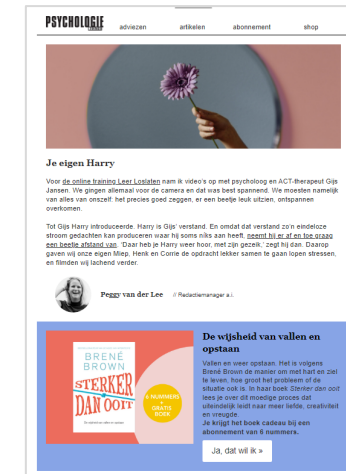
Collaborative events



Custom publishing



Branded content online article



Newsletter item

# PSYCHOLOGIE MAGAZINE

## *facts & figures*

**Psychology Magazine** readers and visitors are looking for **personal growth, insight** and **inspiration**. They are employed and have a good income and high level of education. They want to develop themselves, make conscious choices (nutrition/health) and are open to new ideas and experiences.

### Profile

**Gender:** men 31% / women 69%

**Education:** College education and higher 59%

**Income:** Modal income and higher 66%

**Age:** 26% younger than 35 years;  
35-49 years 25%; 50+ years 49%

Source: NPMM DGM 2025-I

### Psychologie Magazine

Printreach: 263,000 readers per edition  
(Source: NPMM DGM 2025-I)

Frequency: 14x a year, incl. 3 specials

Distribution: subscriptions and individual sales

International: German and French editions

### Newsletter

Circulation: 305,000 newsletter subscribers

CTO: 11%; CTR: 3%; Open Rate: 30%

Frequency: weekly on Wednesday

### Website

650,000 pageviews monthly

### Social

Facebook: 197,000+ fans

Instagram: 135,000+ followers

LinkedIn: 24,000+ members

X: 8,000+ followers





# PSYCHOLOGIE MAGAZINE

## rates & formats 2025

### Digital

| Product                        | Rate      |
|--------------------------------|-----------|
| <b>Newsletter</b>              |           |
| Newsletter item                | € 3,500.- |
| Production costs               | € 250.-   |
| <b>Branded Content Package</b> |           |
| Online Branded Content Package | € 6,500.- |
| Production costs               | € 1,250.- |
| <b>Booster Package</b>         |           |
| Extra booster package          | € 1,500.- |
| Production costs               | € 450.-   |

Online articles part of an Online Branded Content Package will be live for 1 week.

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

### Base rate magazine in euro's excl. VAT

1/1 page € 9,500.-

### Format index

|          |     |
|----------|-----|
| 1/2 page | 63  |
| 2/1 page | 187 |

### Position index

|                            |     |
|----------------------------|-----|
| Preferred position         | 110 |
| Spread in center           | 110 |
| 1 <sup>st</sup> 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 | € 10,925.- |
| 2/1 page | € 20,430.- |

\*2 Branded Content pages will be written by the editors of Psychologie Magazine 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 Psychologie Magazine

|          |                       |
|----------|-----------------------|
| 1/1 page | 210 x 280             |
| 2/1 page | 210 x 280 – 210 x 280 |

+ 5 mm bleed on all sides

### Trim size Specials

|          |                       |
|----------|-----------------------|
| 1/1 page | 200 x 250             |
| 2/1 page | 200 x 250 – 200 x 250 |

+ 5 mm bleed on all sides

### Technical information Psychologie Magazine

**Trim size:** 210 x 280 mm (wxh)

### Advertisement material:

Please submit your digital ad files as CertifiedPDF

# PSYCHOLOGIE

MAGAZINE

*contact*



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