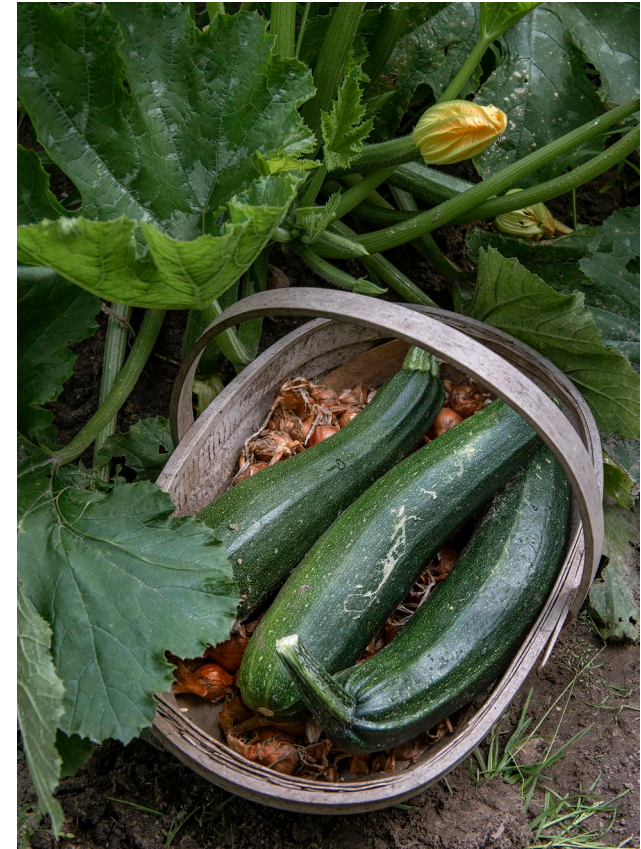
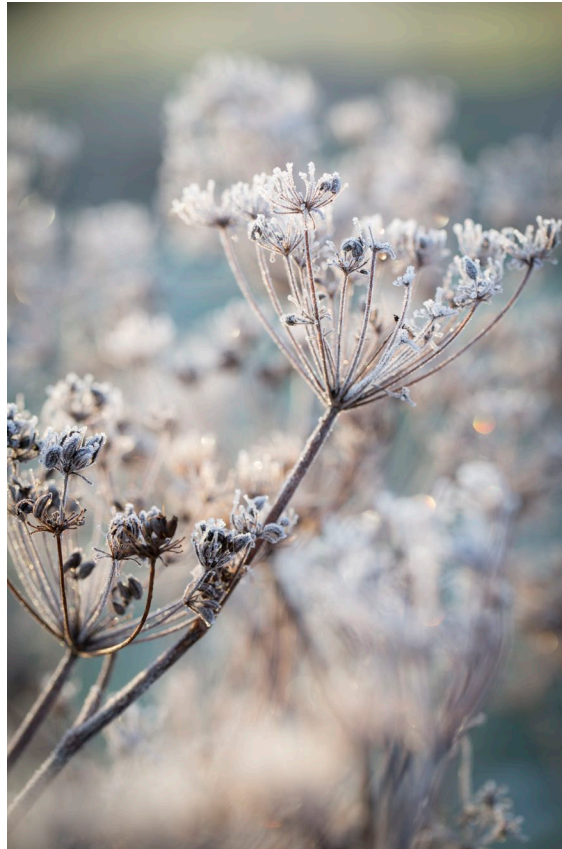


SEASONS



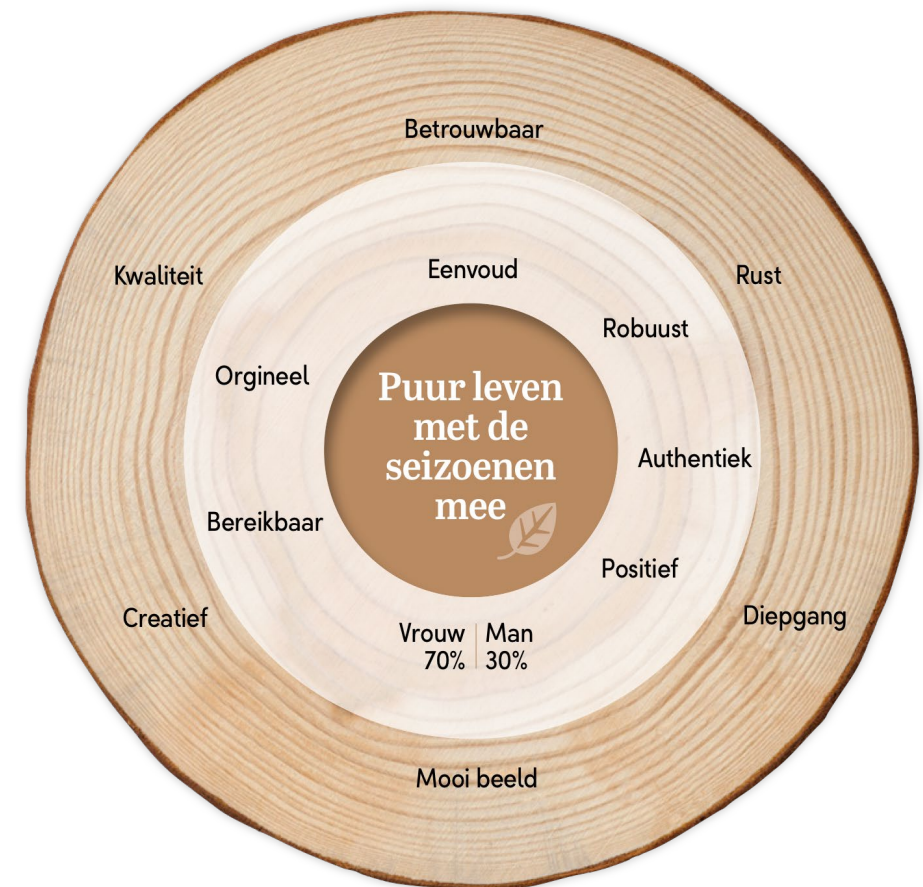


Pure living with the Seasons

Seasons offers inspiration and information for those who love pure outdoor living. Seasons has been deeply rooted in this way of life for 25 years, in which peace, space, authenticity and wonder are important. Seasons is substantively accessible. Enjoy with Seasons all the beauty that the seasons bring. With fresh harvest from the country and pure recipes; special trips and places to stay; inspiring country houses and decoration ideas; the most beautiful gardens; authentic crafts and stories from people who are inspired by the outdoors.



SEASONS



DOEL

Inspireren, informeren, aspireren,
verwonderen en laten genieten

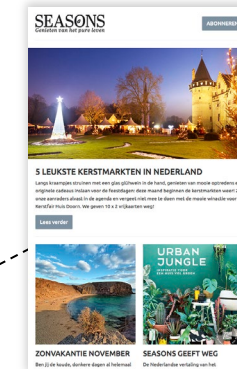
Seasons magazine
Printreach: 145,000 m/w
per edition

Seasons.nl
Pageviews monthly: 213,000

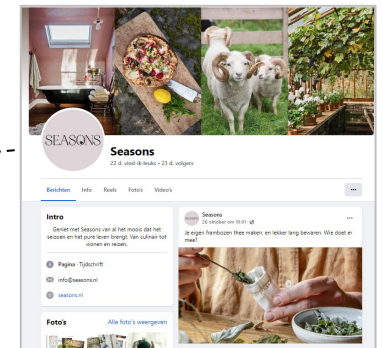
**Seasons
readers offers**



Seasons newsletter
57,000 subscribers



Seasons facebook
23.000+ volgers



Seasons calendar

This is
SEASONS



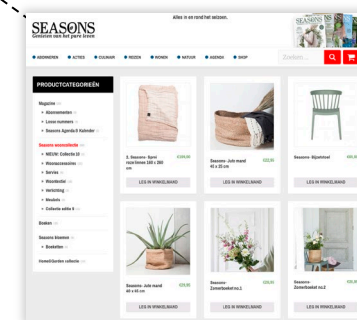
Seasons diary



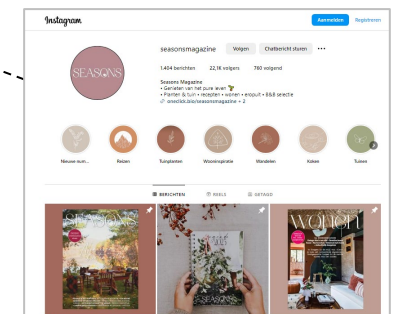
Seasons Garden



Seasons Wonen

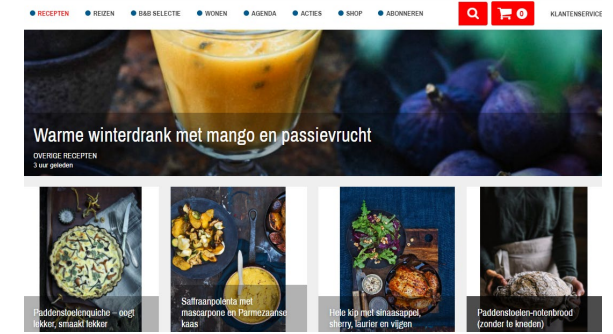
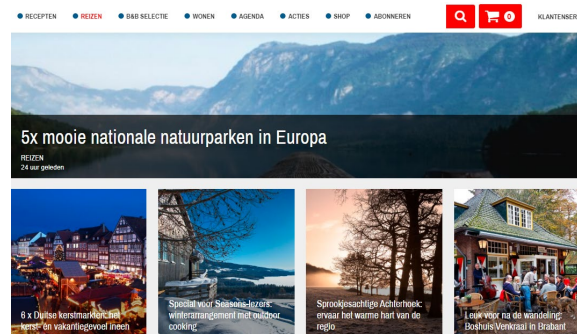
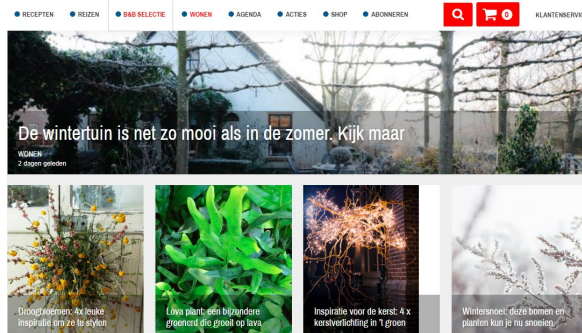


Seasons webshop



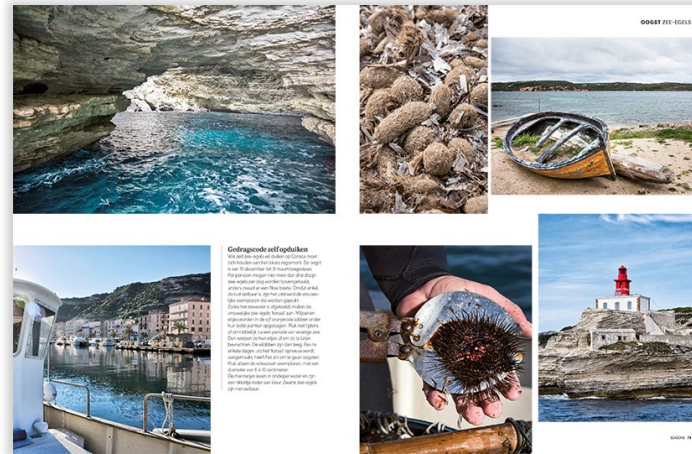
Seasons instagram
22.000+ volgers

SEASONS | Editorial pillars



Living: inside and out

Seasons loves honest and pure. A personal style, with a sense of tradition and history, is characteristic of our taste. Handmade tables, damask tablecloths that are still woven in a traditional way, wallpaper with historical patterns; it's all about authenticity and individuality. Seasons comes in houses where people really live.



Travel: far destination and nearby

Traveling is broadening your horizon, at home and abroad. Seasons let you enjoy the silence on the water, the scent of autumn in forests, the snow that crunches under your feet. The personal and unknown are central as is close to home. Remember the bed and breakfast where you are truly spoiled, and that small hotel. Undiscovered, a pearl in the area. That increases the quality of life.

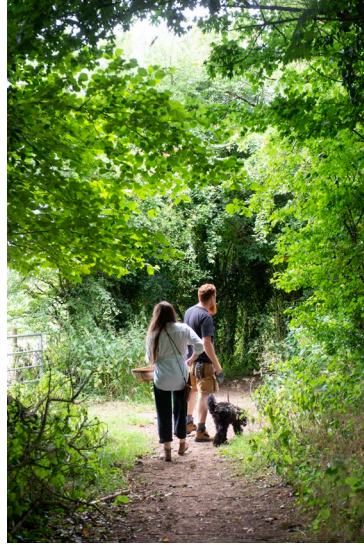


Culinary: harvest and prepare

Culinary is above all healthy and honest food. Dishes from the region, products from the country. Pure ingredients to prepare a special and successful dish. Dining together, attention for the ingredients, your plate and of course attention for each other. Traditionally prepared meat, vegetables and fruit from our own vegetable garden, eating what the seasons bring.

SEASONS

Facts & figures



Seasons readers

Seasons readers embrace rural life as a lifestyle. With a household without children or children over 14 years of age, the reader is a homeowner and lives in a detached house or a farm, with a large garden. The readers enjoy the great outdoors and all the little things that life offers. They have a wide interest and are active and socially involved. Authenticity, quality and originality are of great importance for the readers.

Age: 35+ years 80%

Income: (above) average income 60%

Gender: 66% female / 34% male

Household: 64% without children

Publication and reach

Frequency: 8 editions a year and 2 specials

Print reach: 145,000 (NPM DGM 2025-I)

Seasons.nl

213,000 pageviews monthly

Seasons newsletter

57,000 newsletter subscribers

CTO: 18%, CTR: 10%, Open Rate: 55%

Frequency: weekly on Friday

Seasons facebook

23,000+ followers

Seasons Instagram

22,000+ followers

Pinterest

16.800 followers

SEASONS | Propositions



Nieuw in de webshop: de tuinkamer

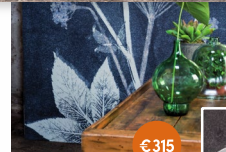
Raak buiten naar binnen en geniet midden in de natuur van de natuur in huis. Vanaf nu verkrijgbaar in de Seasons-webshop: de mooiste botanische prints en andere groene interieuraccessoires. Speciaal voor aangeleefden, van de beste kwaliteit, in de kern van de Seasons-lijn. Van nu en alle tijden.

BLA OM VOOR MEER
INFORMATIE



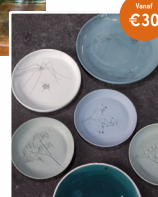
KLEURRIJK TUNBOEK
Het boek 'This garden guide' van het team van uitgeverij is nu beschikbaar in de Seasons-webshop. Het is een prachtig boek met veel informatie over de tuin en de planten die erin staan. Het is een must-have voor elke tuinliefhebber.

Prijs € 14,99



ZEVENBLAD-BEHANG
Het decoratieve behang met afbeeldingen van planten. Het is een prachtige manier om de natuur binnen te halen.

Materialen: papier, glas, hout, metaal.
Afmetingen: 80 x 100 cm.
Prijs: € 315



Verf € 30

Elke maand zijn er nieuwe aanbiedingen in de Seasons webwinkel. Kijk op www.seasons.nl/collectie



Verf € 54,95

HANDGEKNOOPTE HANDEL
Het decoratieve handgeknootte hangende plantenhanger. Het is een prachtige manier om de natuur binnen te halen.

Materialen: papier, glas, hout, metaal.
Afmetingen: 80 x 100 cm.
Prijs: € 54,95



Verf € 98

GROENE FLESSENVAAS
De groene flessenvaas is een prachtige manier om de natuur binnen te halen.

Materialen: papier, glas, hout, metaal.
Afmetingen: 80 x 100 cm.
Prijs: € 98

Verf € 35,95

PERSONLIJKE EXPOSITIELIJST
De persoonlijke expositielijst is een prachtige manier om de natuur binnen te halen.

Materialen: papier, glas, hout, metaal.
Afmetingen: 80 x 100 cm.
Prijs: € 35,95

Verf € 15

BOTANISCHE MEDAILLONS
De botanische medallions zijn een prachtige manier om de natuur binnen te halen.

Materialen: papier, glas, hout, metaal.
Afmetingen: 80 x 100 cm.
Prijs: € 15



Verf € 99

Snelle beslissers kopen online, maar u kunt de accessoires ook eerst in het echt gaan bekijken

Materialen: papier, glas, hout, metaal.
Afmetingen: 80 x 100 cm.
Prijs: € 99



Verf € 15

KUSSEN MET PLANTENPRINT
De kussen met plantenprint zijn een prachtige manier om de natuur binnen te halen.

Materialen: papier, glas, hout, metaal.
Afmetingen: 80 x 100 cm.
Prijs: € 15

MEETEN BESTELLEN OF LEVEREN?
Het is mogelijk om de producten te laten meten of te laten leveren. Het is een prachtige manier om de natuur binnen te halen.

Materialen: papier, glas, hout, metaal.
Afmetingen: 80 x 100 cm.
Prijs: € 15

Together with Seasons

Seasons has the authority and the experience to fill in commercial wishes in an editorial way. There are various forms in which such cooperation can come about. We are happy to let you know.

Green Happiness

The opening section in Seasons on 8 pages anything is possible, as long as there is a connection with 'green' outside and inside. In this section, where the editors of Seasons signal new trends, products are given a half or full page.

In the style of

Behind every home production there is a page with shopping where products are shown with which you can achieve the same atmosphere. Here you'll find a very organic collaboration between editorial and commerce.

Garden shopping

In the practical garden section there is the possibility to include garden products as shopping.

Limited edition and license

It is possible to issue home articles under the Seasons brand in consultation. These are of course boosted by the magazine and online and will be sold in the Seasons web shop.

SEASONS | Rates & formats 2025

Base rate magazine in euro's excl. VAT

1/1 page € 5,856

Format index

1/2 page	63
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*	280

*excl. production cost –
upon request



Formats and measurements (mm)

Format	Width x height
--------	----------------

Trim size

1/2 portrait	103 x 285
1/2 landscape	210 x 140
1/1	210 x 285
2/1	210 x 285 – 210 x 285

+ 5 mm bleed on all sides

Technical specifications

Trim size: 210 x 285 mm

Printing process: Rotation Offset

Paper

- **Cover:** 200 grs, UPMS Fin. Pr. Silk
- **Inside:** 80 grs UPMS Star Silk

Finish: boundless paperbound

Advertisement material:

Please submit your digital ad files as
Certified PDF

Digital

Product	Rate
NBI – Newsletter Item	€ 2,000
FBB - Facebook Post	€ 800
BI - Branded Item	€ 1,250
BI + FBB	€ 2,050
BI + NBI	€ 3,250
BI + NBI + FBB	€ 4,050
Native-in-Article (Cost p. Quality View-QV)	€ 1.25
Instagram Story	€ 800

Production cost*¹

Newsletter Item	€ 175
Facebook Post	€ 225
Branded item on website	€ 250
Instagram Story	€ 225

Banners

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

Mobile banners

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

*¹ based on 2 correction rounds (no discount available)

SEASONS | **Contact**



For more information:

Roularta Media Nederland

Sales Afdeling

T. +31 (0)20 210 5459

E. advertising@roularta.nl

www.roularta.nl