



yoga  
by happinez  
*Saleskit*





# What is yoga

by happinez

## Finding balance at home

Yoga is now an essential part of Western culture. Whether you are looking for flexibility, relaxation, strength or inner peace, the world of yoga offers endless wisdom and inspiration.

**Yoga by Happinez**, formerly Yoga Magazine, has developed into **thé yoga brand of the Netherlands** and opens up the world of yoga to everyone, from beginners to experienced practitioners.



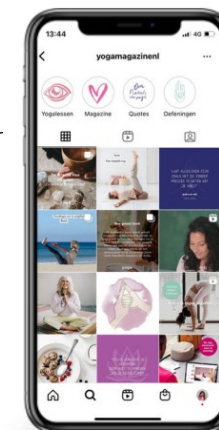
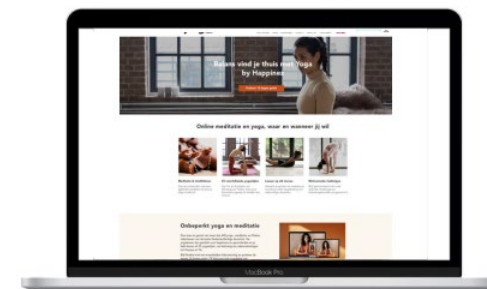


**Yoga by Happinez**  
Printreach per edition: 69,000 readers



**www.yogaonline.nl**  
Unlimited yoga and meditation. With more than 400 online yoga classes, meditations and breathing exercises from the best Dutch-speaking teachers.

**295,000 pageviews** monthly



**Instagram**  
49,000+ followers

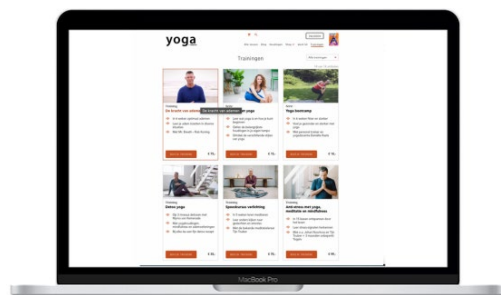


**Facebook**  
78,000+ followers

*This is*  
**yoga** by happinez



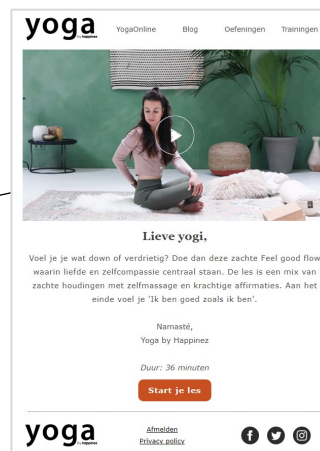
**Youtube**  
14,400+ followers



**Online trainings  
and master classes**



**Reader Offers**



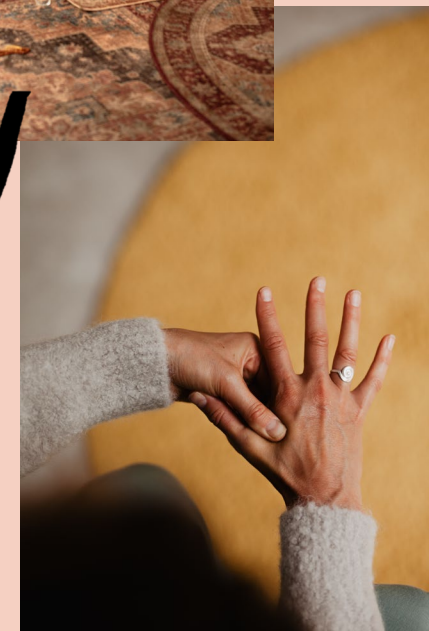
**Newsletter**  
85,000+ subscribers

# yoga by happinez magazine

Yoga by Happinez is the inspirational magazine about **yoga, health, spirituality** and **lifestyle**. A beautiful magazine that offers deepening and inspiration, unlocking the wisdom of yoga philosophy and reflecting the lifestyle of yoga. It is a brand for a diverse audience: from beginners to advanced yogis.

**Yoga by Happinez** reaches college-educated, affluent men and women who are conscious in life. They are broadly interested in health, sustainability, spirituality, travel, nutrition, culture and work.

**The magazine is published four times a year.**



# yoga

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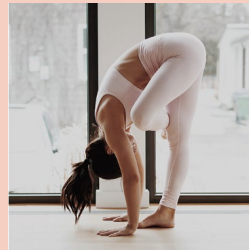
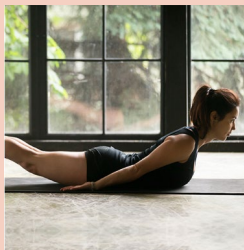
## online platform



Central to the Yoga by Happinez brand experience is the **leading online platform**, where members have access to more than 400 unique, Dutch-language **yoga and Pilates classes** in a rich variety of styles and levels. Approachable, personal and familiar: Yoga by Happinez understands you and provides exactly what you need in the moment.

The community we offer is highly valued by followers and readers. Weekly classes are added from the **best yoga teachers in the Netherlands**. Since 2022 we are part of the successful media brand Happinez. The combined forces make us reach an even larger audience with equal love and quality.

**Yoga by Happinez** has a website, newsletter and is active on Facebook and Instagram.





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## *propositions*

- **Online branded content package**

online article + social media booster + newsletter 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)

- **Social Media**

- **Newsletter item**

- **Reader Offers & Plus Propositions**

- **Custom Publishing**

- **Custom made yoga classes**

# yoga

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## commercial opportunities



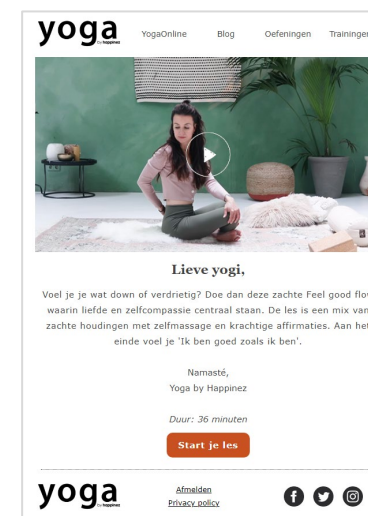
Collaboration in the magazine



Social media (a.o. polls or tests)



Branded content online article



Newsletter item



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## *facts & figures*

Our members and readers range **from beginners to advanced yogis** connected by the value yoga adds to life. They are college-educated, affluent people who are conscious in life. They are broadly interested in health, sustainability, spirituality, travel, nutrition, culture and personal growth

### Profile Yoga by Happinez

**Gender:** men 35% / women 65%

**Education:** High 45%, Middle 49%

**Income:** Modal income and higher 51%

**Age:** 25-60 years 66%

Source: NPMM DGM 2025-I

### Magazine

Printreach: 69,000 readers per edition

(Source: NPMM DGM 2025-I)

Frequency: 4x a year

Distribution: subscription and individual sales

International: French edition

### Newsletter

Frequency: weekly on Thursday

Circulation: 85,000 newsletter subscribers

CTO: 14%; CTR: 6%; Open Rate: 44%

### Online

295,000 pageviews monthly

Unlimited yoga and meditation. With more than 400 online yoga classes, meditations and breathing exercises from the best Dutch-speaking teachers

### Social

Facebook: 78,000+ fans

Instagram: 49,000+ followers

Youtube: 14,400+ followers



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## rates & formats 2025

### Digital

Product	Rate
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#### Newsletter

Newsletter item	€ 1,750.-
Production costs	€ 250.-

#### Branded Content Package

Online Branded Content Package	€ 3,750.-
Production costs	€ 1,250.-

#### Booster

Extra booster package	€ 1,500.-
Production costs	€ 450.-

Online articles part of an Online Branded Content Package will be live for 2 weeks.

KPI's branded content: 1,000 unique views.

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### Base rate magazine

in euro's excl. VAT

1/1 page € 4,650.-

### Format index

1/2 page	63
2/1 page	187

### Position index

Preferred position	110
Spread in center	110
1 <sup>e</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	€ 5,348.-
2/1 page	€ 10,000.-

\*2 Branded Content pages will be written by the editors of Yoga by Happinez 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

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

+ 5 mm bleed on all sides

### Technical information

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

### Advertisement material:

Please submit your digital ad files as Certified PDF



Questions about advertising material:  
Traffic Department: [traffic@roularta.nl](mailto: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/>

 **Roularta**  
Media Nederland

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## *contact*



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