

Media kit 2026

**BELEGGERS
BELANGEN**

Roularta Media Nederland

Brand

Beleggers Belangen is an independent platform focused on investors. The brand offers concrete advice, tips, and sample portfolios, as well as background information on current investment topics.

‘Voorkennis’ is the podcast for private investors. Every Thursday, the experts at Beleggers Belangen discuss the current stock market climate and offer independent investment tips and advice for both novice and advanced investors.

“Met Beleggers Belangen profiteer ik optimaal van de stijgingen op de beurs”

Robart Valk
Beleggers Belangen abonnee

**BELEGGERS
BELANGEN**



Target group

The readers of **Beleggers Belangen** have a **substantial investment portfolio** and are strongly focused on their financial future.

Many of them are **entrepreneurs** who are independently building up their pensions and assets. They search for reliable information about economics, finance, and tax matters, but are also interested in inspiring topics such as travel and cars.

Beleggers Belangen offers this target group in-depth analyses, practical tips, and up-to-date insights, enabling them to achieve their financial goals with confidence and knowledge.

This is Beleggers Belangen



Magazine

weekly
52x yearly



Online
734,000
pageviews p/m



Newsletter
14,504
subscribers



Facebook
1,800
followers



Instagram
674
followers



X
4,272
followers



Podcast
8,000
listeners per
episode



Academy
5 online
training courses



Facts & Figures

Gender: 74% men, 26% women

Age: younger than 35 yrs 35%, 35-49 yrs 16%, 50-64 yrs 25%,
65+ yrs 24%

Income: Average income and higher 57%

Magazine

Printreach: 46,000 per edition (NPMM DGM 2025-I)

Frequency: weekly, 52x yearly (3 combined editions)

Online

734,000 pageviews monthly (www.beleggersbelangen.nl)

Newsletter

14,504 newsletter subscribers

CTO 17% - CTR 8% - Open Rate 54%

Frequency: daily

E-bulletin

12,500 newsletter subscribers

Frequency: weekly

Social Followers

Facebook: 1,800

X: 4,272

Instagram: 674

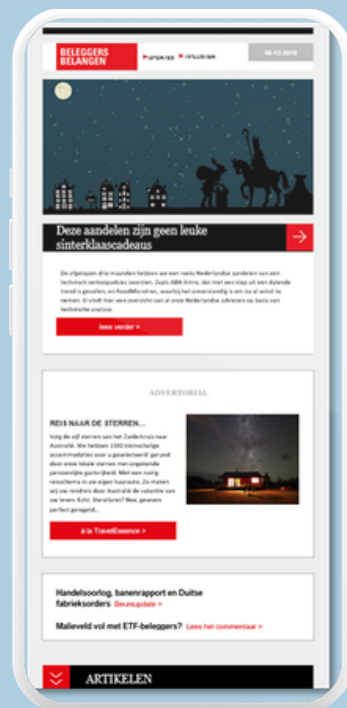
Podcast 'Voorkennis'

8,000 listeners per episode

Advertising opportunities



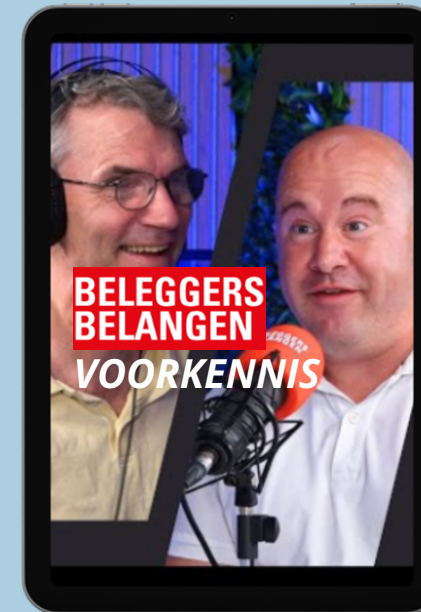
Social Post



Newsletter



Digital



Podcast



Video



Print



Paperwrap



Paperwrap

New advertising concept in 2026

The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

From 2026, we will be packaging our magazines in paper instead of plastic. The paper wrap is **environmentally friendly**, made from renewable raw materials, fully recyclable, and emits less CO₂.

Advantages

- Your message is the first thing the reader will see
- It reaches the audience twice
- It makes your brand literally tangible
- It reinforces your sustainable image

Roularta Brand Studio will help you implement this within a cross-media strategy for even greater brand impact.





Brand Studio

Roularta Brand Studio is the **creative agency** within Roularta and specializes in developing, creating, and publishing high-quality branded content.

Our strength is **storytelling**: we create powerful brand stories that resonate, linger, and inspire action. As a strategic partner, we offer tailor-made, cross-media solutions that touch your target audience and get them moving.

Our team translates **brand stories** into impactful content that seamlessly connects with various channels, from print and digital to video, social media, and podcasts.

We tell stories with impact on the right platforms, so that your message reaches the right people, at the right time, and through the right **media**.

Base rate Print

 in euro's excl. VAT

 1/1 page € 3,247.-

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 *excl. production costs* 280

Inserts, Supplements and Paperwrap

 On request

Branded Content

1/1 page € 3,572.-

2/1 page € 6,679.-

 Production costs *starting at* * € 1,500.-

Formats and measurements in mm

 Format width x height

Trim size

1/2 page landscape 202 x 128

1/1 page 202 x 267

2/1 page 202 x 267 - 202 x 267

+ 5mm bleed on all sides

Advertising material

 Please submit your digital ad files
as CertifiedPDF

Newsletters

Newsletter item € 850.-

 E-bulletin item € 2,500.-

Production costs Newsletters *

Newsletter item € 250.-

 E-bulletin item € 250.-

Digital

 Product Rate

Branded content € 2,000.-

Video on request

 Podcast on request

Production costs Digital *

Branded content € 1,000.-

Video on request

 Podcast on request

Display CPM rate

Billboard € 25.-

Halfpage € 25.-

Leaderboard € 25.-

Large Rectangle € 25.-

Medium Reclangle € 25.-

Large Leaderboard € 25.-

Wide Skyscraper € 25.-

Mobile Interstitial € 25.-

Mobile Medium Rectangle € 25.-

Mobile Large Banner € 25.-

Mobile Banner € 25.-

 Rich media on request

 * based on 1 correction round (no discount available)

Contact



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