

Media kit 2026



delicious.

Roularta Media Nederland



Brand

At **delicious.**, everything is about **cooking and good food**. Above all, we want to inspire you to turn everyday meals into a celebration.

With lots of surprising **recipes** (mostly easy, but of course also challenging), stories about people with a **passion for food**, food trends, culinary addresses, the best chefs, kitchenware, and of course tasty photography!

You'll immediately feel like baking and roasting, cutting and chopping, and cooking to your heart's content.

delicious. for every season, every day, every weekend, and every party.

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Target group

delicious. readers have a passion for good food. They enjoy **cooking for friends and family** and regularly visit restaurants. Readers are interested in unique recipes and want to know about the latest gadgets, developments in kitchens and kitchen appliances, and which **restaurants** are worth visiting.

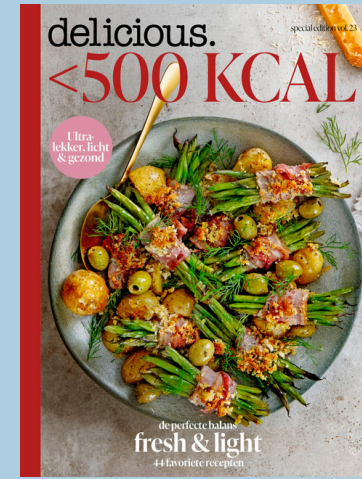
delicious. is mainly read by women with a **passion for cooking and food**, but men also read delicious. They are moderately to highly educated and have sufficient disposable income.

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This is delicious.



Magazine
12x yearly



Special
4x yearly



Diary



Online
*1,241,000
pageviews p/m*



Newsletter
*88,500
subscribers*



Facebook
*70,000
followers*



Instagram
*65,600
followers*



Pinterest
*12,000
followers*



Academy
*Monthly online
masterclass*

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Facts & Figures

Gender: 28% men, 72% women

Age: younger than 35 yrs 26%, 35-49 yrs 24%,
50-64 yrs 27% and 65+ yrs 23%

Income: Average income and higher 68%

Magazine

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

Frequency: 12x yearly + 4 specials

Online

1,241,000 pageviews monthly (www.deliciousmagazine.nl)

Newsletter

88,500 newsletter subscribers

CTO 14% - CTR 9% - Open Rate 60%

Frequency: 2x a week on Tuesday and Friday

Social Followers

Facebook: 70,000

Instagram: 65,600

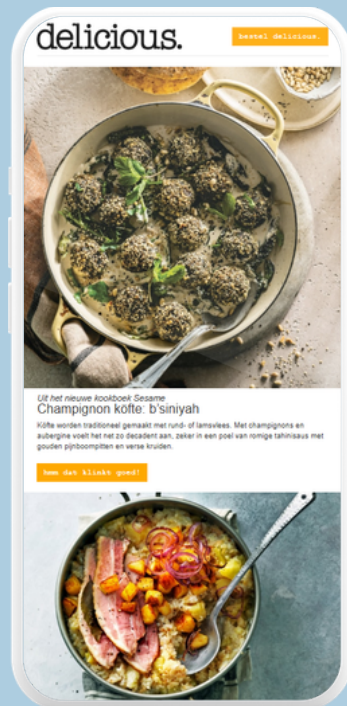
Pinterest: 12,000

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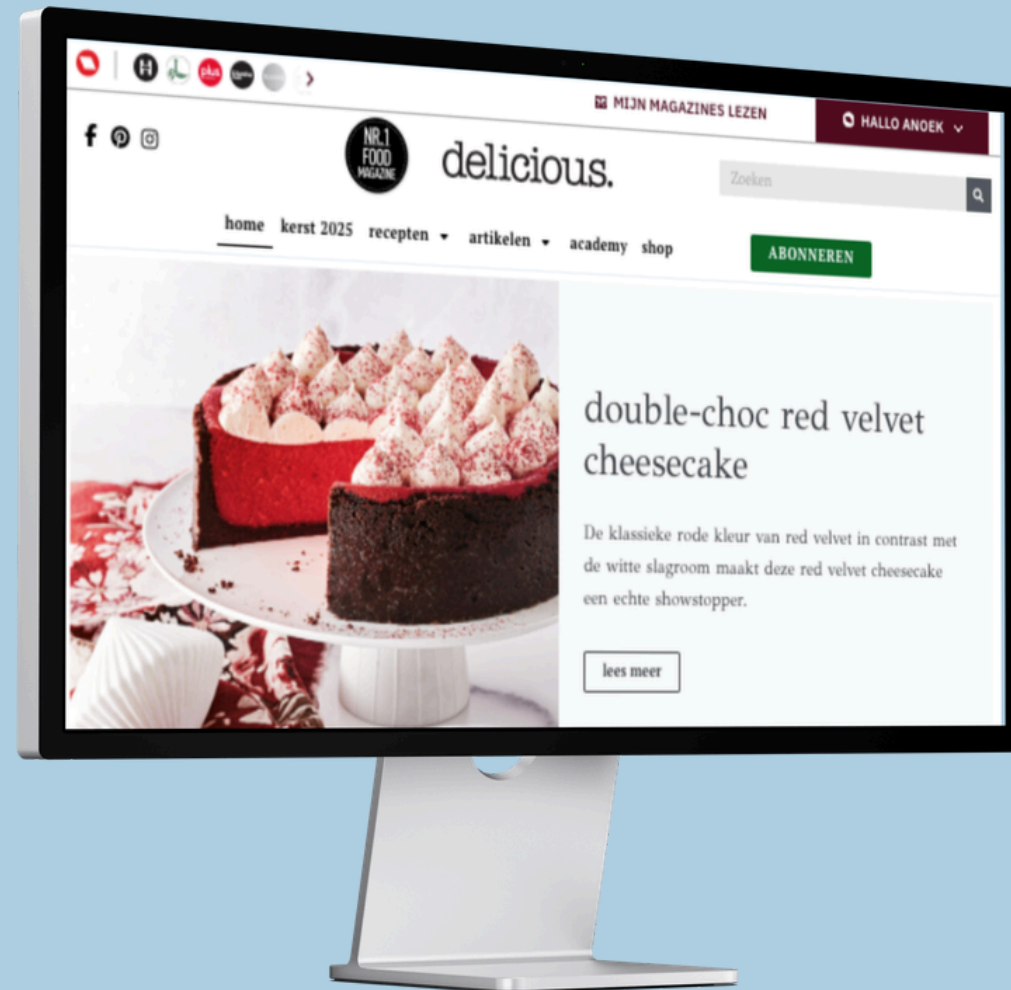
Advertising opportunities



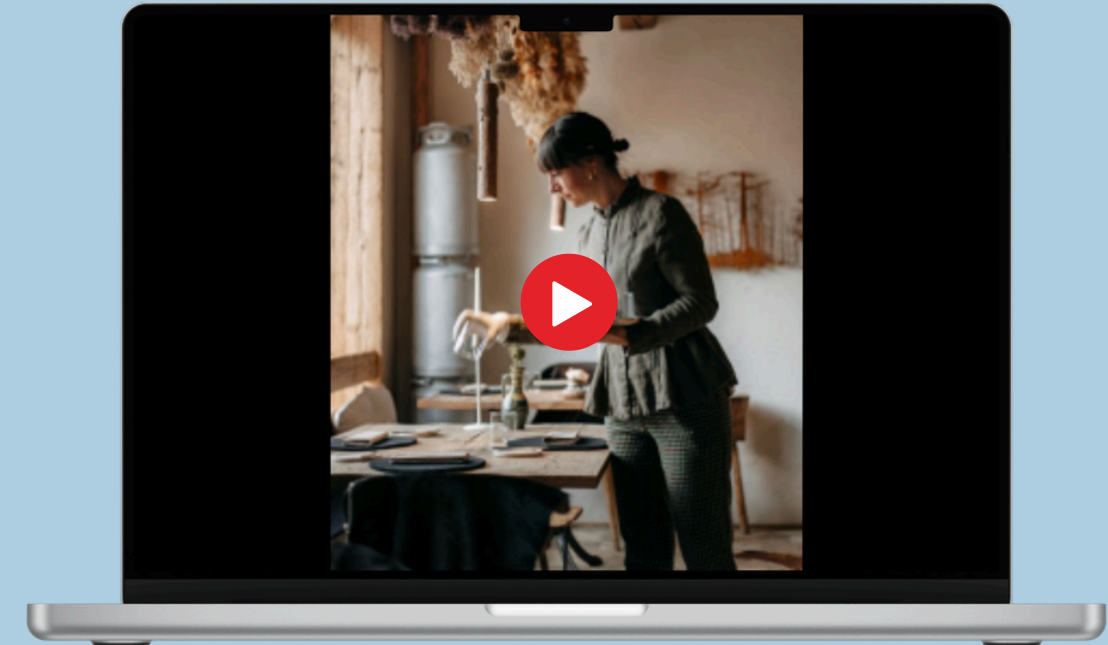
Social Post



Newsletter



Digital



Video



Print



Paperwrap

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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.



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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 Magazine	€ 6,500.-
1/1 page Special	€ 3,800.-

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 <i>excl. production costs</i>	280

Inserts, Supplements and Paperwrap

On request

Branded Content

1/1 page	€ 7,150.-
2/1 page	€ 13,370.-
Production costs starting at *	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format width x height

Trim size delicious.

1/2 page portrait	103 x 276
1/2 page landscape	210 x 136
1/1 page	210 x 276
2/1 page	210 x 276 - 210 x 276

+ 5mm bleed on all sides

Trim size Specials

1/1 page	202 x 276
2/1 page	202 x 276 - 202 x 276

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item € 3,150.-

Production costs Newsletters*

Newsletter item € 250.-

All contracts awarded to us are subject to the advertising terms and conditions, which can be found on our website: roularta-advertising.nl

Digital

Product Rate

Branded content	€ 1,800.-
Video	on request

Social Post CPM rate

Facebook Post	€ 12.50
Instagram Post/Story	€ 12.50

Production costs Digital *

Branded content	€ 1,000.-
Social Post	€ 250.-
Video	on request

Display CPM rate

Billboard	€ 20.-
Halfpage	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Rectangle	€ 20.-
Large Leaderboard	€ 20.-
Wide Skyscraper	€ 20.-
Mobile Interstitial	€ 20.-
Mobile Medium Rectangle	€ 20.-
Mobile Large Banner	€ 20.-
Mobile Banner	€ 20.-
Rich Media	on request

* based on 1 correction round (no discount available)

Contact



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www.roularta-advertising.nl

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