

Media kit 2026



FIETS
24/7
RACE
GRAVEL
MTB

Roularta Media Nederland



Brand

For over 40 years, **Fiets** has been the undisputed authority on **road cycling, gravel biking, mountain biking**, and everything else related to cycling. Fiets Magazine is published monthly and offers comprehensive information on how to get the most out of cycling as a hobby. Each edition focuses on equipment, technique, training, nutrition, cycling sports, and background information. Fiets Magazine is the largest magazine for active cyclists in the Netherlands and Belgium.

Fiets keeps sporty cyclists well informed about the **latest trends and insights** in the cycling world.





Target group

Fiets enthusiasts are mainly **men** who cycle themselves. They are fanatical **long-distance cyclists** or fitness cyclists who are proud of the trips they make. Interest in cycling is high; in addition to reading and watching cycling, they above all practice the sport themselves. They have a **good income** and we find the target group in all age categories.

This is Fiets



Magazine

12x yearly



Special

3x yearly



Online

981,000
pageviews p/m



Newsletter

39,000
subscribers



Facebook

28,000
followers



Instagram

13,800
followers



Podcast

8,000
listeners per episode



Facts & Figures

Gender: 70% men, 30% women

Age: younger than 35 yrs 22%, 35-49 yrs 32%, 50-64 yrs 28% and 65+ yrs 18%

Income: High 56%

Magazine

Printreach: 57,000 per edition (NPMM DGM 2025-I)

Frequency: 12x a year + 3 specials

Online

981,000 pageviews monthly (www.fiets.nl)

Newsletter

39,000 newsletter subscribers

CTO 22% - CTR 12% - Open Rate 55%

Frequency: weekly on Friday

Social Followers

Facebook: 28,000

Instagram: 13,800

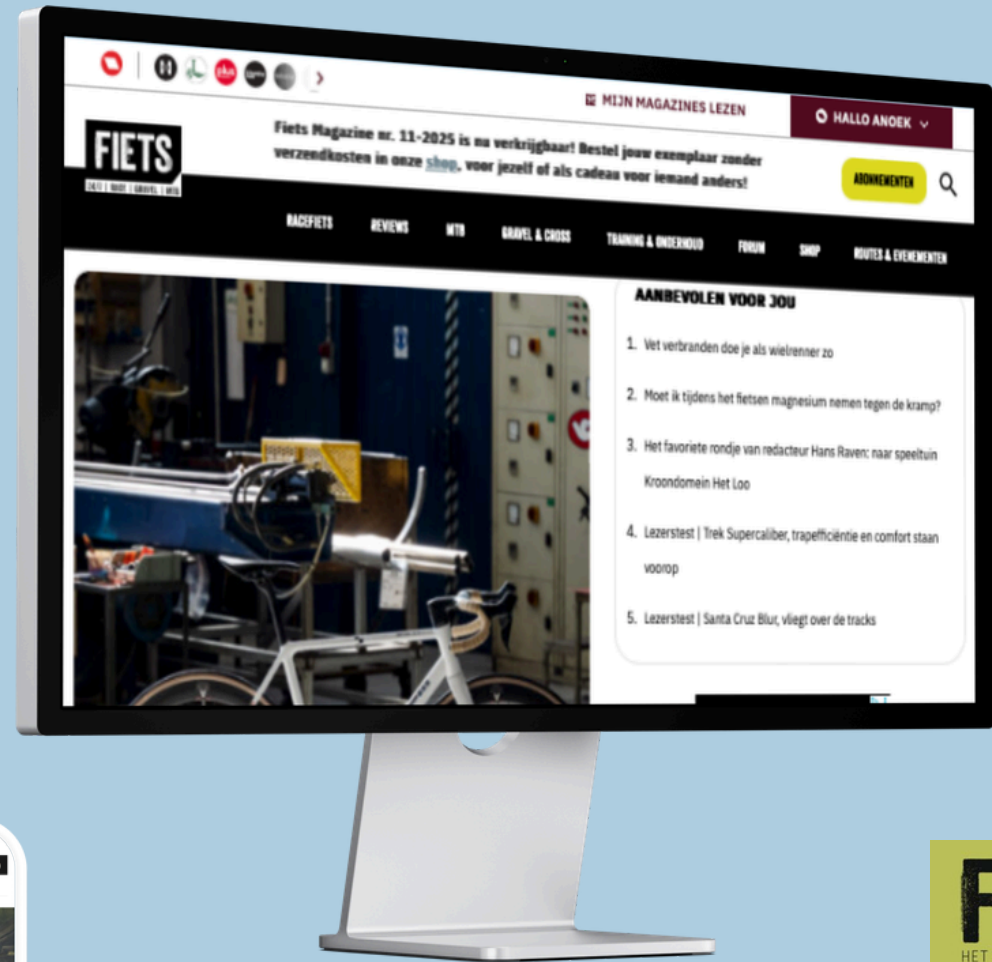
Fiets the Podcast

8,000 listeners per episode

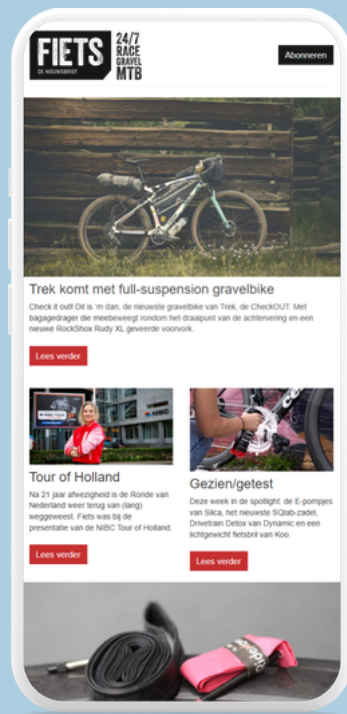
Advertising opportunities



Social Post



Digital



Newsletter



Print



Podcast



Video



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**.

Rates & Formats

2026

Base rate Print

in euro's excl. VAT

1/1 page € 3,775.-

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 € 4,152.-

2/1 page € 7,765.-

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

Formats and measurements in mm

Format width x height

Trim size

1/2 page landscape 210 x 136

1/1 page 210 x 285

2/1 page 210 x 285 - 210 x 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item € 1,750.-

Production costs Newsletters *

Newsletter item € 250.-

Digital

Product Rate

Branded content € 1,750.-

Video on request

Podcast 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 and Podcast 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

Questions about advertising material: traffic@roularta.nl

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

* based on 1 correction round (no discount available)

Contact



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www.roularta-advertising.nl