

Media kit 2026



flow



Brand

Flow is the slow life brand. It is an tribute to conscious living, creativity, and days without rushing. Flow helps people **find their way** in this hectic, rapidly changing world with a magazine and online content that focuses on mental health, **slow life**, connection, and slowing down.

Flow is **practical and down-to-earth**, never vague or spiritual. Psychologists, professors, writers, and other experts interpret the spirit of the times and offer tips on how to live life differently. With more room for authenticity, peace, and mental health.

Flow has three recurring themes: **Grow** (personal development), **Glow** (about life's moments of happiness), and **Slow** (slower, more conscious living). Flow—founded in Haarlem in 2008—is a global success and is published in four languages (English, French, German, and Dutch) in more than 20 countries.

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Target group

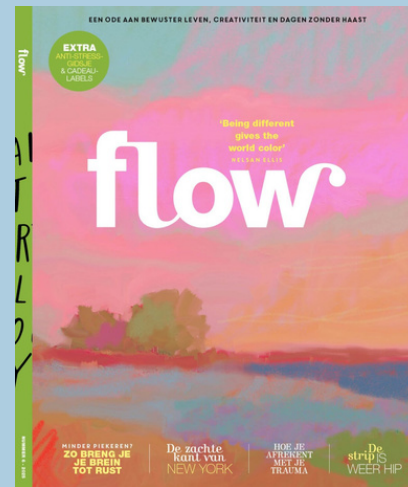
Flow inspires people and helps its readers find their way in this turbulent world. Flow is mainly read by **women** who are **highly educated** and have an entrepreneurial spirit. Their household income is average or above average.

They **consciously choose** a healthy and enjoyable lifestyle, enjoy organic and sustainable products, and love to lose themselves in beautiful books, art, and culture. Travel, self-development, creativity, and an attractive interior complete their lives.

Every day, they search for new ideas to get the best out of themselves and the world.

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This is Flow



Magazine
10x yearly



International
English, German,
French



Paper Lovers
2x yearly



Summerbook
Winterbook



Calendar
Agenda



Online
665,000
pageviews p/m



Newsletter
61,194
followers



Facebook
133,000 NL
53,000 Int
9,900 Paper Lovers



Instagram
341,000
followers



Pinterest
74,000
followers



Youtube
222,000
followers



LinkedIn
8,000
followers



TikTok
7,231
followers



Online
Training courses





Facts & Figures

Gender: 20% men, 80% women
Age: younger than 35 yrs 36%, 35-49 yrs 30%, 50-64 yrs 22% and 65+ yrs 12%
Education: High 56%
Income: Average income and higher 60%

Magazine

Printreach: 194,000 per edition (NPMM DGM 2025-I)
Frequency: 10x a year + 4 specials

Online

665,000 pageviews monthly (www.flowmagazine.nl)

Newsletter

61,194 newsletter subscribers
CTO 25% - CTR 11% - Open Rate 43%
Frequency: weekly on Saturday

Social Followers

Facebook NL: 133,000
Instagram: 341,000
Pinterest: 74,000
TikTok: 7,231
Youtube: 222,000
LinkedIn: 8,000

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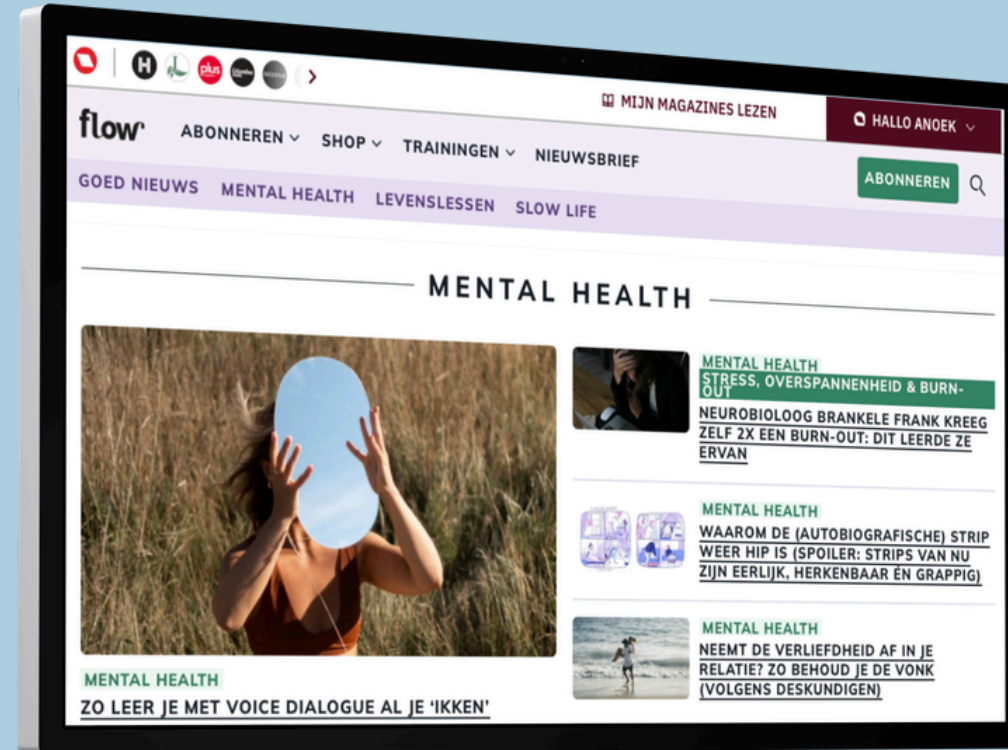
Advertising opportunities



Social Post



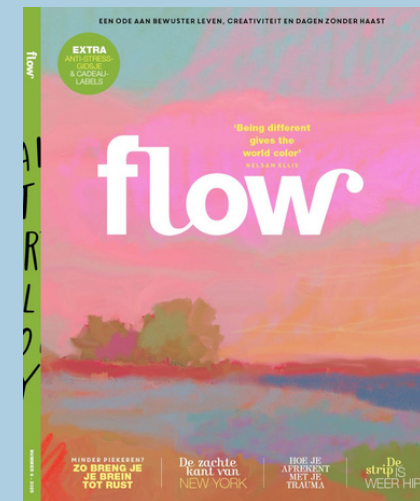
Newsletter



Digital



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.



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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	€ 8,346.-
2/1 page	€ 15,607.-

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	€ 9,180.-
2/1 page	€ 17,168.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format width x height

Trim size Flow

1/1 page	225 x 280
2/1 page	225 x 280 - 225 x 280

+ 5mm bleed on all sides

Trim size Flow Specials

1/1 page	190 x 245
2/1 page	190 x 245 - 190 x 245

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item	€ 3,100.-
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Production costs Newsletters *

Newsletter item	€ 250.-
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Digital

Product	Rate
Branded content	€ 2,500.-
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 Reclangle	€ 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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