

# Media kit 2026

**happinez**

Roularta Media Nederland



# Brand

## A treasure trove of happiness!

For 23 years, Happinez has been the largest and best-known **mindstyle brand** in the Netherlands. A reliable and inspiring guide for those seeking **meaning, spirituality, and happiness.**

Sooner or later, questions such as “Who am I and what does my life mean?” arise in everyone's life. Happinez helps its readers and followers discover who they are and what makes life valuable to them.

The leading media brand unlocks insights and wisdom in the field of **personal growth** and spirituality, making them accessible and applicable to everyone. Happinez is an **inspiring guide** for those seeking meaning, spirituality, and happiness.

**happinez**



# Target group

**Happinez's** target audience consists mainly of highly educated **women** with an **above-average income**. What connects them is a **shared mindset**: they approach life **consciously** and focus on **personal growth, inner peace,** and finding **meaning**. These women combine an active career with a rich social life and make well-considered choices that fit their values.

They **seek inspiration** in various areas, such as travel, living, health, culture, nutrition, exercise, positive psychology, and spirituality. Their mindset is also reflected in their consumer behavior: **they buy consciously** and prefer products that are sustainable, aesthetic, and of high quality. This attitude to life is at the heart of their involvement with Happinez.

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# This is Happinez



Magazine

9x yearly



International

English, German,  
French



Special

2x yearly



Summerbook

1x yearly



Calendar,  
Agenda, Planner



Online

1,190,000  
pageviews p/m



Newsletter

143,236  
subscribers



Facebook

234,000  
followers



Instagram

172,000  
followers

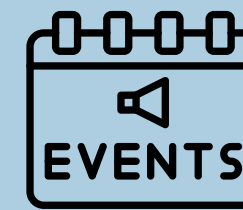


LinkedIn

13,000  
followers



Podcast



Lectures,  
live sessions



Online  
courses



Happinez  
Shop

# happinez



# Facts & Figures

**Gender:** 25% men, 75% women

**Age:** younger than 35 yrs 26%, 35-49 yrs 28%, 50-64 yrs 29% and 65+ yrs 17%

**Education:** High 55%

**Income:** Average income and higher 62%

## Magazine

Printreach: 252,000 per edition (NPMM DGM 2025-I)

Frequency: 9x a year + 3 specials

## Online

1,190,000 pageviews monthly ([www.happinez.nl](http://www.happinez.nl))

## Newsletter

143,236 newsletter subscribers

CTO 15% - CTR 5% - Open Rate 36%

Frequency: 1x weekly on Thursday

## Social Followers

Facebook: 234,000

Instagram: 172,000

Instagram Shop: 12,700

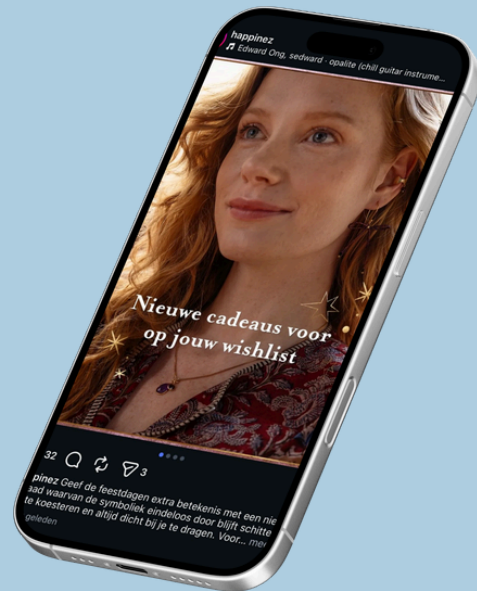
LinkedIn: 13,000

## Podcast

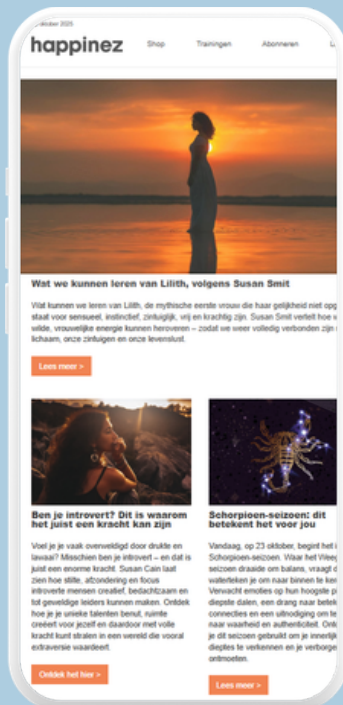
Horoscopes, Selfcare and more

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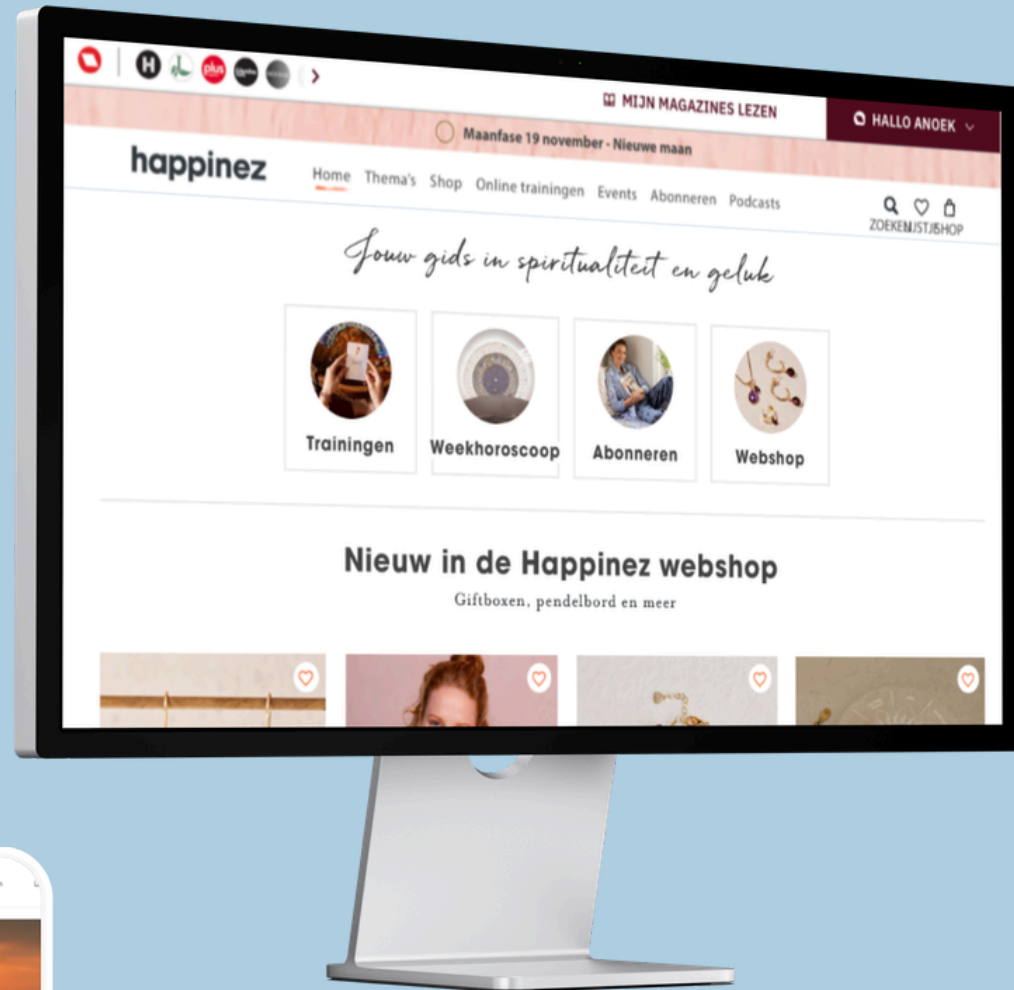
# Advertising opportunities



Social Post



Newsletter



Digital



Podcast



Video



Print



Paperwrap

# happinez

# 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 CO<sub>2</sub>.

## 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	€ 11,050.-
2/1 page	€ 20,664.-

## 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	€ 12,155.-
2/1 page	€ 22,730.-
Production costs <i>starting at*</i>	€ 1,500.-

## Formats and measurements in mm

Format width x height

### Trim size Happinez

1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285

+ 5mm bleed on all sides

### Trim size Specials + Summerbook

1/1 page	195 x 235
2/1 page	195 x 235 - 195 x 235

+ 5mm bleed on all sides

## Advertising material

Please submit your digital ad files as CertifiedPDF

## Newsletters

Newsletter item € 3,650.-

### Production costs Newsletters\*

Newsletter item € 250.-

## Digital

Product	Rate
Branded content	€ 2,500.-
Video	on request
Podcast	on request
<b>Social Post CPM rate</b>	
Facebook Post	€ 12.50
Instagram Post/Story	€ 12.50
<b>Production costs Digital *</b>	
Branded content	€ 1,000.-
Social Post	€ 250.-
Video and Podcast	on request
<b>Display CPM rate</b>	
Billboard	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Reclangle	€ 20.-
Large Leaderboard	€ 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)

Questions about advertising material: [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: [roularta-advertising.nl](https://roularta-advertising.nl)

# Contact



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