

# Media kit 2026

# HELDEN

A female athlete with braided hair, wearing a bright orange tracksuit and blue and white sneakers, is in a starting crouch on a concrete floor. She is looking directly at the camera with a slight smile. The background is a large, empty industrial-style building with concrete pillars and windows.

Roularta Media Nederland



# Brand

We are **Helden** (Heroes). Founded in 2009 from a journalistic heart and a love for **the story behind the athlete**. We bring stories from the world of sports. We offer access to Helden and go beyond blood, sweat, and training.

We bring **real stories** about achievements, fun, gold, and the other side of the coin. Stories that stimulate. About the struggle behind the achievement and behind the failure. Stories that touch. Made sincerely, **from the heart**, and from trust. Stories that inspire, admire, amaze, and offer new perspectives.

We see **sports** as the **ultimate metaphor** for life. We can't do without sports, and sports can't do without Helden.

**HELDEN**



# Target group

**Helden** reaches both men and women. They can be found in **all age groups**. Readers of Helden have sufficient disposable income, with household incomes at or above the national average. They have a **broad interest in sports** and often participate in sports themselves. Helden fans have one thing in common: they enjoy the stories behind the sports heroes.

HELDEN

# This is Helden



Magazine

5x yearly



Online

58,000  
pageviews p/m



Newsletter

10,000  
subscribers



Facebook

17,500  
followers



Instagram

24,200  
followers



LinkedIn

2,650  
followers



TikTok

2,500  
followers



Podcast

10,000  
listeners  
p/episode

HELDEN



# Facts & Figures

**Gender:** 65% men, 35% women

**Age:** younger than 35 yrs 24%, 35-49 yrs 21%, 50-64 yrs 28% and 65+ yrs 26%

**Income:** Modal income and higher 63%

## Magazine

Printreach: 111,000 per edition (NPMM DGM 2025-I)

Frequency: 5x a year

## Online

58,000 pageviews monthly ([www.helden.media.nl](http://www.helden.media.nl))

## Newsletter

10,000 newsletter subscribers

Open Rate 54%

Frequency: 2x monthly on Friday

## Social Followers

Facebook: 17,500

LinkedIn: 2,650

Instagram: 24,200

Tiktok: 2,500

## Podcast

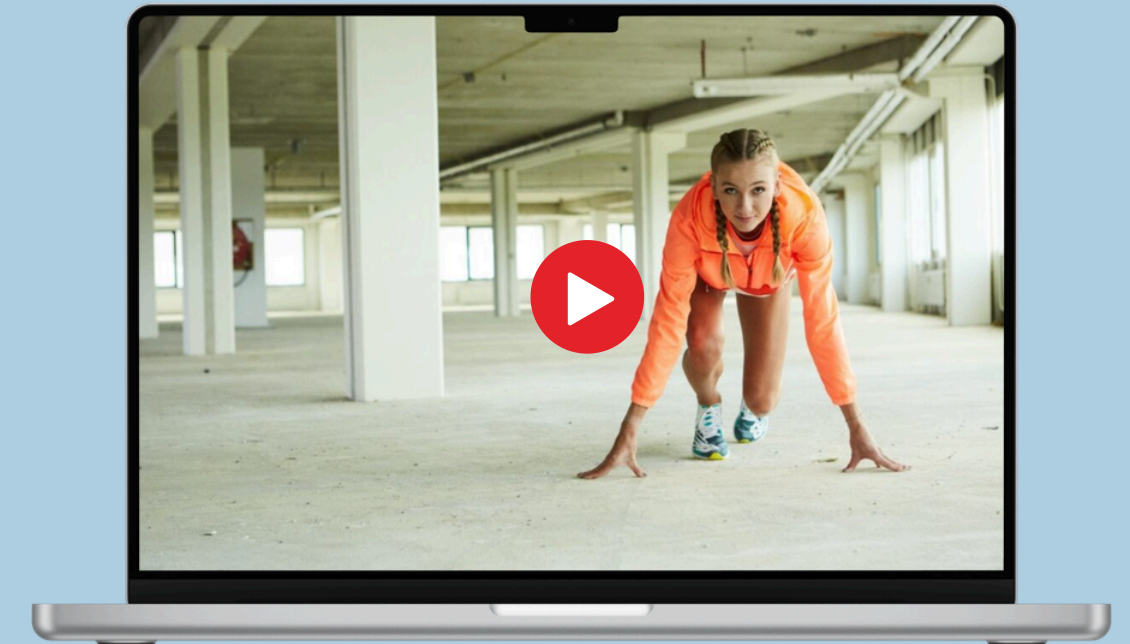
10,000 listeners per episode

HELDEN

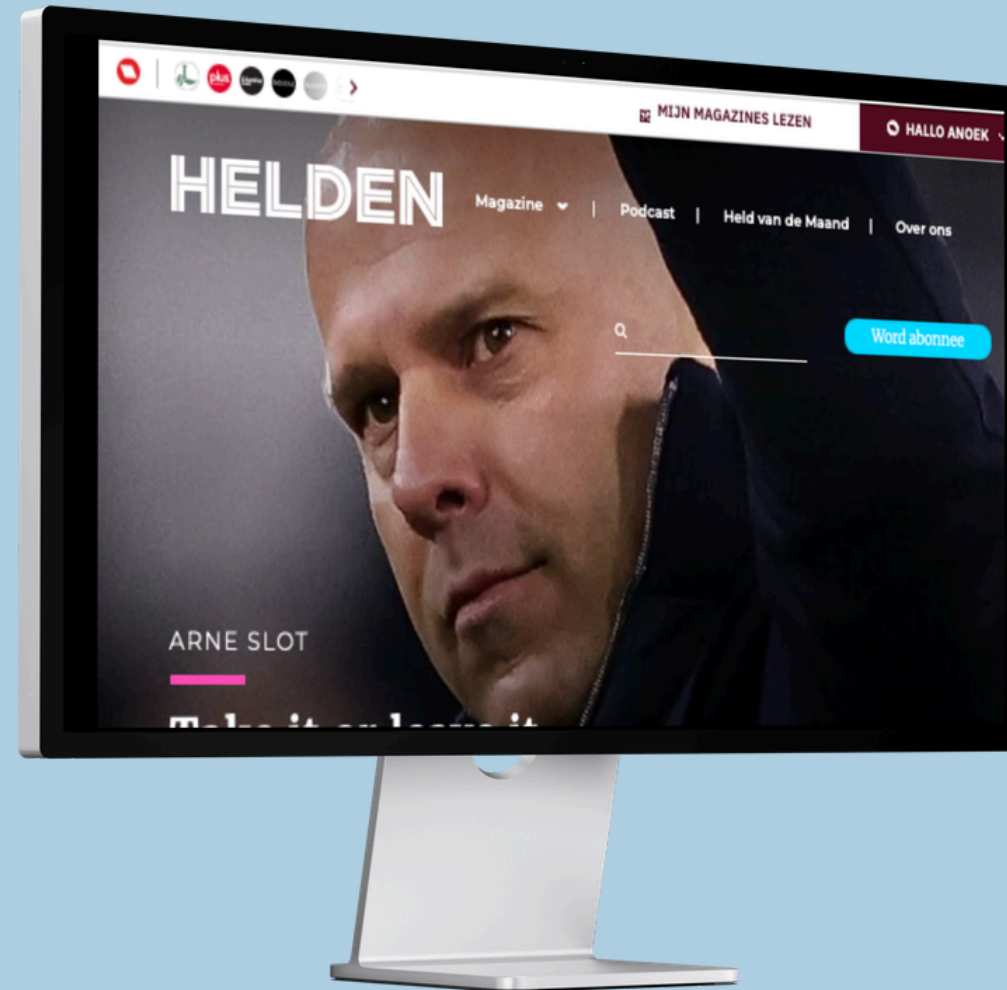
# Advertising opportunities



Podcast



Video



Digital



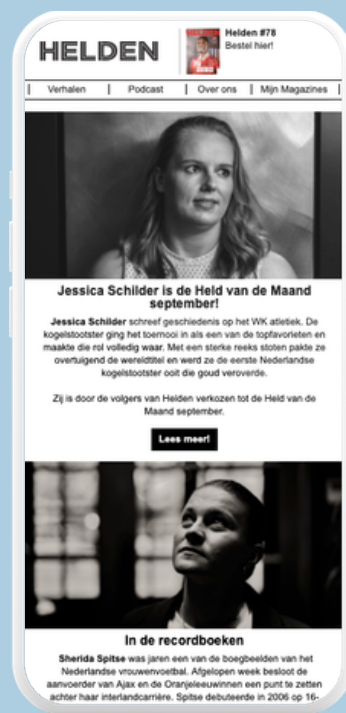
Print



Paperwrap



Social Post



Newsletter

# 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 € 3,770.-

## Format index

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 € 5,020.-

2/1 page € 9,049.-

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

## Formats and measurements in mm

Format width x height

### Trim size

1/1 page 210 x 275

2/1 page 210 x 275 - 210 x 275

*+ 5mm bleed on all sides*

## Advertising material

Please submit your digital ad files as CertifiedPDF

## Newsletters

Newsletter item € 1,000.-

## Production costs Newsletters \*

Newsletter item € 250.-

## Digital

Product Rate

Video on request

Podcast on request

## Social Post CPM rate

Facebook Post € 12.50

Instagram Post/Story € 12.50

## Production costs Digital \*

Social Post € 250.-

Video and Podcast on request

\* based on 1 correction round (no discount available)

# Contact



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