

Media kit 2026



 Landleven

Roularta Media Nederland



Brand

Landleven is about life outside urban areas and within the borders of the Netherlands. Landleven is the source for practical information and inspiration, and reflects **the real country life** that is so recognizable. Landleven is the brand for advertisers who focus on **outdoor living** and **the outdoors**. With a monthly magazine, six specials, a website, and weekly newsletters, Landleven offers unique opportunities to convey your message to your and our target audience.

 Landleven



Target group

Landleven readers enjoy the outdoors and outdoor living. They are men and women with an **above-average income, aged 50+**, and **homeowners**. They enjoy walking, cycling, gardening, cooking and eating, living, and more. Landleven readers are in the prime of life. Landleven provides readers with practical information and inspiration, reflecting the real country life that is so familiar to many.

This is Landleven



Magazine
11x yearly



Special
6x yearly



Calendar
and Planner



Online
775,000
pageviews p/m



Newsletter
120,128
subscribers



Facebook
40,393
followers



Instagram
32,714
followers



Pinterest
13,399
followers



Facts & Figures

Gender: 41% men, 59% women
Age: younger than 35 yrs 15%, 35-49 yrs 15%, 50-64 yrs 28% and 65+ yrs 42%
Income: Modal income and higher 59%
Living: Private home 77%

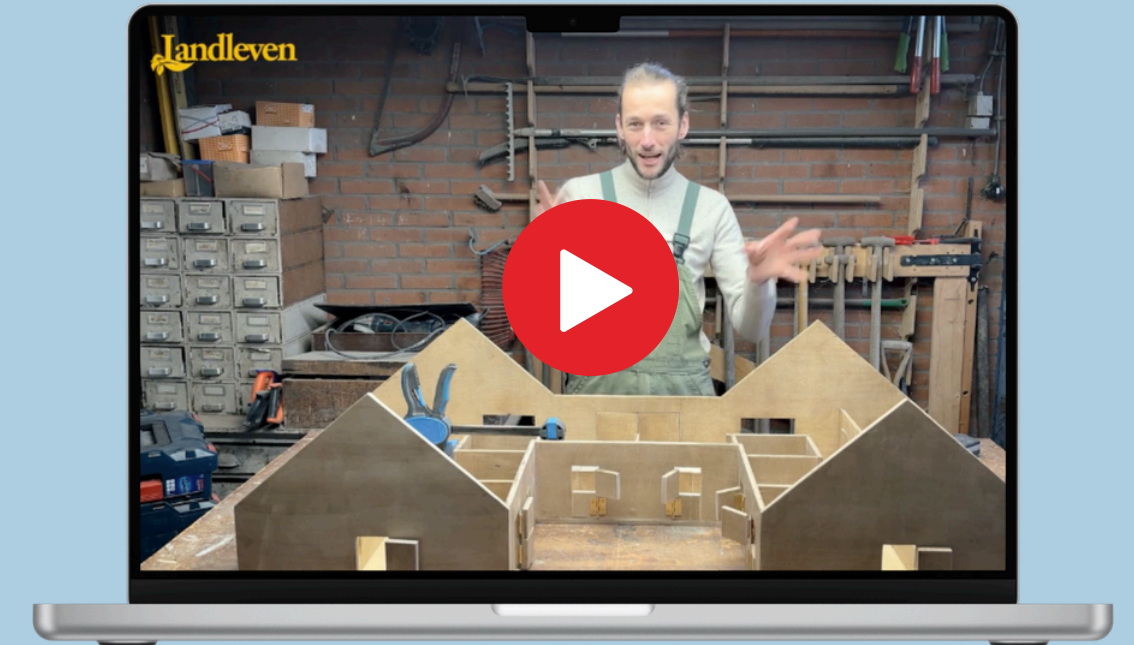
Magazine
Printreach: 533,000 per edition (NPMM DGM 2025-I)
Frequency: 11x a year (1 combined edition) + 6 specials

Online
775,000 pageviews monthly (www.landleven.nl)

Newsletter
120,128 newsletter subscribers
CTO 25% - CTR 11% - Open Rate 46%
Frequency: weekly on Wednesday

Social Followers
Facebook: 40,393
Instagram: 32,714
Pinterest: 13,399

Advertising Opportunities



Video



Digital



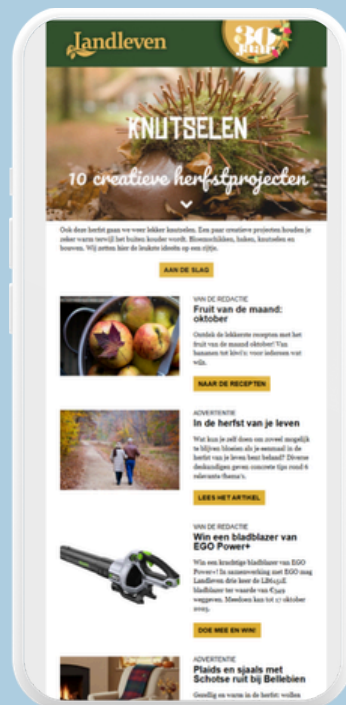
Print



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 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**.

Base rate Print

in euro's excl. VAT

1/1 page € 6,829.-

Format index

1/4 page 39
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 € 7,512.-
2/1 page € 14,047.-
Production costs *starting at** € 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format width x height

Trim size Landleven

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

Trim size Specials

1/1 page 180 x 255
+ 5mm bleed on all sides

Type area Landleven

1/4 page portrait 88 x 128
1/4 page landscape 180 x 62
1/2 page portrait 88 x 260
1/2 page landscape 180 x 128

Advertising material

Submit digital ad files as CertifiedPDF

Newsletters

Newsletter item € 2,500.-
Theme Newsletter € 5,500.-
Partnership Newsletter € 5,500.-

Production costs Newsletters*

Newsletter item € 250.-
Theme Newsletter € 1,500.-
Partnership Newsletter € 550.-

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	€ 2,000.-
Video	on request

Social Post CPM rate

Facebook Post	€ 12.50
Instagram Post/Story	€ 12.50

Production costs Digital *

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

Display CPM rate

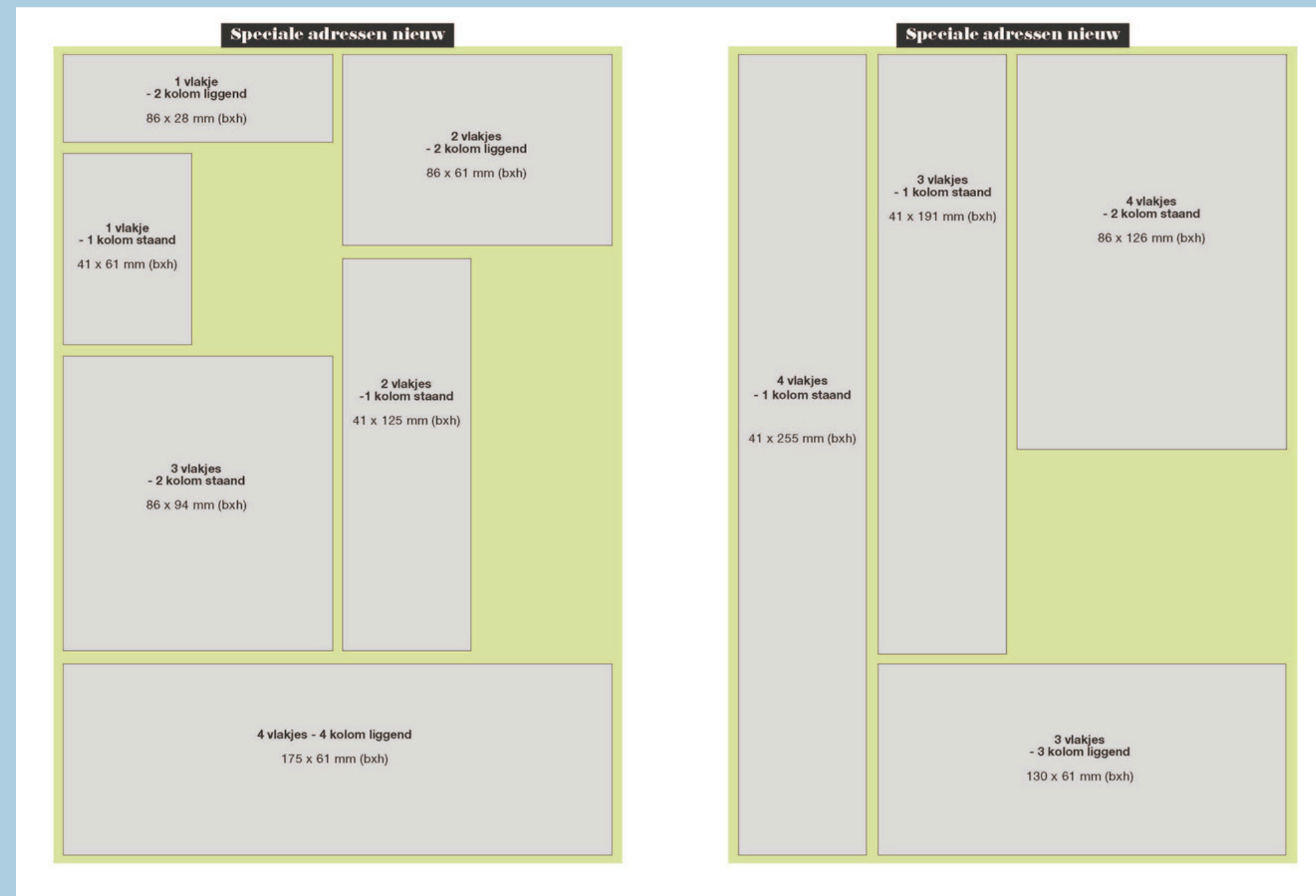
Billboard	€ 20.-
Halfpage	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Reclangle	€ 20.-
Large Leaderboard	€ 20.-
Wide Skyscraper	€ 20.-
Mobile Interstitial	€ 20.-
Mobile Medium Rectangle	€ 20.-
Mobile Large Banner	€ 20.-
Mobile Banner	€ 20.-
Rich media	on request

* based on 1 correction round (no discount available)

Special addresses

Special addresses are advertising pages smaller than 1/4 page.

Special addresses in euro's excl. VAT	Rate 1x per insertion	Rate 3x per insertion
1 box	€ 343.-	€ 326.-
2 boxes	€ 536.-	€ 511.-
3 boxes	€ 717.-	€ 682.-
4 boxes	€ 941.-	€ 892.-



vlakje = box

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

Contact



Roularta Media Nederland
+31 (0)20 210 54 59
advertising@roularta.nl

www.roularta-advertising.nl

 **Jandleven**