

Media kit 2026

FORMULE 1





Brand

FORMULE 1 Magazine is the leading publication in the field of reporting on the world's most popular racing series since 1914. It is the only Dutch magazine present at **all Grands Prix**, giving readers a fascinating insight into the sport.

With exclusive interviews, high-profile reports, statistics, everything about **Max Verstappen**, competitions, and the most beautiful images, FORMULE 1 Magazine brings unique and distinctive content.

With skilled reporters, a selection of F1 experts and columnists, an up-to-date website (formule1.nl), social media channels, and the FORMULE 1 Paddockpraat podcast, the magazine has grown over the past 30 years to become the authority and the **multimedia F1 platform** in the Netherlands.

FORMULE 1



Target group

The target audience for **FORMULE 1** consists mainly of **men between the ages of 15 and 50**. This group is mostly still studying or has completed secondary vocational education or higher professional education. Their interests lie in cars, soccer, games, and movies. In their free time, they enjoy motorsports, social activities with friends and family, sports, and gaming. They regularly attend Grand Prix races, with those in Belgium, Austria, and the Netherlands being particularly popular. National motorsports events and trade fairs are also popular destinations among these fans.

FORMULE 1

This is FORMULE 1



Magazine
11x yearly



Special
2x yearly



Online
2,305,700
pageviews p/m



Newsletter
50,000
subscribers



Facebook
84,000
followers



Instagram
22,000
followers



X
23,000
followers



LinkedIn
800
followers



TikTok
1,300
followers



Threads
5,000
followers



WhatsApp
1,500
followers



Podcast
8,000
per episode



Facts & Figures

Gender: 90% men, 10% women

Age: 15-50 years

Social class: B1/B2/C

Magazine

Printreach: 125,000 per edition

Frequency: 11 editions a year + 2 specials

Online

2,305,700 pageviews monthly (www.formule1.nl)

Newsletter

50,000 newsletter subscribers

CTO 17% - CTR 8% - Open Rate 51%

Frequency: 2x weekly on Monday and Thursday

Social Followers

Facebook: 84,000

Instagram: 22,000

X: 23,000

Threads: 5,000

LinkedIn: 800

TikTok: 1,300

WhatsApp: 1,500

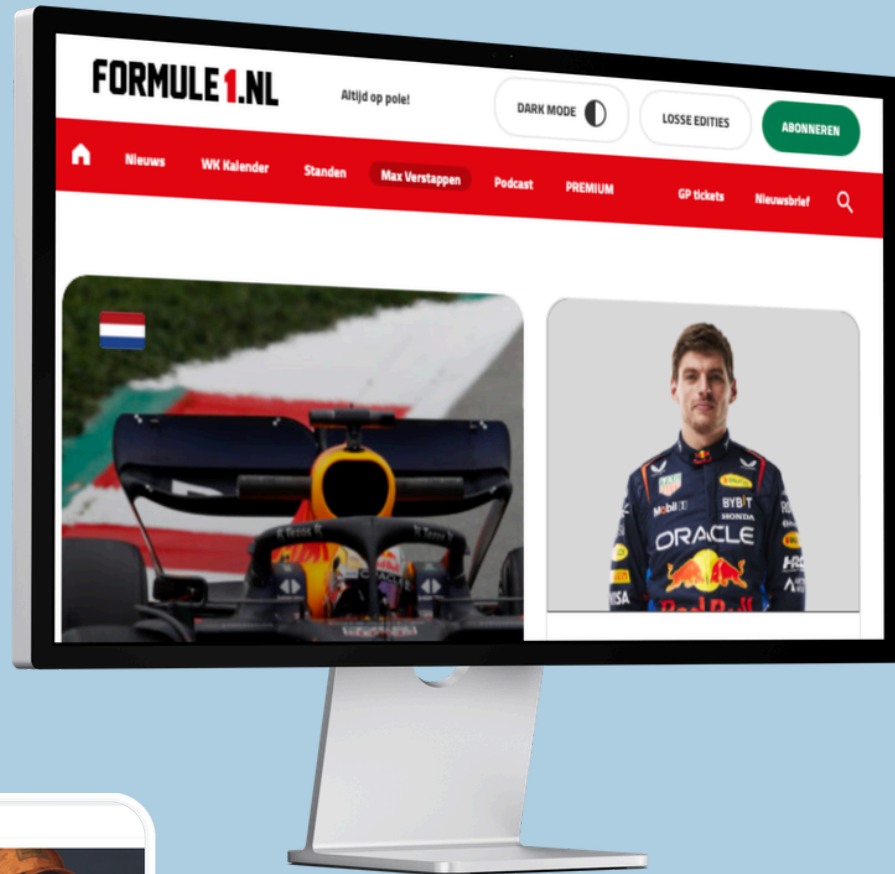
Podcast

8,000 listeners per episode on podcast platforms

15,000 listeners per episode on YouTube

FORMULE 1

Advertising opportunities



Digital



Podcast



Video



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.



FORMULE 1



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	€ 4,440.-
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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 <i>excl. production costs</i>	280

Inserts, Supplements and Paperwrap

On request

Branded Content

1/1 page	€ 4,884.-
2/1 page	€ 9,133.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format	width x height
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Trim size Magazine + Special

1/2 page landscape	210 x 142
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	€ 1,500.-
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Production costs Newsletters *

Newsletter item	€ 250.-
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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	€ 1,250.-
Social Post	€ 250.-
Video and Podcast	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)

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



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www.roularta-advertising.nl

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