

Media kit 2026



trip
MODE



Brand

Knipmode is a **DIY fashion magazine** that offers **contemporary sewing patterns** for a wide audience every month, with clear instructions, variation options, and fabric tips. The magazine is for both novice and experienced seamstresses. All patterns can be made in sizes 34 to 54. Knipmode encourages **creativity and sustainability in fashion**, and helps you create unique garments that truly suit you.



Target group

Knipmode's target audience are **creative women** who enjoy making their own clothes. They like to give their creations a personal touch and are looking for the perfect fit.

Most are aged 50 or older, but younger women also know where to find Knipmode. They are part of households with a **good income**, pay attention to their appearance, and have an above-average interest in cooking, baking, home inspiration, gardening, and DIY projects.

This is Knipmode



Magazine
12x yearly



Special
2x yearly



Creative
Planner



Online
143,800
pageviews p/m



Newsletter
55,000
subscribers



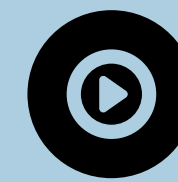
Facebook
41,436
followers



Instagram
23,870
followers



Pinterest
6,300
followers



Youtube
13,800
followers



Knip
Academy





Facts & Figures

Gender: 11% men, 89% women
Age: younger than 35 yrs 20%, 35-49 yrs 11%, 50-64 yrs 33% and 65+ yrs 36%
Education: High 39%, Middle 48%
Income: Modal income and higher 53%

Magazine

Printreach: 164,000 per edition (NPMM DGM 2025-I)
Frequency: 12x a year + 2 specials

Online

143,800 pageviews monthly (www.knipmode.nl)

Newsletter Knipmode

55,000 newsletter subscribers
CTO 26% - CTR 13% - Open Rate 52%
Frequency: weekly on Tuesday

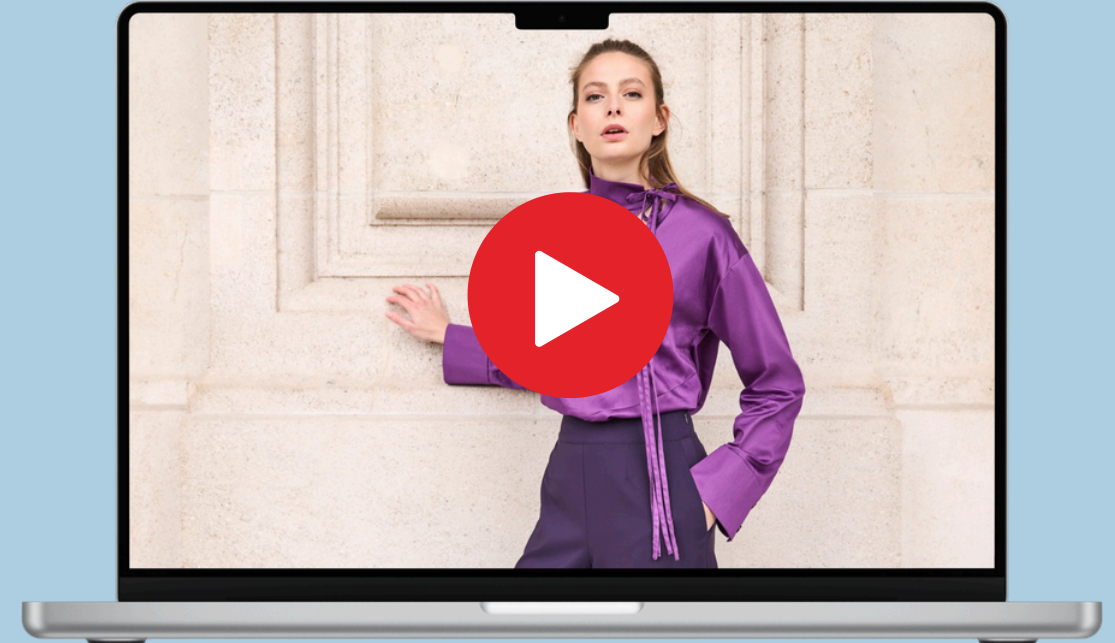
Newsletter Naaipatronen

27,000 newsletter subscribers
Frequency: weekly on Friday

Social Followers

Facebook: 41,436
Instagram: 23,870
Pinterest: 6,300
Youtube: 13,800

Advertising opportunities



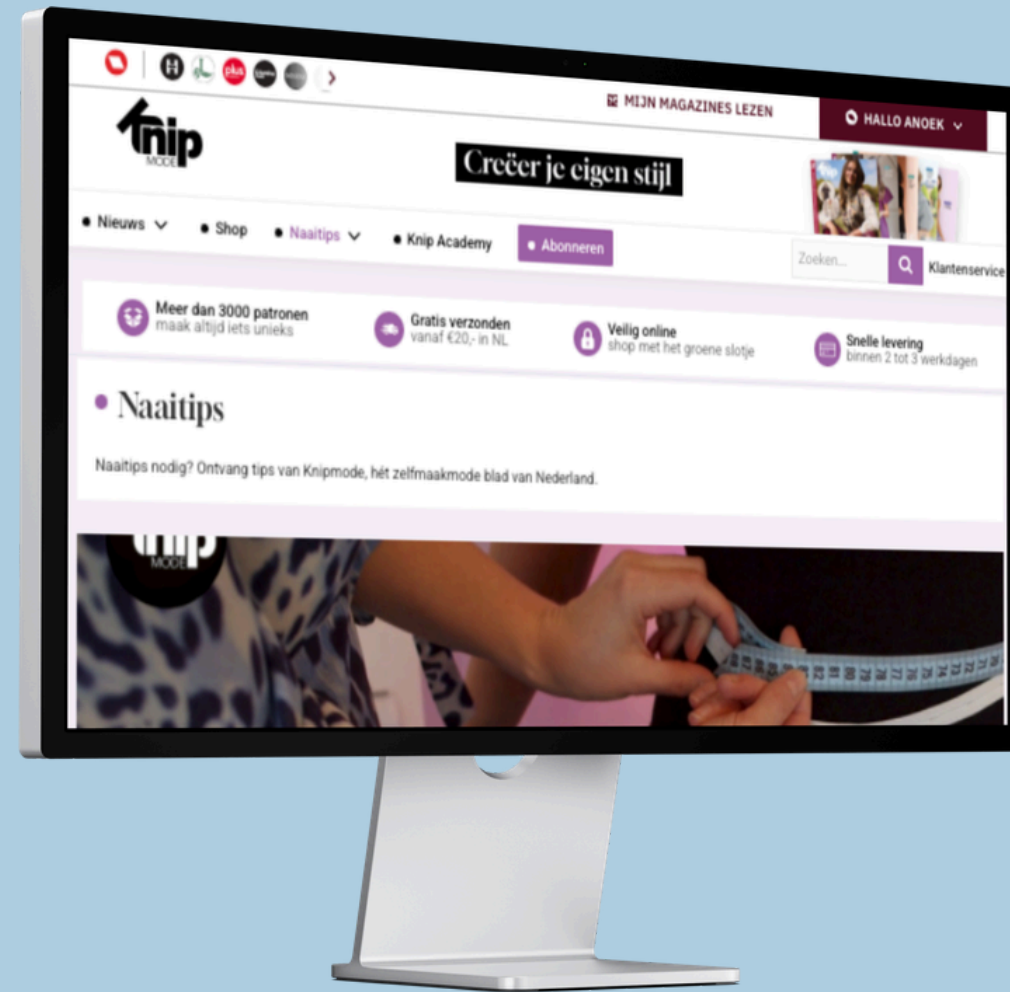
Video



Print



Paperwrap



Digital



Newsletter



Social Post

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**.

Rates & Formats

2026

Base rate Print

in euro's excl. VAT

1/1 page € 5,655.-

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 *excl. production costs* 280

Inserts, Supplements and Paperwrap

On request

Branded Content

1/1 page € 6,220.-
2/1 page € 11,633.-
Production costs *starting at** € 1,500.-

Formats and measurements in mm

Format width x height

Trim size

1/2 page portrait 110 x 285
1/2 page landscape 220 x 142
1/1 page 220 x 285
2/1 page 220 x 285 - 220 x 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item € 2,750.-

Production costs Newsletters *

Newsletter item € 250.-

Digital

Product	Rate
Branded content	€ 1,500.-
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

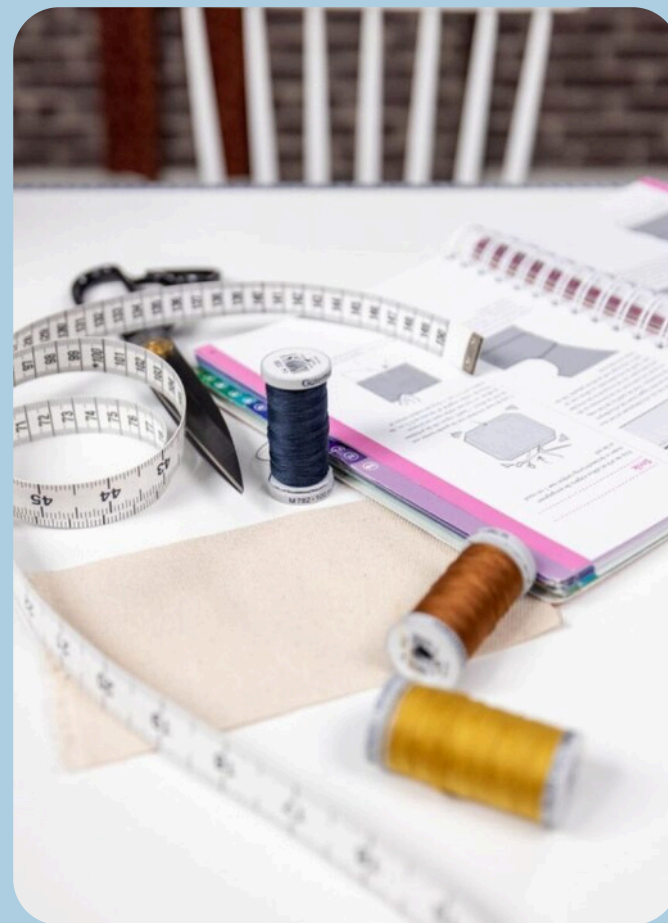
Billboard	€ 20.-
Halfpage	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Reclangle	€ 20.-
Large Leaderboard	€ 20.-
Wide Skyscraper	€ 20.-
Mobile Interstitial	€ 20.-
Mobile Medium Rectangle	€ 20.-
Mobile Large Banner	€ 20.-
Mobile Banner	€ 20.-
Rich media	on request

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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