

A watercolor illustration of a person sitting on a wooden bench in a park. The person is wearing a blue long-sleeved shirt and blue pants, and is sitting with their back to the viewer, looking towards a row of trees in the background. The trees are rendered in various shades of green and blue. The ground is a mix of light and dark green washes.

Media kit

2026

PSYCHOLOGIE
MAGAZINE

Roularta Media Nederland



Brand

Psychologie Magazine is the go-to brand for anyone interested in **personal growth, relationships, and mental health**. The brand combines accessible psychology with practical tips and in-depth interviews, giving readers more insight into themselves and the world around them. With topics ranging from stress and happiness to work, parenting, and meaning, Psychologie Magazine offers inspiration and tools for a more **conscious and balanced life**, both in print and online at psychologie.nl and via the online training platform Psychologie Academy.

Psychologie Magazine focuses on a broad, curious target group that values self-development, quality, and depth, making it a **reliable guide** for greater balance and resilience in everyday life.

PSYCHOLOGIE
MAGAZINE



Target group

The readers of **Psychologie Magazine** are curious thinkers and conscious doers—mainly **women** with a **high level of education** and a **good income**—who want to understand and experience life to the fullest. They are looking for personal growth, deeper insights, and sparkling inspiration.

Whether it's nutrition, health, relationships, or meaning, they make informed choices and are open to fresh ideas and enriching experiences. For them, development is not a goal, but a lifestyle.

This is Psychologie



Magazine

11x yearly



Special

3x yearly



Online

748,800
pageviews p/m



Newsletter

233,215
subscribers



Facebook

199,460
followers



Instagram

143,300
followers



Pinterest

3,100
followers



Youtube

5,760
followers



LinkedIn

34,900
followers



Podcast

45,000
listeners
p/episode



Online training
courses



Facts & Figures

Gender: 31% men, 69% women
Age: younger than 35 yrs 26%, 35-49 yrs 25%, 50-64 yrs 31% and 65+ yrs 19%
Education: Higher vocational education and higher 59%
Income: Modal income and higher 66%

Magazine

Printreach: 263,000 per edition (NPMM DGM 2025-I)
Frequency: 11x a year + 3 specials

Online

748,800 pageviews monthly (www.psychologiemagazine.nl)

Online training courses

32 online training courses compiled in collaboration with the best experts, therapists, and psychologists

Newsletter

233,215 newsletter subscribers
CTO 11% - CTR 3% - Open Rate 30%
Frequency: weekly on Wednesday

Social Followers

Facebook: 199,460
Instagram: 143,300
LinkedIn: 34,900
Youtube: 5,760
Pinterest: 3,100

Podcast

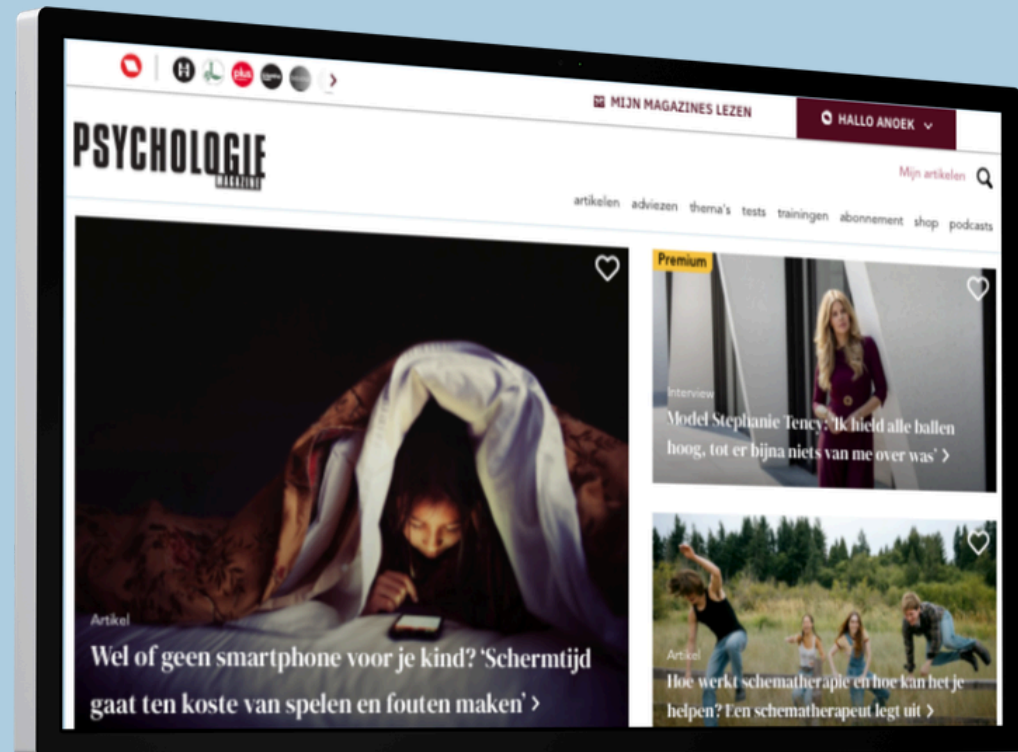
45,000 listeners per episode

PSYCHOLOGIE
MAGAZINE

Advertising opportunities



Social Post



Digital



Newsletter



Podcast



Video



Print



Paperwrap

PSYCHOLOGIE
MAGAZINE

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	€ 9,500.-
2/1 page	€ 17,765.-

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	€ 10,450.-
2/1 page	€ 19,542.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format width x height

Trim size Psychologie Magazine

1/1 page	210 x 280
2/1 page	210 x 280 - 210 x 280

+ 5mm bleed on all sides

Trim size Specials

1/1 page	200 x 250
2/1 page	200 x 250 - 200 x 250

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item € 3,600.-

Production costs Newsletters *

Newsletter item € 250.-

Digital

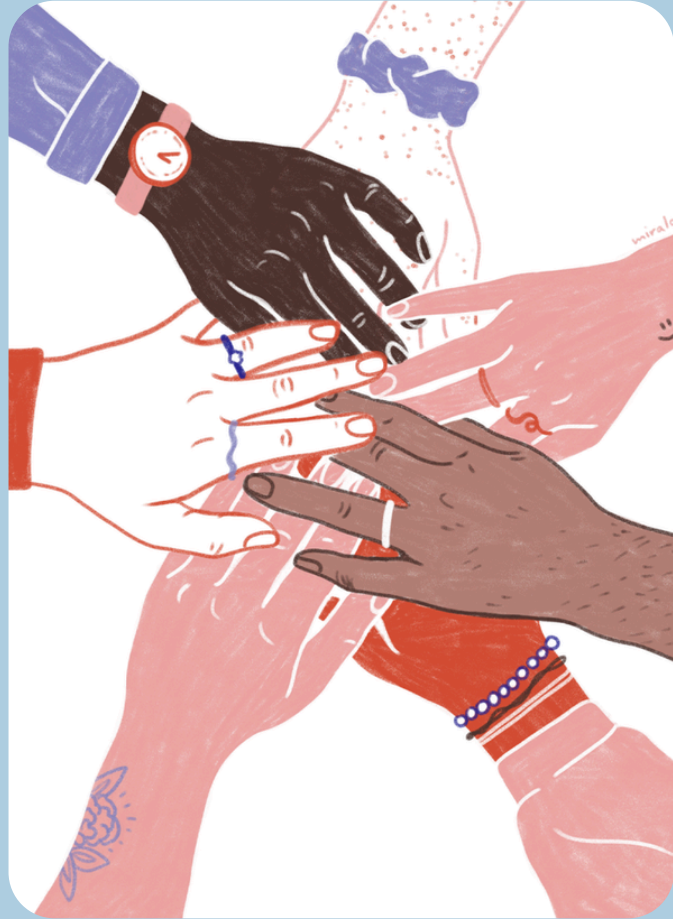
Product	Rate
Branded content	€ 2,500.-
Video	on request
Podcast	on request
Social Post CPM rate	
Facebook Post	€ 12.50
Instagram Post/Story	€ 12.50
Production costs Digital *	
Branded content	€ 1,000.-
Social Post	€ 250.-
Video and Podcast	on request
Display CPM rate	
Billboard	€ 20.-
Halfpage	€ 20.-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