

Media kit

2026



**roots**
• BELEEF DE NATUUR •

Roularta Media Nederland



Brand

Roots and **Roots Vogelmagazine** (Bird Magazine) let you experience nature through walking, photography, and bird watching. The only independent **nature magazine** in the Low Countries, Roots surprises readers every month with a **unique Roots walk** with a route map, beautiful reports on nature both nearby and worldwide, moving animal portraits, and informative background stories. Naturally illustrated with **beautiful nature photos**. It's no surprise that Roots is known as “the magazine with the beautiful photos”.



Target group

Roots' target audience is characterised by a shared **passion for nature and photography**. They are nature lovers and nature experts who enjoy being outdoors, going for walks and capturing their experiences with their cameras. This group consists of both men and women, **young and old**, with **average to above-average incomes**. Roots readers are often found in two-person households or **families with children**. What connects them is their love of the outdoors, their curiosity about flora and fauna, and their active way of enjoying nature.

This is Roots



Magazine
11x yearly



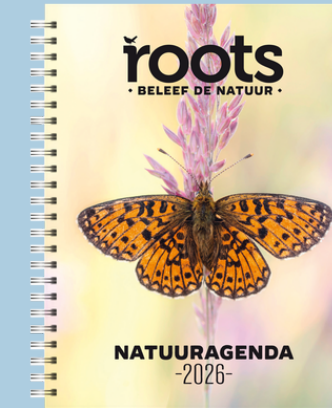
Birdmagazine
2x yearly



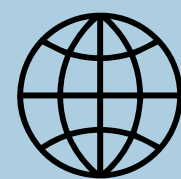
Hiking guide



Calendar



Agenda



Online
*241,700
pageviews p/m*



Newsletter
*42,000
subscribers*



Facebook
*29,000
followers*



Instagram
*28,500
followers*



Podcast
*5,000-9,000
listeners
p/episode*



Facts & Figures

Gender: 50% men, 50% women
Age: younger than 35 yrs 27%, 35-49 yrs 18%, 50-64 yrs 31% and 65+ yrs 24%
Education: High 52%
Income: Modal income and higher 66%
Household: Two-person households 39%, families with children 40%

Magazine
Printreach: 91,000 per edition (NPMM DGM 2025-I)
Frequency: 11x a year (2 combined editions)
Vogelmagazine: 2x a year

Online
241,700 pageviews monthly (www.rootsmagazine.nl)

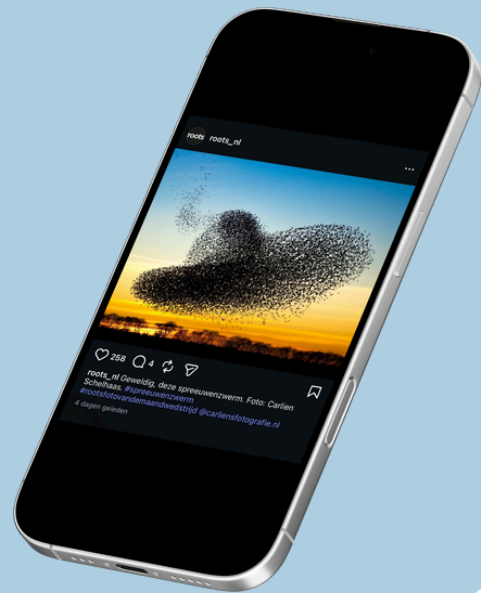
Newsletter
42,000 newsletter subscribers
CTO 21% - CTR 11% - Open Rate 56%
Frequency: weekly on Thursday

Social Followers
Facebook: 29,000
Instagram: 28,500

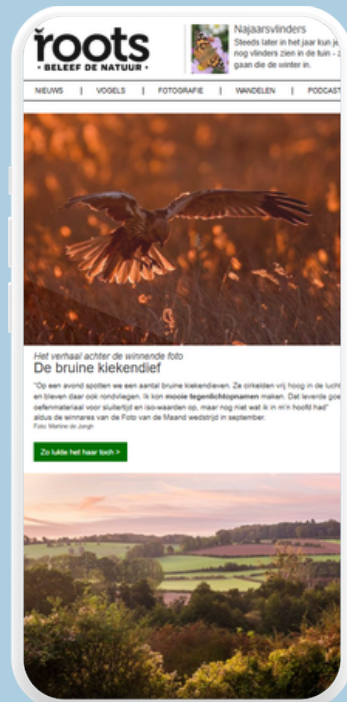
Podcast Notenkraakers
5,000-9,000 listeners per episode



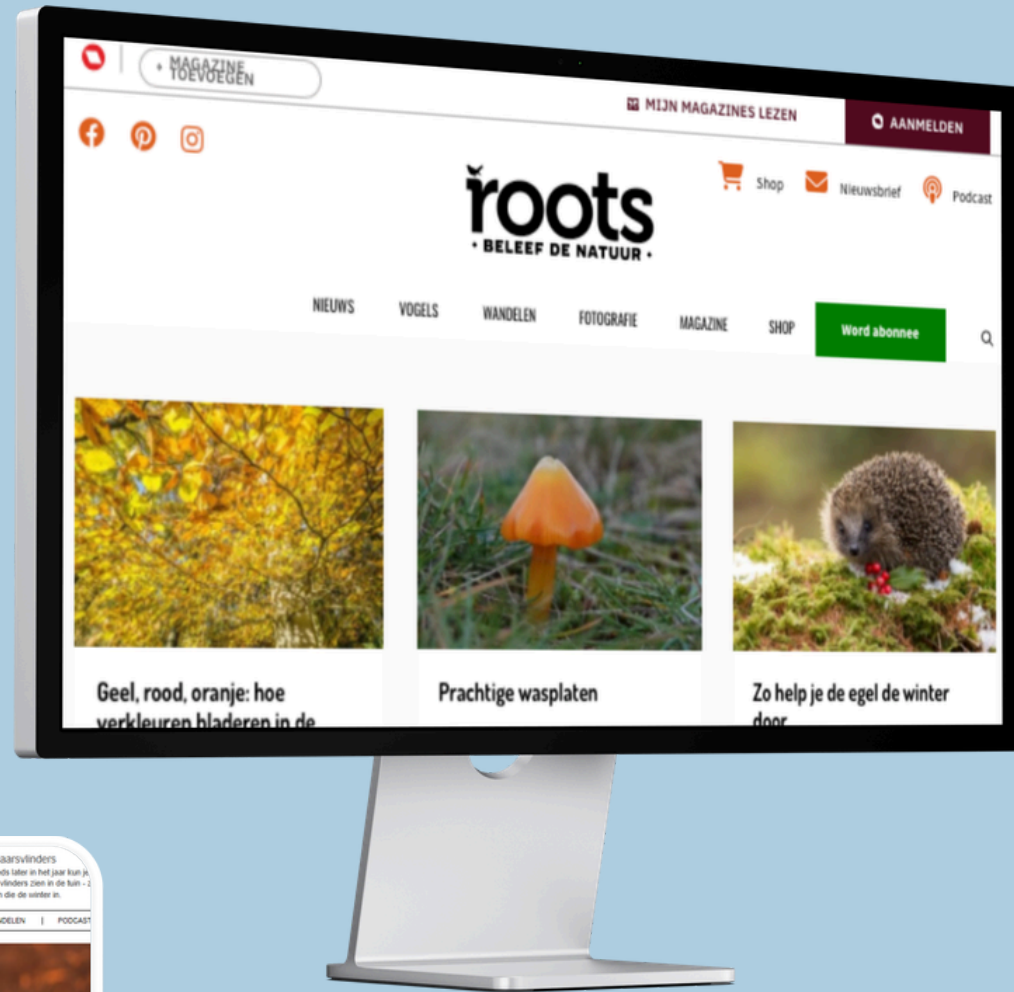
Advertising opportunities



Social Post



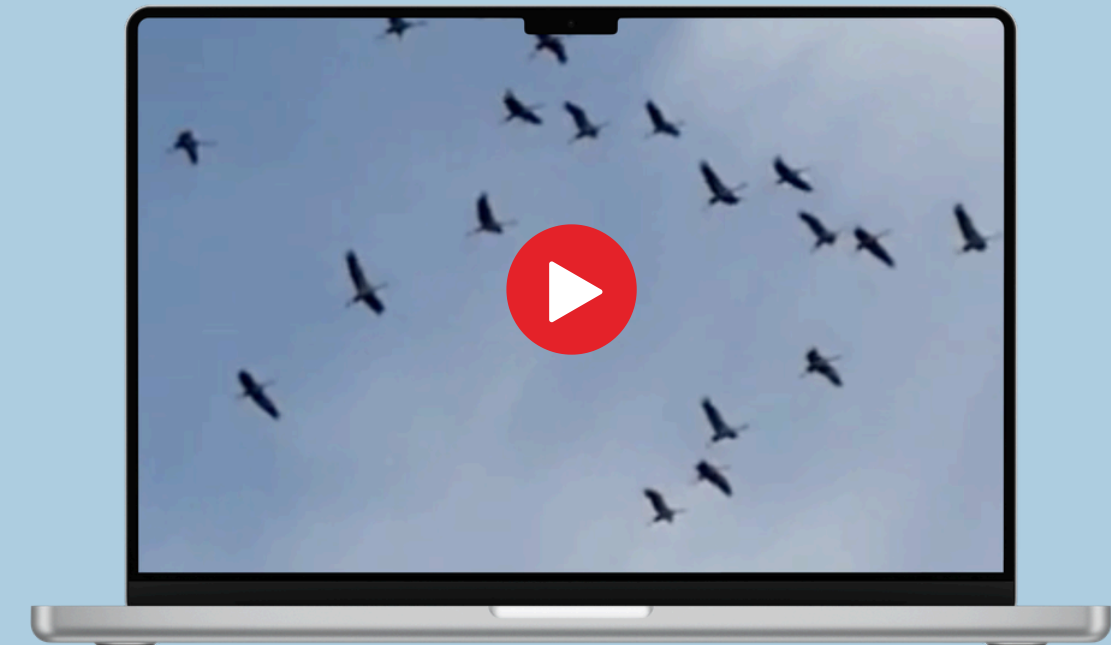
Newsletter



Digital



Podcast



Video



Print



Paperwrap

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	€ 3,770.-
1/1 page Vogelmagazine	€ 2,000.-

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	€ 4,147.-
2/1 page	€ 8,010.-
Production costs <i>starting at</i> *	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format width x height

Trim size Roots en Vogelmagazine

1/2 page portrait	104 x 285
1/2 page landscape	210 x 141
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	€ 2,000.-
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Production costs Newsletters *

Newsletter item	€ 250.-
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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	€ 1,250.-
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 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)

Contact



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www.roularta-advertising.nl