

# Media kit 2026



SEASONS



# Brand

**Seasons** is the inspirational magazine about pure **(outdoor) living**, perfectly in line with the trends of slow living, sustainability, and love of nature. Translated into the **most beautiful gardens** (from vegetable gardens to pick-your-own gardens) and balcony ideas. We present the latest **country-style interiors**, with DIY ideas for decorating yourself. We **cook with the seasons** and showcase makers of honest, handmade products. And we seek out the most **special places** and accommodation addresses in the heart of nature for you. Everything you need to live more mindfully.

SEASONS



# Target group

**Seasons** readers embrace country living as a lifestyle. They are men and especially women with a household **income** that is **(above) average**. They live in a **private home** or farmhouse with a large garden. Readers **enjoy the outdoors** and all the little things life has to offer. They have a wide range of interests and are active and socially engaged. Authenticity, quality, and originality are very important to readers.

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# This is Seasons



Magazine  
8x yearly



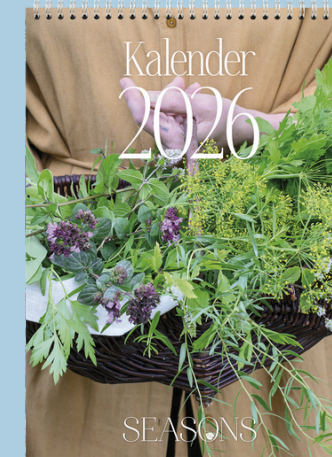
Seasons  
Living



Seasons  
Garden



Special  
1x yearly



Calendar



Agenda



Online  
295,000  
pageviews p/m



Newsletter  
57,800  
subscribers



Facebook  
23,000  
followers



Instagram  
23,140  
followers



Pinterest  
17,100  
followers

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# Facts & Figures

**Gender:** 34% men, 66% women  
**Age:** younger than 35 yrs 20%, 35-49 yrs 12%, 50-64 yrs 33% and 65+ yrs 36%  
**Income:** Modal income and higher 60%  
**Living:** Private home 67%

## Magazine

Printreach: 145,000 per edition (NPMM DGM 2025-I)  
Frequency: 8x a year + 3 specials

## Online

295,000 pageviews monthly ([www.seasons.nl](http://www.seasons.nl))

## Newsletter

57,800 newsletter subscribers  
CTO 18% - CTR 10% - Open Rate 55%  
Frequency: weekly on Friday

## Social Followers

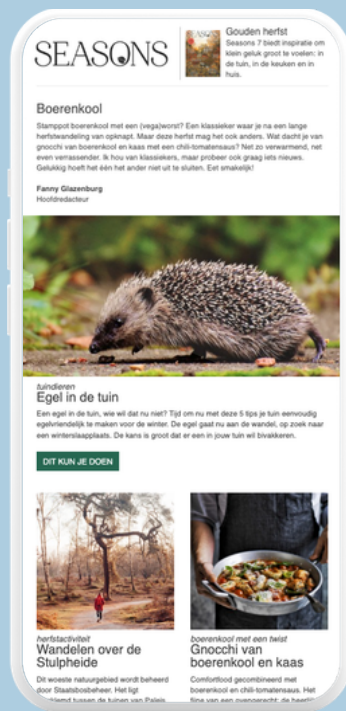
Facebook: 23,000  
Instagram: 23,140  
Pinterest: 17,100

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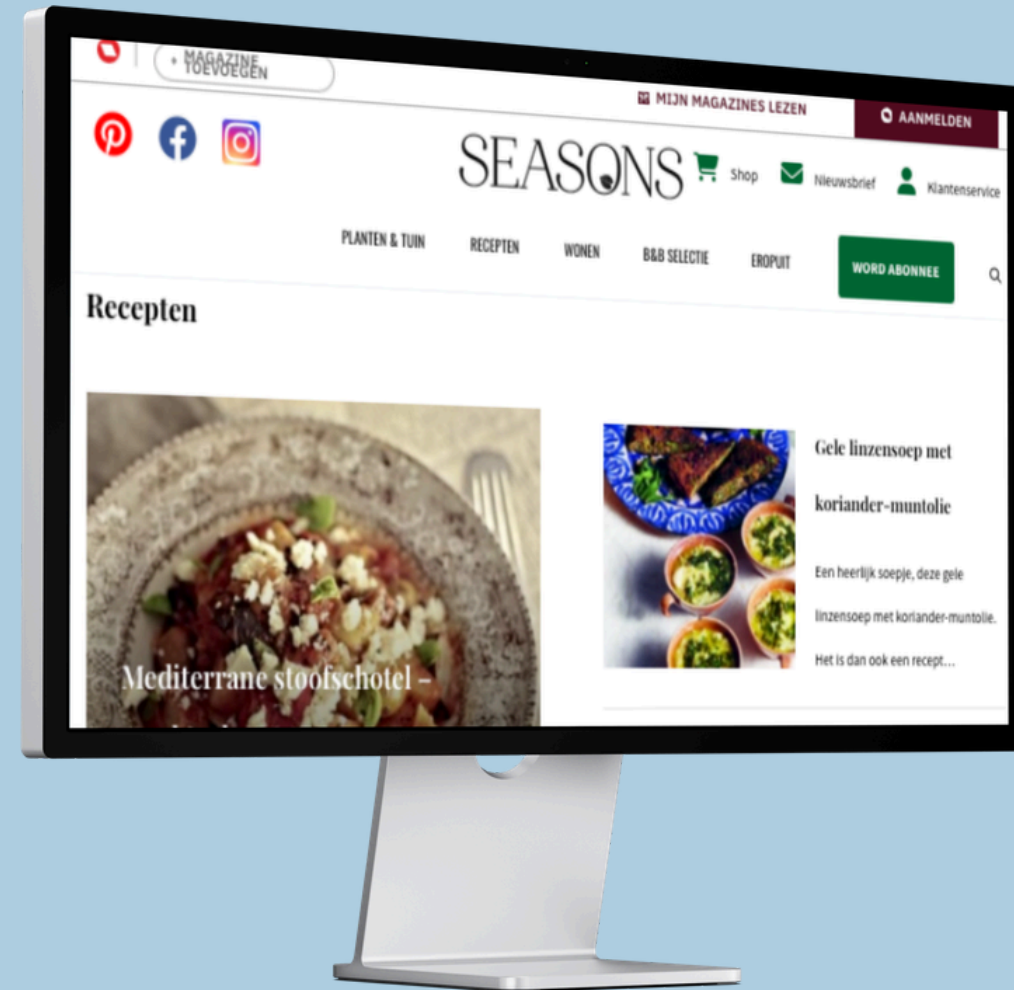
# Advertising opportunities



Social Post



Newsletter



Digital



Video



Print



Paperwrap

# SEASONS

# 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 CO<sub>2</sub>.

## 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	€ 5,856.-
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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	€ 6,442.-
2/1 page	€ 12,046.-
Production costs <i>starting at</i> *	€ 1,500.-

**Formats and measurements in mm**

Format	width x height
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**Trim size Magazine + Specials**

1/2 page portrait	103 x 285
1/2 page landscape	210 x 140
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	€ 2,500.-
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**Production costs Newsletters \***

Newsletter item	€ 250.-
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**Digital**

Product	Rate
Branded content	€ 1,250.-
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](mailto: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](https://roularta-advertising.nl)

\* based on 1 correction round (no discount available)

# Contact



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

[www.roularta-advertising.nl](http://www.roularta-advertising.nl)

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