

# Media kit 2026



**truckstar** ★

Roularta Media Nederland



# Brand

A familiar sight on trucks on Dutch roads is the Truckstar sticker. That sticker represents a world unto itself: that of the **truck driver**. United in their work, their passion, and their private lives, **Truckstar** stands at the center of that world as a connector.

For 45 years, Truckstar has been bringing driving impressions, the latest trucks, driving experiences, interesting facts, and more to drivers' homes. In addition, they meet every year at Europe's largest transport event: the **Profile Truckstar Festival**.





# Target group

**Truckstar** is read by both **drivers** and **decision-makers in road transport**, including many owners of small and medium-sized transport companies. In addition to drivers and business decision-makers, Truckstar is also read by family members. They are interested in transport, cars, motorcycles, and car and motorcycle racing. The majority of readers have families with children.

**truckstar**



# Festival

With over 2,200 trucks and about 55,000 visitors, the **Profile Truckstar Festival** is not only the largest, but also the most enjoyable transport festival in Europe!

Trucks, atmosphere and conviviality. Forget everything else for a moment: the expensive diesel, unfair competition and other hassles. During the Profile Truckstar Festival, you can simply enjoy more than two thousand trucks every year. That is the essence of the Festival! And around that: atmosphere, an entertaining track programme, conviviality, food and drink, Dutch Evening and lots of enthusiastic visitors.

We look forward to welcoming you again in 2026 at the **TT Circuit in Assen** for the Profile Truckstar Festival on 25 and 26 July 2026.

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# This is Truckstar



Magazine  
13x yearly



Special  
4x yearly



Online  
335,000  
pageviews p/m



Newsletter  
21,000  
subscribers



Facebook  
147,000  
followers



Instagram  
107,000  
followers



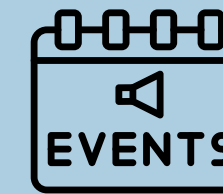
Youtube  
24,000  
followers



LinkedIn  
3,951  
followers



TikTok  
31,900  
followers



Festival  
55,000  
visitors



Roadcard





# Facts & Figures

**Gender:** men  
**Age:** 25-50 year  
**Social class:** B1/B2/C  
**Household:** Families with children

**Magazine**  
Printreach: 150,000 per edition  
Frequency: 13x a year + 4 specials

**Online**  
335,000 pageviews monthly (www.truckstar.nl)

**Newsletter**  
21,000 newsletter subscribers  
CTO 17% - CTR 8% - Open Rate 47%  
Frequency: bi-monthly on Wednesday (odd weeks)

**Profile Truckstar Festival**  
Annual event at the TT circuit in Assen with over 2,300 trucks and 55,000 visitors

**Social Followers**  
Facebook: 147,000  
Instagram: 107,000  
Youtube: 24,000  
LinkedIn: 3,951  
TikTok: 31,900



# Advertising opportunities



Festival



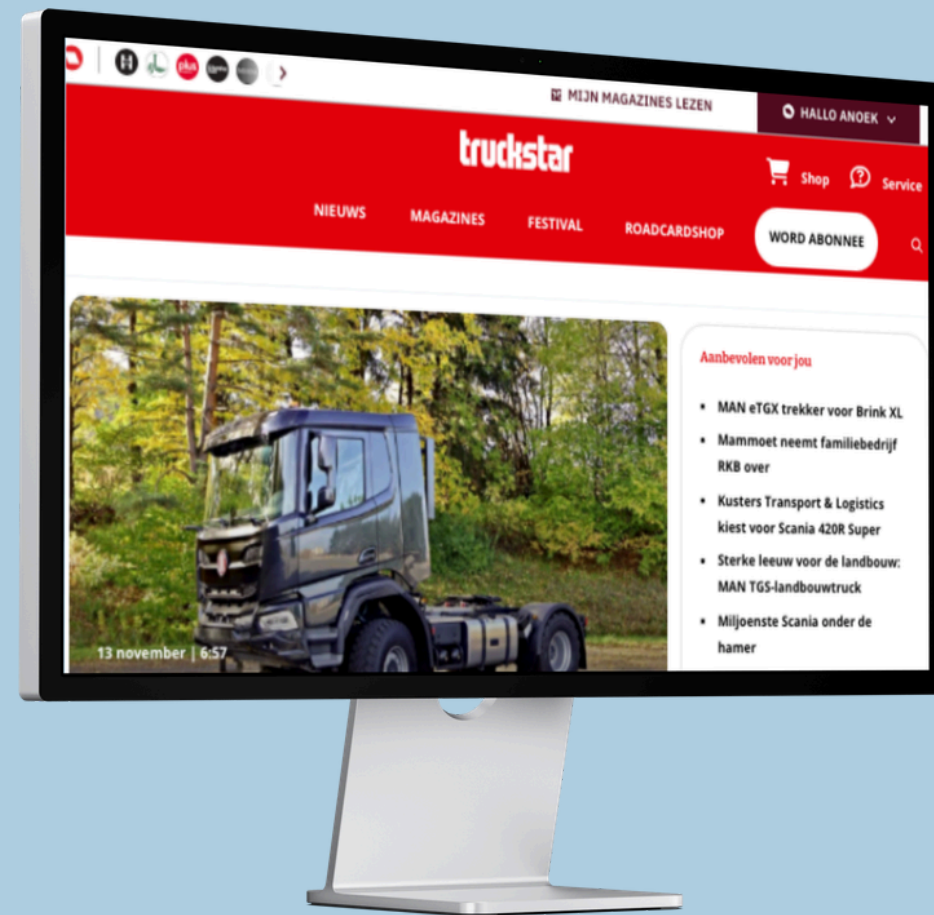
Video



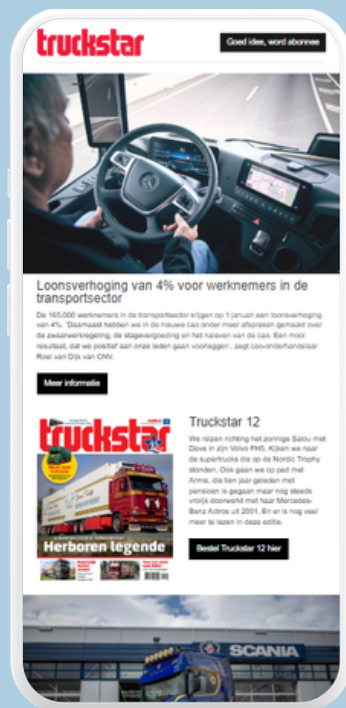
Paperwrap



Print



Digital



Newsletter



Social Post

# Paperwrap

New advertising concept in 2026

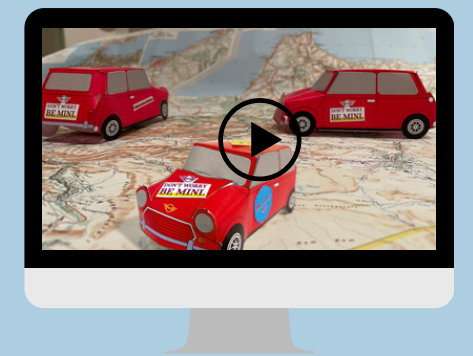
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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 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.



truckstar



# 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 € 4,170.-

### Format index

1/4 page 39  
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 € 4,587.-  
2/1 page € 8,578.-  
Production costs *starting at* \* € 1,500.-

### Formats and measurements in mm

Format width x height

#### Trim size Truckstar + Specials

1/4 page portrait 104 x 142  
1/2 page landscape 210 x 142  
1/2 page portrait 104 x 285  
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.-

#### Production costs Newsletters \*

Newsletter item € 250.-

### Digital

Product Rate

Branded content on request  
Video on request

#### Social Post CPM rate

Facebook Post € 12.50  
Instagram Post/Story € 12.50

#### Production costs Digital \*

Branded content on request  
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



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advertising@roularta.nl

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

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