

# Media kit 2026



# VORSTEN

Roularta Media Nederland



# Brand

**Vorsten** provides information about royal families worldwide, with a focus on the Dutch and Belgian **royal families**. The brand is known for its creative perspectives, stylish design, and positive and **elegant tone of voice**. Thanks to the editorial team's good relationship with the royal family and the RVD, the brand is able to produce **unique background stories** and **exclusive interviews**. Vorsten is also always present at state visits and royal press events.

**VORSTEN**



# Target group

**Vorsten's** target audience includes **women** and, to a lesser extent, men with an above-average interest in royal families, jewelry, fashion, history, and etiquette. They are primarily **aged 50+** and belong to households with an **above-average income**.

They choose quality, are **socially engaged**, and donate to charity. They are either working or retired and enjoy life. They like to spend money on a new car, culture, and vacations at home and abroad.

**VORSTEN**

# This is Vorsten



Magazine

12x yearly



Special

1x yearly



Calendar



Online

1,000,000  
pageviews p/m



Newsletter

16,000  
subscribers



Facebook

80,300  
followers



Instagram

173,300  
followers



'Vorstendag'

Event for  
subscribers



# Facts & Figures

**Gender:** 33% men, 67% women

**Age:** younger than 35 yrs 17%, 35-49 yrs 19%,  
50-64 yrs 20% and 65+ yrs 44%

**Income:** Modal income and higher 55%

## Magazine

Printreach: 117,000 per edition (NPMM DGM 2025-I)

Frequency: 12x a year (2 combined editions) + 1 special

## Online

1,000,000 pageviews monthly ([www.vorsten.nl](http://www.vorsten.nl))

## Newsletter

16,000 newsletter subscribers

CTO 27% - CTR 16% - Open Rate 59%

Frequency: bi-monthly on Friday (even weeks)

## Social Followers

Facebook: 80,300

Instagram: 173,300

**VORSTEN**

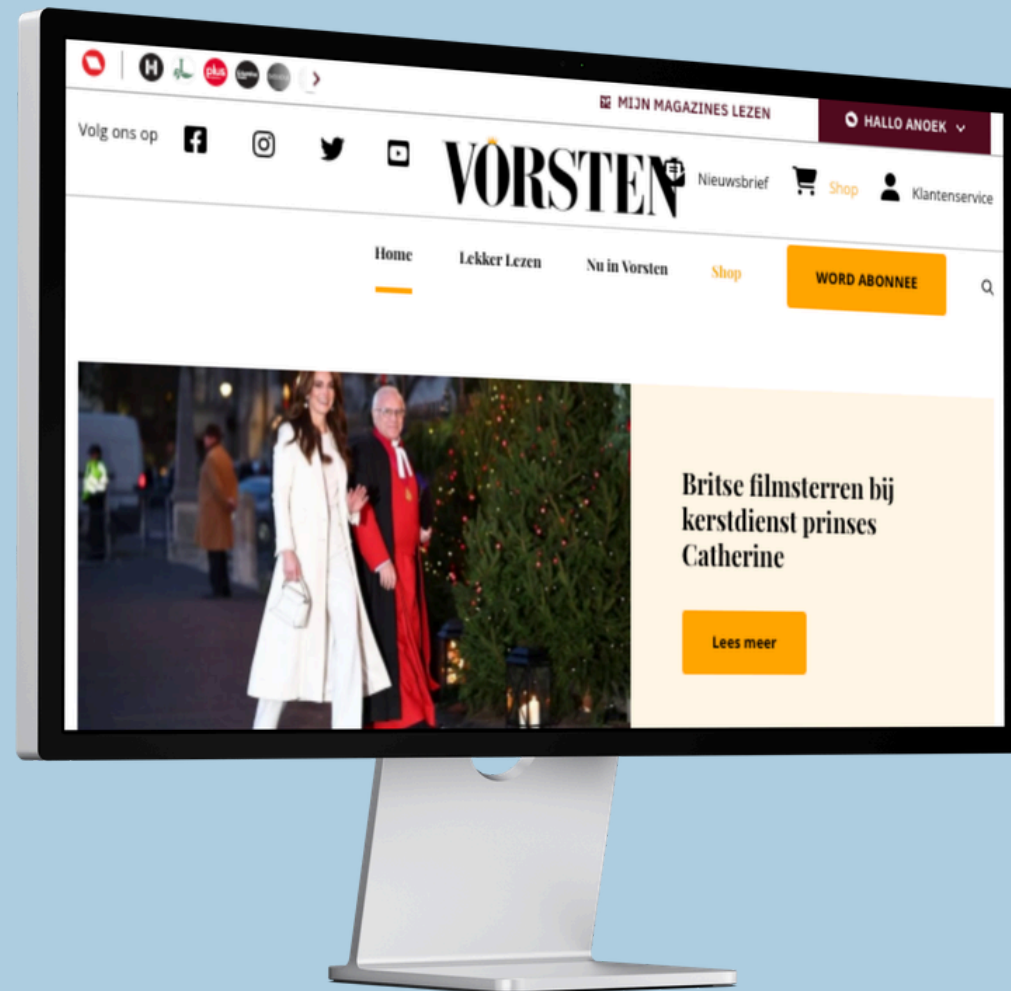
# Advertising opportunities



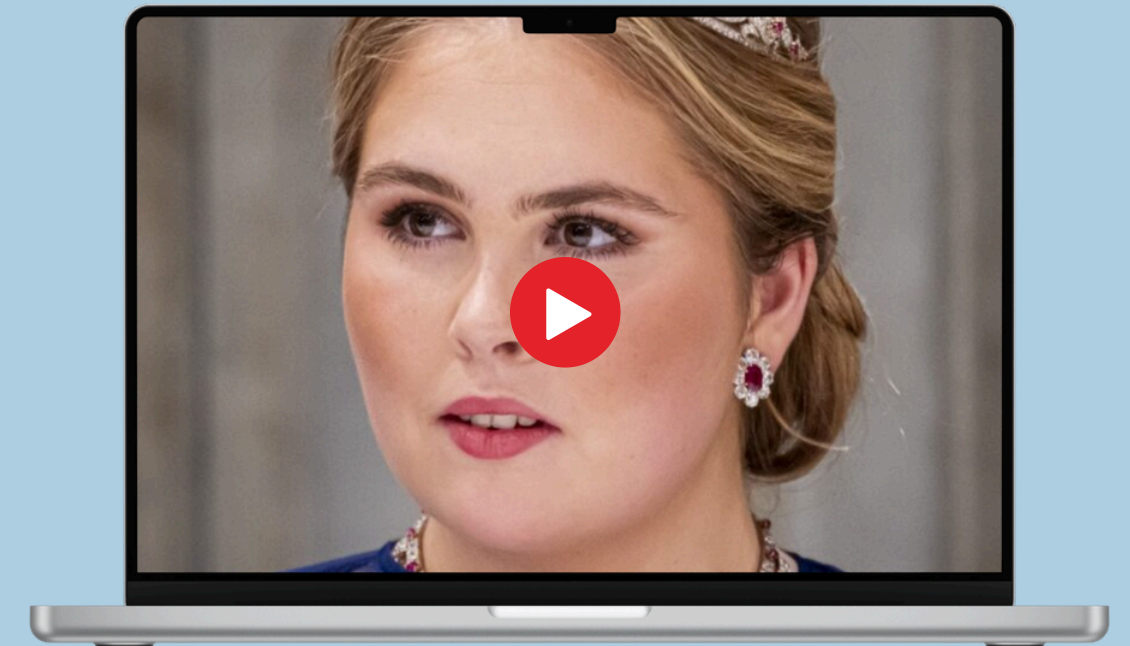
Social Post



Newsletter



Digital



Video



Print



Paperwrap

# VORSTEN

# 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 € 4,547.-

## 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 € 5,002.-

2/1 page € 9,353.-

Production costs *starting at* \* € 1,500.-

Questions about advertising material: [traffic@roularta.nl](mailto:traffic@roularta.nl)

## Formats and measurements in mm

Format width x height

### Trim size Vorsten + Special

1/2 page portrait 98 x 270

1/2 page landscape 210 x 128

1/1 page 210 x 270

2/1 page 210 x 270 - 210 x 270

*+ 5mm bleed on all sides*

## Advertising material

Please submit your digital ad files as CertifiedPDF

## Newsletters

Newsletter item € 1,000.-

### Production costs Newsletters \*

Newsletter item € 250.-

All contracts awarded to us are subject to the advertising terms and conditions, which can be found on our website: [roularta-advertising.nl](http://roularta-advertising.nl)

## 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

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

# Contact



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**VORSTEN**