

Media kit 2026

yoga
by happiness

Roularta Media Nederland



Brand

Finding balance at home

The world of yoga offers endless wisdom and inspiration for those seeking flexibility, strength, or inner peace.

Yoga by Happinez has developed into the leading yoga brand in the Netherlands and opens up the world of yoga to everyone, from beginners to experienced practitioners.

At the heart of the brand experience is the leading **online platform**, where members have access to more than 400 unique Dutch-language yoga and Pilates classes in a wide variety of styles and levels. Members receive a full-color magazine four times a year, which is also available for individual purchase.

Yoga by Happinez helps you achieve greater flexibility, strength, and inner peace.

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Target group

The **Yoga by Happinez** community consists of conscious bon vivants, mainly **women**, but also increasingly men, who live life to the fullest. They are **young at heart**, mostly under 50, have a **good income**, and consciously choose quality and depth.

Their passion for yoga is accompanied by a broad interest in health, sustainability, spirituality, travel, nutrition, culture, and personal growth. They are curious explorers who view life as an inspiring journey toward **balance, connection, and inner strength**.

This is Yoga



Magazine
4x yearly



International
French



Online
267,800
pageviews p/m



Newsletter
64,934
subscribers



Facebook
77,000
followers



Instagram
50,300
followers



Online courses
400+
training courses

Facts & Figures

Gender: 35% men, 65% women

Age: younger than 35 yrs 32%, 35-49 yrs 24%, 50-64 yrs 33% and 65+ yrs 11%

Education: High 45%, Middle 49%

Income: Modal income and higher 51%

Magazine

Printreach: 69,000 per edition (NPMM DGM 2025-I)

Frequency: 4x a year

Online

267,800 pageviews monthly (www.yogaonline.nl)

Online training courses

Over 400 online yoga, meditation, and Pilates video lessons from the best Dutch-speaking teachers

Newsletter

64,934 newsletter subscribers non-members

CTO 14% - CTR 6% - Open Rate 44%

9,016 newsletter subscribers members of digital platform

Frequency: weekly on Sunday

(newsletter non-members in odd-weeks and both in even weeks)

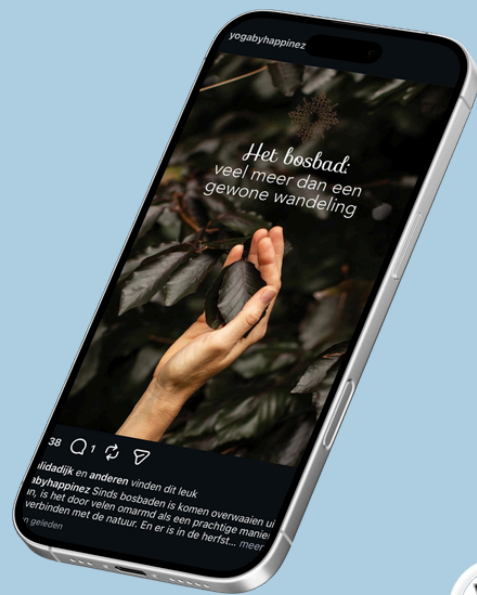
Social Followers

Facebook: 77,000

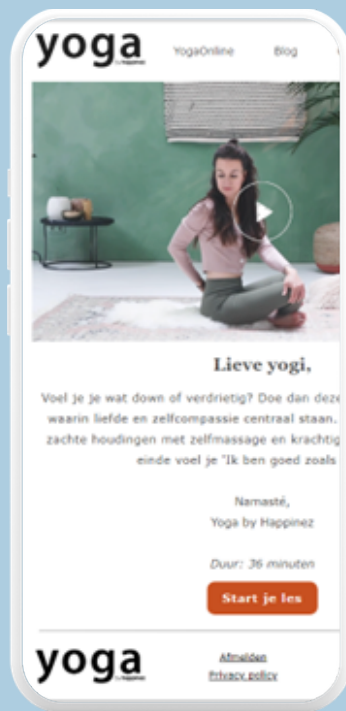
Instagram: 50,300

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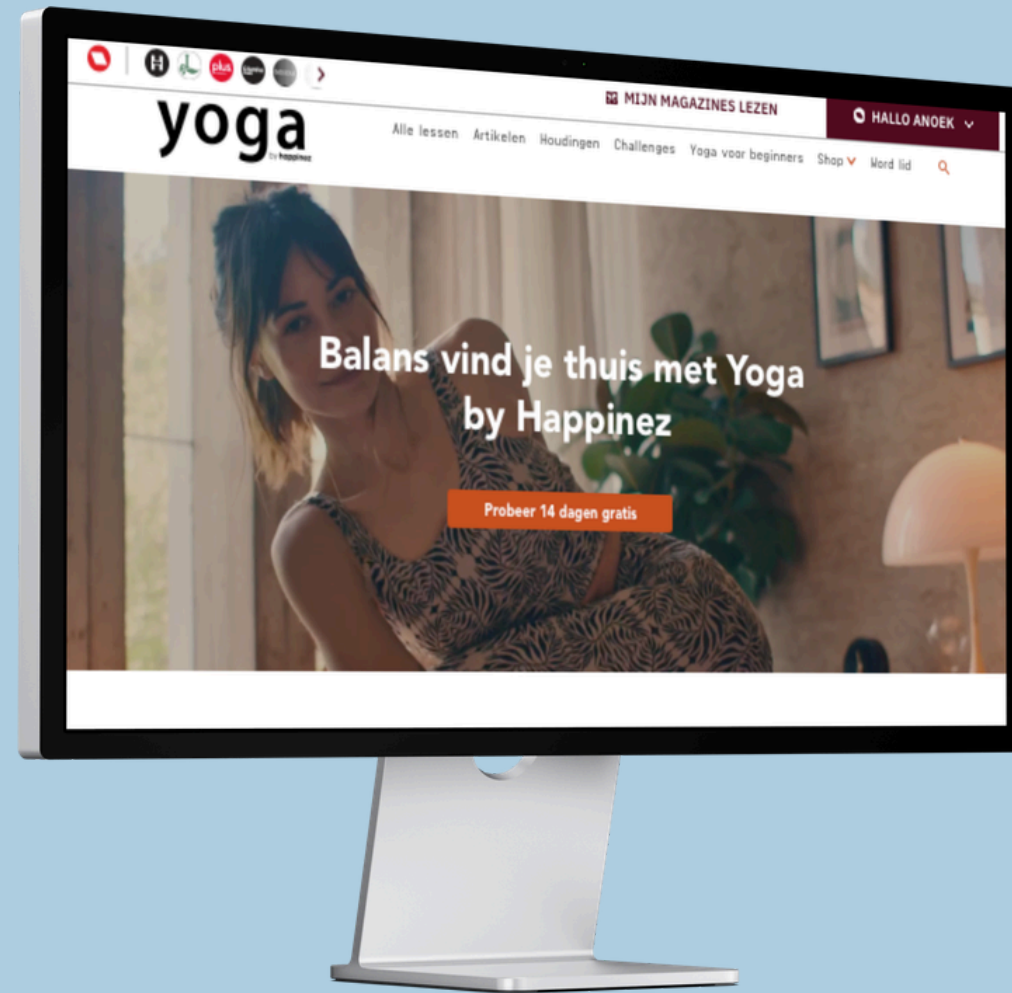
Advertising opportunities



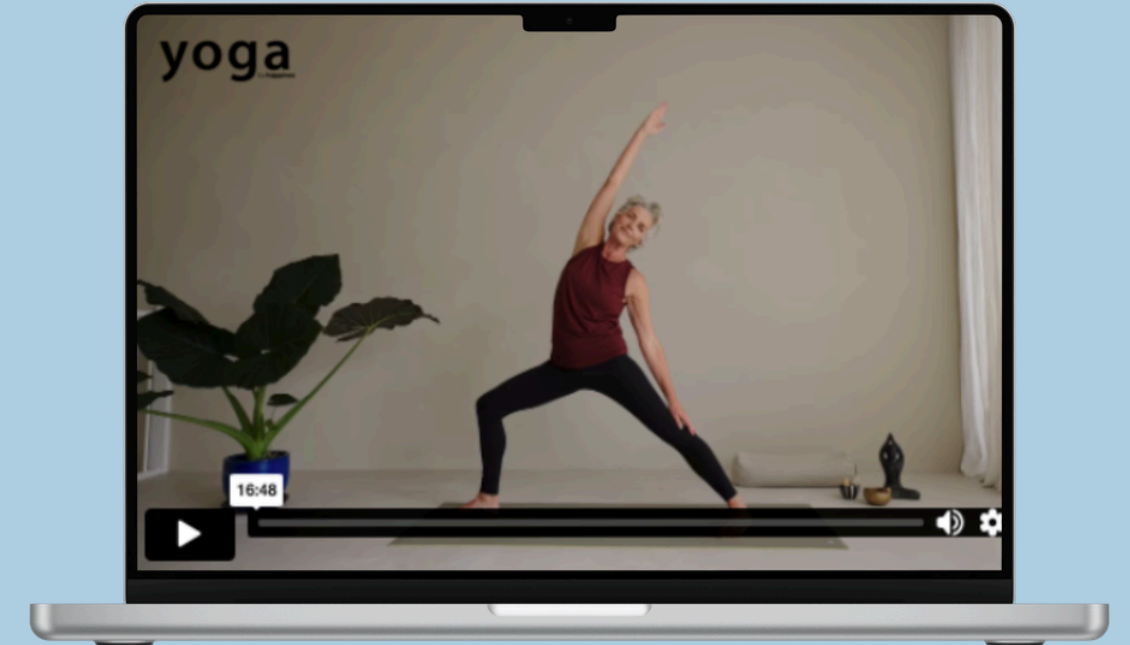
Social Post



Newsletter



Digital



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**.

Base rate Print

in euro's excl. VAT

1/1 page	€ 4,650.-
2/1 page	€ 8,696.-

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	€ 5,348.-
2/1 page	€ 10,000.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format width x height

Trim size

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

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item € 3,000.-

Production costs Newsletters *

Newsletter item € 250.-

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

* based on 1 correction round (no discount available)

Contact



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