

# Media kit 2026



**zin** MAGAZINE

Roularta Media Nederland



# Brand

## Have the time of your life!

**Zin Magazine** (sinds 2004) focuses on **women aged 50 and over** who are in the prime of their lives. Women who are energetic, positive, and have a wide range of interests. The general interest media brand embraces—along with its target audience—this **new phase of life**, in which there is more space for new experiences.

Zin helps readers rediscover the world and offers inspiration with in-depth reports and exciting, heartfelt interviews. With the best cultural tips and travel reports. With practical articles on health, (volunteer) work, and money. But also with down-to-earth sections on fashion, personal care, and cooking. Singer Stef Bos and television producer Margôt Ros are columnists.

**Zin Magazine helps you rediscover the world.**

**zin** MAGAZINE



# Target group

The readers of **Zin Magazine** are mainly **women aged 50 and older**. They are employed, but also retired, and live life to the fullest. They are part of a household with a **good income** and have an above-average interest in personal development, family, culture, and travel.

Readers of Zin Magazine are **consumers with experience**, self-confidence, and a zest for life, and have time and (financial) space for themselves and their partners. They are heavy consumers of media, both print and online. They value quality over price.

# This is Zin



Magazine

11x per jaar



Online

186,000  
pageviews p/m



Newsletter

30,000  
subscribers



Facebook

231,000  
followers



Instagram

5,762  
followers



Lectures,  
live sessions



# Facts & Figures

- Gender:** 32% men, 68% women
- Age:** younger than 35 yrs 12%, 35-49 yrs 13%, 50-64 yrs 29% and 65+ yrs 46%
- Education:** High 52%
- Income:** Modal income and higher 57%
- Stage of life:** 41% employed, 41% retired/early retirement

## Magazine

- Printreach: 65,000 per edition (NPMM DGM 2025-I)
- Frequency: 11x a year (2 combined editions)

## Online

186,000 pageviews monthly ([www.zin.nl](http://www.zin.nl))

## Newsletter

- 30,000 newsletter subscribers
- CTO 15% - CTR 8% - Open Rate 51%
- Frequency: weekly on Thursday

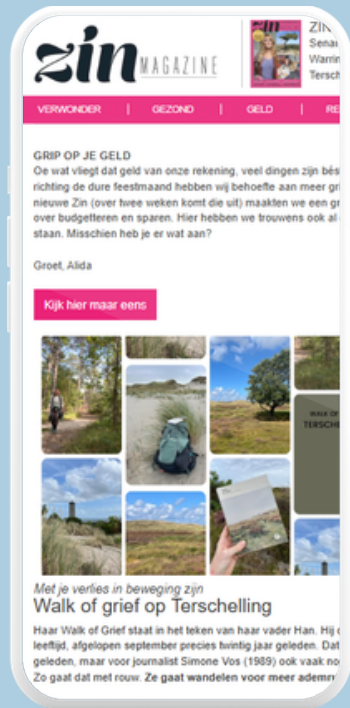
## Social Followers

- Facebook: 231,000
- Instagram: 5,762

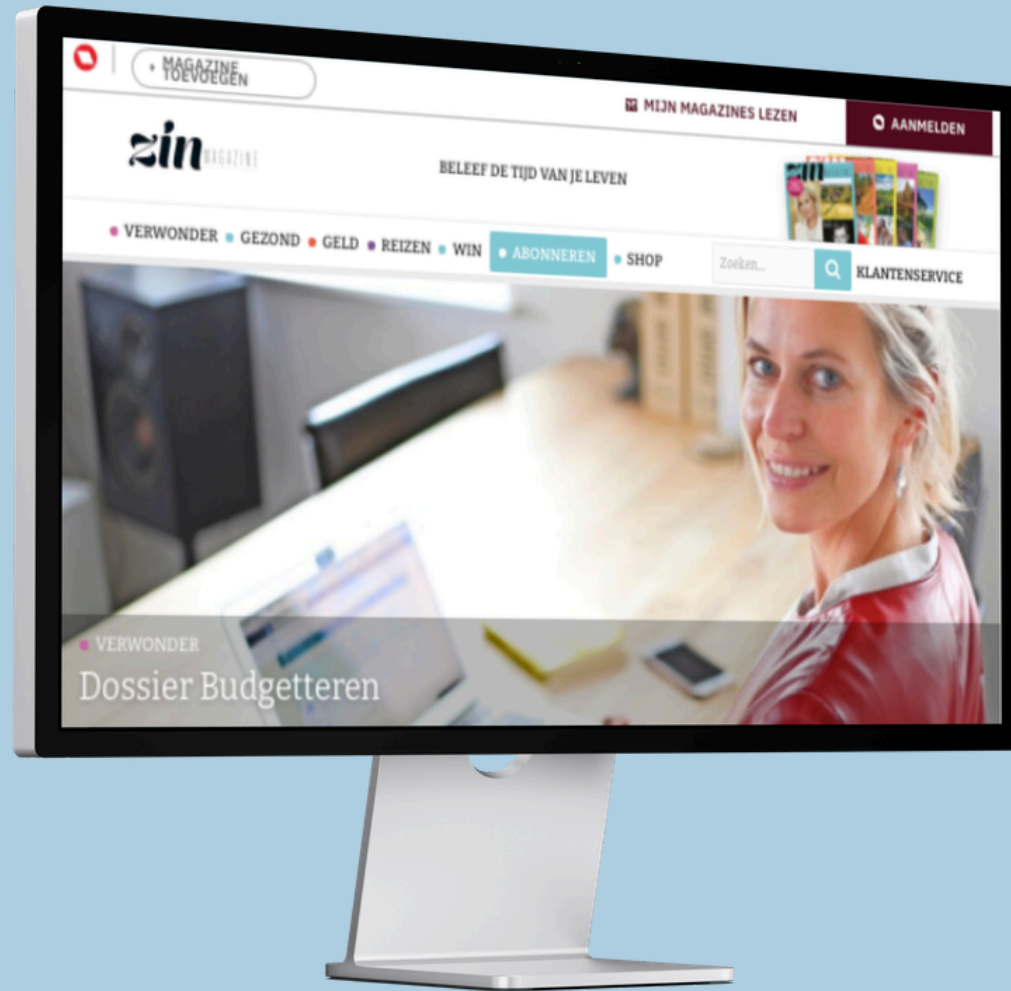
# Advertising opportunities



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 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**.

# Rates & Formats

2026

## Base rate Print

in euro's excl. VAT

1/1 page € 5,094.-

## 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 € 5,603.-

2/1 page € 10,479.-

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

## Formats and measurements in mm

Format width x height

### Trim size

1/2 page portrait 102 x 280

1/2 page landscape 210 x 137

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 € 2,000.-

### Production costs Newsletters \*

Newsletter item € 250.-

## Digital

Product Rate

Branded content Video € 1,500.- 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](http://roularta-advertising.nl)

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

# Contact



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