

Media kit 2026

FIETS *Actief*

Roularta Media Nederland



Brand

FietsActief is the lifestyle magazine for active, **recreational cycling enthusiasts**. Created by an enthusiastic team of route planners, travel journalists, and cycling experts, it is packed with inspiration for day trips, weekend getaways, and cycling vacations in the Netherlands and Europe.

FietsActief also offers the latest news items, bike tests, and technical tips to help cycling fans with orientation and maintenance. Each edition includes the popular **Regional Guide** with local routes and the best places to stop off. A real keepsake. And for everything about e-bikes, there is **100% E-bike Magazine**, the specialist publication for orientation and maintenance.

FIETS *Actief*



Target group

FietsActief attracts a wide audience, including both men and women with an energetic lifestyle. Readers are typically **over 50 years** with an average to above-average income, giving them plenty of opportunities to invest in their leisure time. They consciously choose quality and take more **trips** than average: from long weekends in their own country to extended vacations abroad. FietsActief is the source of inspiration for **recreational cyclists** who want to get the most out of every ride.

This is FietsActief



Magazine
7x yearly



Regional guide
7x yearly



Special
2x yearly



Online
45,000
pageviews p/m



Newsletter
34,000
subscribers



Facebook
2,400
followers



Instagram
750
followers



Facts & Figures

Gender: 56% men, 44% women

Age: younger than 35 yrs 18%, 35-49 yrs 11%, 50-64 yrs 28%
and 65+ yrs 43%

Income: Average income and higher 61%

Magazine

Printreach: 84,000 per edition (NPMM DGM 2025-I)

Frequency: 7x a year (2 combined editions)

Online

45,000 pageviews monthly (www.fietsactief.nl)

Newsletter

34,000 newsletter subscribers

CTO 26% - CTR 16% - Open Rate 60%

Frequency: weekly on Friday

Social Followers

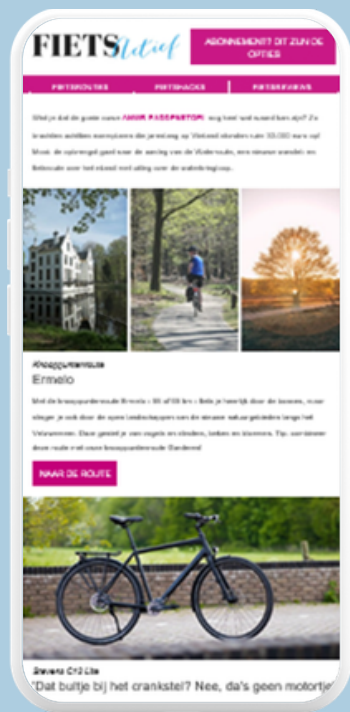
Facebook: 2,400

Instagram: 750

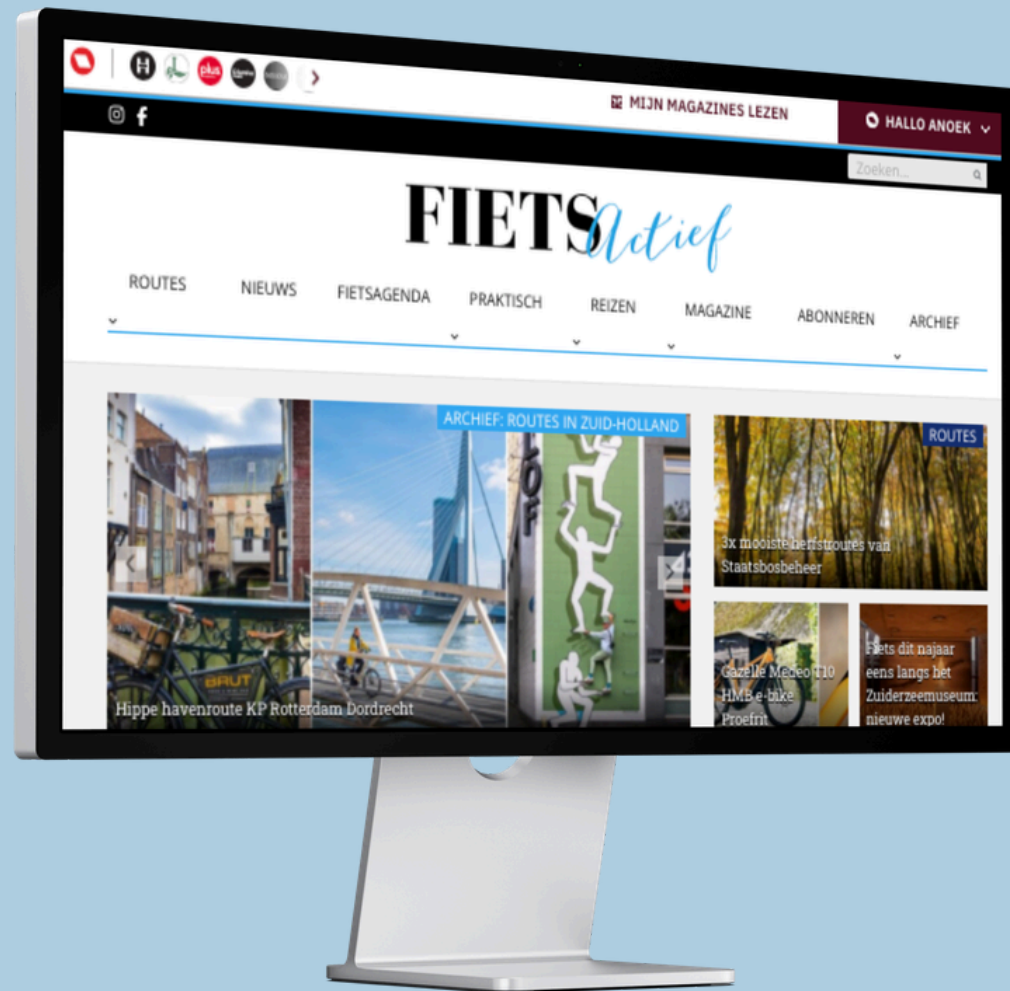
Advertising opportunities



Social Post



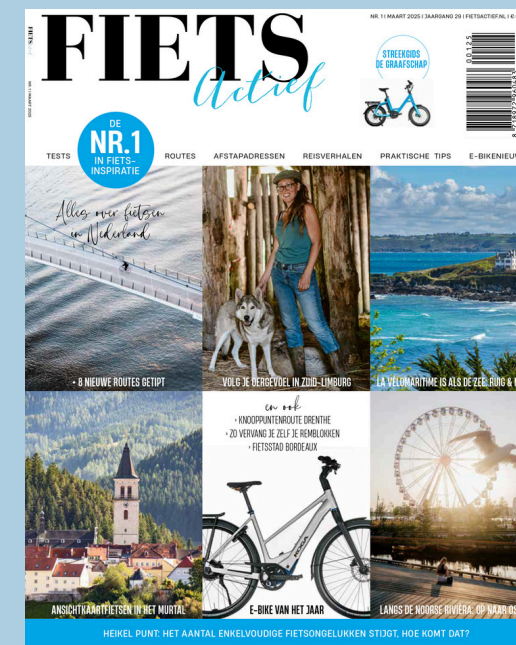
Newsletter



Digital



Video



Print



Paperwrap

FIETS *Actief*

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 € 2,920.-

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 € 3,212.-
2/1 page € 6,006.-
Production costs *starting at* * € 1,500.-

Formats and measurements in mm

Format width x height

Trim size

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 € 1,500.-

Production costs Newsletters*

Newsletter item € 250.-

Digital

Product Rate

Branded content Video € 1,250.-
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

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

* based on 1 correction round (no discount available)

Contact



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www.roularta-advertising.nl

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