

Media kit 2026



Extra



Brand

Extra is a new series of luxury lifestyle themed selections, with four editions to be released this year. **Extra** is a standalone premium product, curated from the finest timeless content within the Roularta portfolio. Each edition focuses on one enduring lifestyle theme, such as living, travel, taste or quality of life, and brings together high quality journalism, strong photography and calm, refined design into a collectible issue.

Extra is an independent premium magazine with its own tone, rhythm and visual identity. In addition to print, it is also available via EW Digital Only and in the MijnMagazines app.

Extra



Target group

Extra offers the opportunity to communicate directly with a well off, highly engaged and culturally interested readership.

Its readers are critical, curious and independent minded, preferring to form their own opinions. **Extra** reaches entrepreneurs, business decision makers and high income households. They are financially savvy and have a strong appreciation for culture, travel, comfort and fine food. The readership is socially engaged and broadly interested.

Extra



Edition

Extra is published four times a year and consists of four different lifestyle themed specials.

Each edition focuses on one timeless **theme** and brings together carefully curated lifestyle journalism from the Roularta portfolio. The editions are evergreen in nature and designed as luxury collectible issues.

Extra



Themes

Edition 1 (March) Home and Hideaways

This edition focuses on living, tranquillity and places to unwind. Featuring interiors and architecture with character, inspiring hideaways and a focus on the psychology of home, comfort, silence and a sense of purpose in the living environment.

Edition 2 (June) Summertime and The Living is Easy

The summer edition is about slowing down, enjoying life and living in the moment. An edition full of light, flavour and fresh air. From summer gastronomy, travel & escape, nature & mental space, living with the seasons to culture & inspiration.

Edition 3 (September) Journeys of a Lifetime

This edition is all about journeys that go beyond the destination. Stories about places that change your view of the world.

Edition 4 (November) The Art of Celebration

A winter edition about togetherness, rituals and the beauty of attention. Full of warmth, tradition and timeless luxury.

Extra



Facts & Figures

Gender: 56% men, 44% women
Age: younger than 35 yrs 23%, 35-49 yrs 11%,
50-64 yrs 25% and 65+ yrs 41%
Social class: W1 (High)+W2 61%
Decision makers: 41,000 per edition (DMS 2025)

Magazine

Printreach: 180,000 readers per edition
Frequency: 4 editions a year

Extra is distributed to *EW Magazine* subscribers and digitally via the MijnMagazines app and to *EW Digital Only* subscribers.

Edition 1 - March 2026 Home & Hideaways

Publication date: 26-03-2026 (EW subscribers edition 13)
Closing date for advertisers: 09-03-2026

Edition 2 - June 2026 Summertime and The Living is Easy

Publication date: 04-06-2026 (EW subscribers edition 23)
Closing date for advertisers: 15-05-2026

Edition 3 - September 2026 Journeys of a Lifetime

Publication date: 17-09-2026 (EW subscribers edition 38)
Closing date for advertisers: 31-08-2026

Edition 4 - November 2026 The Art of Celebration

Publication date: 26-11-2026 (EW subscribers edition 48)
Closing date for advertisers: 09-11-2026

Extra



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**.

Extra

Base rate Print

in euro's excl. VAT

1/1 page	€ 9,944.-
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Format index

2/1 page	187
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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 and Supplements

On request

Branded Content

1/1 page	€ 10,938.-
2/1 page	€ 20,455.-
Production costs <i>starting at*</i>	€ 1,500.-

Rates & Formats

2026

Formats and measurements in mm

Format width x height

Trim size

1/1 page	202 x 267
2/1 page	202 x 267 - 202 x 267

+ 5mm bleed on all sides

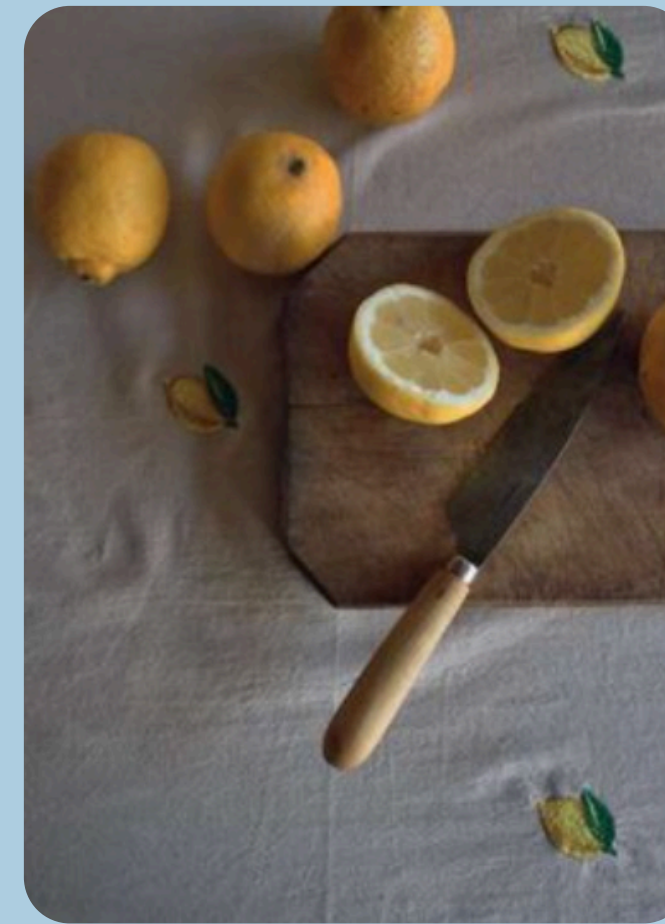
Advertising material

Please submit your digital ad files
as CertifiedPDF

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

Contact



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