

Media kit 2026



Roularta Media Nederland



Brand

If you are **over 50**, you still have a whole life full of adventures and choices ahead of you. **Plus Magazine** and **Plusonline.nl** focus on this phase of life, the golden years. We publish informative articles on topics such as finance, law, health, culture, and travel. The editorial team works together with the best experts in the Netherlands and Belgium.

The Plus target group consists of **enthusiastic readers** and **conscious consumer**. The content requirement is more of a need to know than a nice to know, and readers give Plus content a solid 8 out of 10.

Target group

Plus readers and online visitors are active, socially engaged **seniors** with a wide range of interests. They are **men and women aged 50 and older**. They live life to the fullest and own their **own homes**.

They want to be thoroughly informed about matters that are important in the stage of life they are currently in. Serious topics such as health, social developments, and finances play an important role in this. In addition, they also want to know everything about things that can enrich their lives, because **above all, they want to enjoy themselves!**



This is Plus



Magazine

Average reach:
562,000 m/w
12x yearly



Plus Gezond

Average reach:
212,000 m/w
6x yearly



Plus Lekker

Average reach:
132,000 m/w
4x yearly



Plus Puzzels

Average reach:
130,000 m/w
6x yearly



Online

3,558,000
pageviews p/m



Newsletter

297,000
subscribers



Facebook

101,800
followers



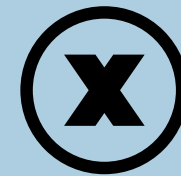
Instagram

9,200
followers



Pinterest

3,900
followers



X

2,400
followers



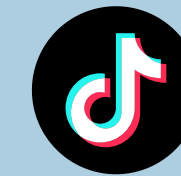
Youtube

2,100
followers



LinkedIn

1.300
followers



TikTok

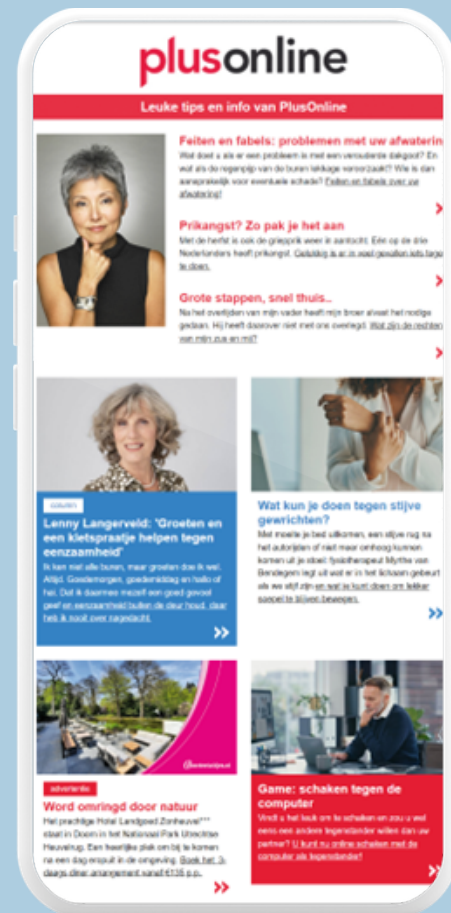
590
followers



Threads

564
followers

Newsletters



Newsletter PlusOnline

Circulation: 297,000

Frequency: 2x weekly
(Tuesday, Thursday)

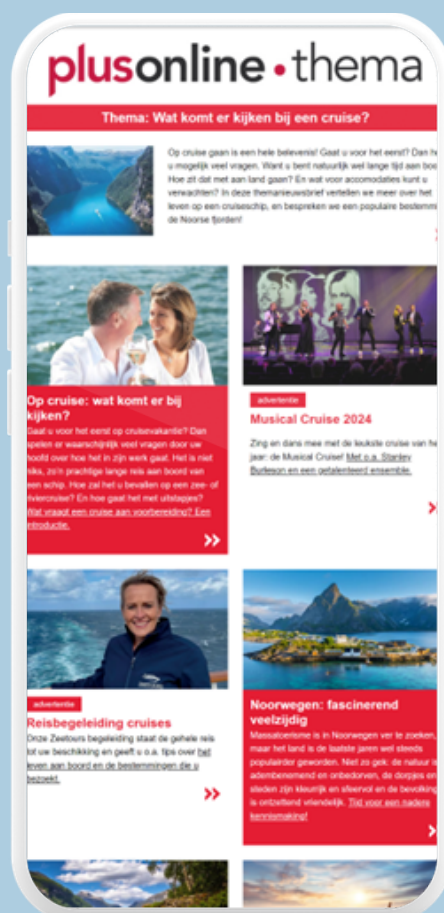
Open rate: 46%



Partnership Newsletter

Circulation: 296,000

Frequency: bi-monthly
(Saturday, even weeks)



Theme Newsletter

Circulation: 297,000

Frequency: 1-3x weekly
(Mon, Wed, Sun)

Open rate: 40%



Plus & Zin Cultuur

Circulation: 42,000

Frequency: 1-3x weekly
(Mon, Wed, Sun)

Open rate: 56%



Newsletter

Plus Gezondheid

Circulation: 335,000

Frequency: bi-monthly
(Sunday, even weeks)

Open rate: 46%

Partnership Newsletter

Circulation: 296,000

Theme Newsletter

Circulation: 335,000



Newsletter Vrije tijd

Circulation: 270,900

Frequency: monthly
(Friday, odd weeks)

Open rate: 47%



Newsletter Geld & Recht

Circulation: 276,000

Frequency: bi-monthly
(Friday, even weeks)

Open rate: 48%

Partnership Newsletter

Circulation: 250,000

Theme Newsletter

Circulation: 276,000





Facts & Figures

Gender: 34% men, 66% women
Age: younger than 35 yrs 4%, 35-49 yrs 4%, 50-64 yrs 19% and 65+ yrs 73%
Income: Modal income and higher 49%
Stage of life: 20% employed, 68% retired/early retirement
Living: Private home 70%

Magazine

Printreach: 562,000 per edition (NPMM DGM 2026-I)

Frequency: 12x a year

In addition, commercial advertisements are possible in the magazines:
Plus Gezond, Plus Lekker and Plus Puzzels

Online

3,558,000 pageviews monthly (www.plusonline.nl)

Newsletter

297,000 newsletter subscribers

CTO 24% - CTR 11% - Open Rate 46%

Frequency: 2x weekly (Tuesday, Thursday)

Social Followers

Facebook:	101,800	YouTube:	2,100
Instagram:	9,200	LinkedIn:	1,300
Pinterest:	3,900	TikTok:	590
X:	2,400	Threads:	564

Advertising opportunities



Social Post



Newsletter



Digital



Video



Print



Paperwrap



Paperwrap

New advertising concept in 2026

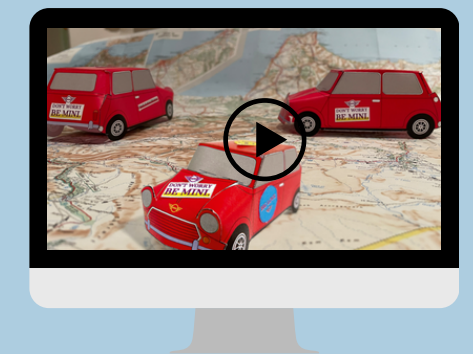
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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**.



Rates & formats

2026

Base rate Print	
in euro's excl. VAT	
1/1 page	€ 14,428.-
Format index	
1/4 page	39
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	<i>excl. production costs</i> 280
Inserts, Supplements and Paperwrap	
On request	
Branded Content	
1/1 page	€ 15,871.-
2/1 page	€ 29,675.-
Production costs <i>starting at*</i>	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm	
Format	width x height
Trim size	
1/4 page portrait	100 x 132
1/2 page landscape	99 x 267
1/2 page landscape	202 x 132
1/1 page	202 x 267
2/1 page	202 x 267 - 202 x 267
<i>+ 5mm bleed on all sides</i>	
Advertising material	
Please submit your digital ad files as CertifiedPDF	
Newsletters	
Newsletter item PlusOnline	€ 4,250.-
Newsletter item Plus&Zin Cultuur	€ 2,000.-
Theme Newsletter	€ 12,900.-
Partnership Newsletter	€ 8,900.-
Production costs Newsletters *	
Newsletter item	€ 250.-
Theme Newsletter	€ 1,500.-
Partnership Newsletter	€ 550.-

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

Digital	
Product	Rate
Branded content	€ 3,750.-
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)



Rates & formats Specials

2026

Base rate Print

in euro's excl. VAT

1/1 page Plus Gezond	€ 6,120.-
1/1 page Plus Lekker	€ 6,000.-
1/1 page Plus Puzzels	€ 6,120.-

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, Supplements and Paperwrap

On request. Paperwrap only available for:
Plus Puzzels and Plus Gezond

Formats and measurements in mm

Format width x height

Trim size Plus Gezond, Plus Puzzels

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

+ 5mm bleed on all sides

Trim size Plus Lekker

1/1 page	220 x 275
2/1 page	220 x 275 - 220 x 275

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files
as CertifiedPDF

Branded Content

1/1 page Plus Gezond	€ 6,732.-
2/1 page Plus Gezond	€ 12,588.-
1/1 page Plus Lekker	€ 6,600.-
2/1 page Plus Lekker	€ 12,342.-
Production costs <i>starting at*</i>	€ 1,500.-

Newsletter Plus Gezond

Newsletter item	€ 4,250.-
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Production costs Newsletter *

Newsletter item	€ 250.-
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* based on 1 correction round (no discount available)

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Contact



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www.roularta-advertising.nl