

Media kit 2026

happinez



Brand

A treasure trove of happiness!

For 23 years, Happinez has been the largest and best-known **mindstyle brand** in the Netherlands. A reliable and inspiring guide for those seeking **meaning**, **spirituality**, and **happiness**.

Sooner or later, questions such as “Who am I and what does my life mean?” arise in everyone's life. Happinez helps its readers and followers discover who they are and what makes life valuable to them.

The leading media brand unlocks insights and wisdom in the field of **personal growth** and spirituality, making them accessible and applicable to everyone. Happinez is an **inspiring guide** for those seeking meaning, spirituality, and happiness.

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Target group

Happinez's target audience consists mainly of highly educated **women** with an **above-average income**. What connects them is a **shared mindset**: they approach life **consciously** and focus on **personal growth, inner peace**, and finding **meaning**. These women combine an active career with a rich social life and make well-considered choices that fit their values.

They **seek inspiration** in various areas, such as travel, living, health, culture, nutrition, exercise, positive psychology, and spirituality. Their mindset is also reflected in their consumer behavior: **they buy consciously** and prefer products that are sustainable, aesthetic, and of high quality. This attitude to life is at the heart of their involvement with Happinez.

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This is Happinez



Magazine
9x yearly



International
English, German,
French



Special
2x yearly



Summerbook
1x yearly



Calendar,
Agenda, Planner



Online
886,800
pageviews p/m



Newsletter
143,236
subscribers



Facebook
234,000
followers



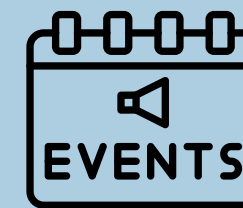
Instagram
176,000
followers



LinkedIn
13,000
followers



Podcast



Lectures,
live sessions



Online
courses



Happinez
Shop

happinez



Facts & Figures

Gender: 21% men, 79% women

Age: younger than 35 yrs 26%, 35-49 yrs 31%, 50-64 yrs 29% and 65+ yrs 14%

Education: High 53%

Income: Average income and higher 57%

Magazine

Printreach: 272,000 per edition (NPMM DGM 2026-I)

Frequency: 9x a year + 3 specials

Online

886,800 pageviews monthly (www.happinez.nl)

Newsletter

143,236 newsletter subscribers

CTO 15% - CTR 5% - Open Rate 36%

Frequency: 1x weekly on Thursday

Social Followers

Facebook: 234,000

Instagram: 176,000

Instagram Shop: 13,200

LinkedIn: 13,000

Podcast

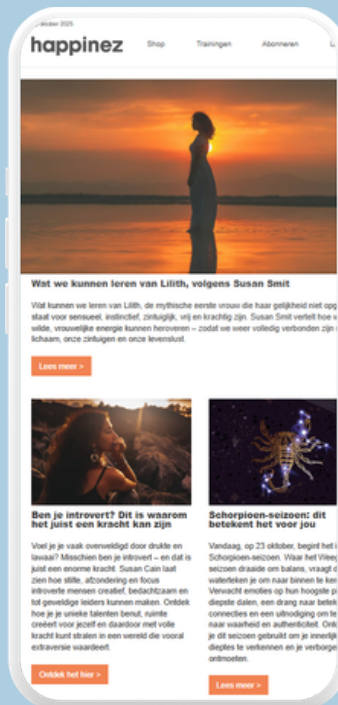
Horoscopes, Selfcare and more

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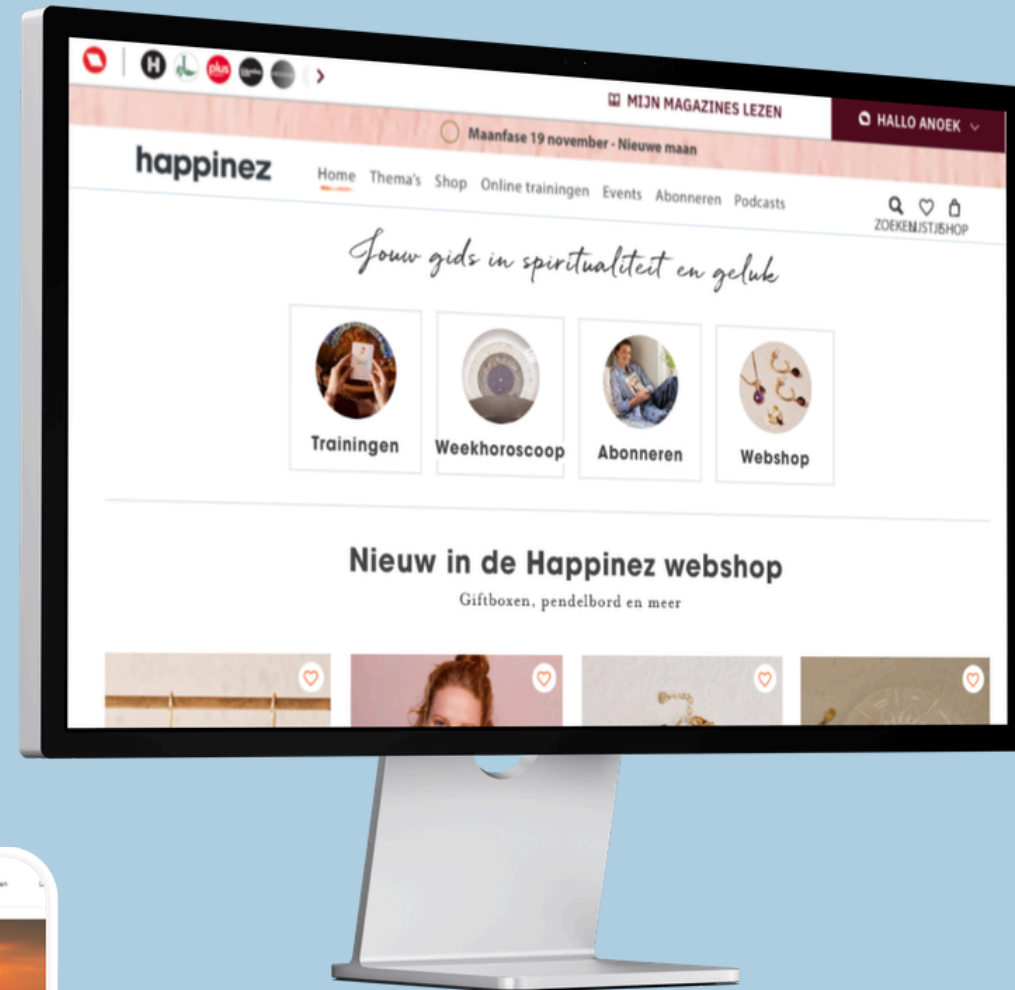
Advertising opportunities



Social Post



Newsletter



Digital



Podcast



Video



Print



Paperwrap

happinez

Paperwrap

New advertising concept in 2026

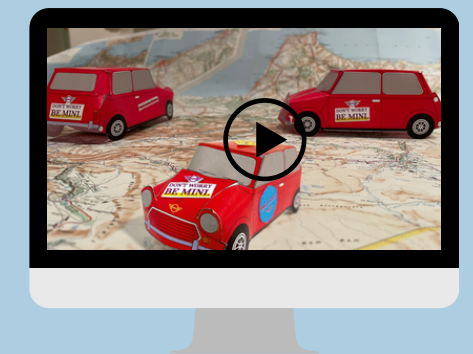
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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	€ 11,050.-
2/1 page	€ 20,664.-
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	€ 12,155.-
2/1 page	€ 22,730.-
Production costs <i>starting at*</i>	€ 1,500.-

Formats and measurements in mm	
Format	width x height
Trim size Happinez	
1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285
<i>+ 5mm bleed on all sides</i>	
Trim size Specials + Summerbook	
1/1 page	195 x 235
2/1 page	195 x 235 - 195 x 235
<i>+ 5mm bleed on all sides</i>	
Advertising material	
Please submit your digital ad files as CertifiedPDF	
Newsletters	
Newsletter item	€ 3,650.-
Production costs Newsletters*	
Newsletter item	€ 250.-

Digital	
Product	Rate
Branded content	€ 2,500.-
Video	on request
Podcast	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 and Podcast	on request
Display CPM rate	
Billboard	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Reclangle	€ 20.-
Large Leaderboard	€ 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)

Contact



Roularta Media Nederland
+31 (0)20 210 54 59
advertising@roularta.nl

www.roularta-advertising.nl

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