

Media kit 2026

**BELEGGERS
BELANGEN**

Brand

Beleggers Belangen is an independent platform focused on investors. The brand offers concrete advice, tips, and sample portfolios, as well as background information on current investment topics.

‘Voorkennis’ is the podcast for private investors. Every Thursday, the experts at Beleggers Belangen discuss the current stock market climate and offer independent investment tips and advice for both novice and advanced investors.

**“Met Beleggers Belangen
profiteer ik optimaal van de
stijgingen op de beurs”**

Robart Valk
Beleggers Belangen abonnee

**BELEGERS
BELANGEN**



Target group

The readers of **Beleggers Belangen** have a **substantial investment portfolio** and are strongly focused on their financial future.

Many of them are **entrepreneurs** who are independently building up their pensions and assets. They search for reliable information about economics, finance, and tax matters, but are also interested in inspiring topics such as travel and cars.

Beleggers Belangen offers this target group in-depth analyses, practical tips, and up-to-date insights, enabling them to achieve their financial goals with confidence and knowledge.

This is Beleggers Belangen



Magazine

weekly

52x yearly



Online

512,580

pageviews p/m



Newsletter

14,504

subscribers



Facebook

2,000

followers



Instagram

970

followers



X

4,500

followers



Podcast

8,000

*listeners per
episode*



Academy

5 online

training courses



Facts & Figures

Gender: 56% men, 44% women

Age: younger than 35 yrs 48%, 35-49 yrs 16%, 50-64 yrs 20%,
65+ yrs 17%

Income: Average income and higher 60%

Magazine

Printreach: 58,000 per edition (NPMM DGM 2026-I)

Frequency: weekly, 52x yearly (3 combined editions)

Online

512,580 pageviews monthly (www.beleggersbelangen.nl)

Newsletter

14,504 newsletter subscribers

CTO 17% - CTR 8% - Open Rate 54%

Frequency: daily

E-bulletin

12,500 newsletter subscribers

Frequency: weekly

Social Followers

Facebook: 2,000

X: 4,500

Instagram: 970

Podcast 'Voorkennis'

8,000 listeners per episode

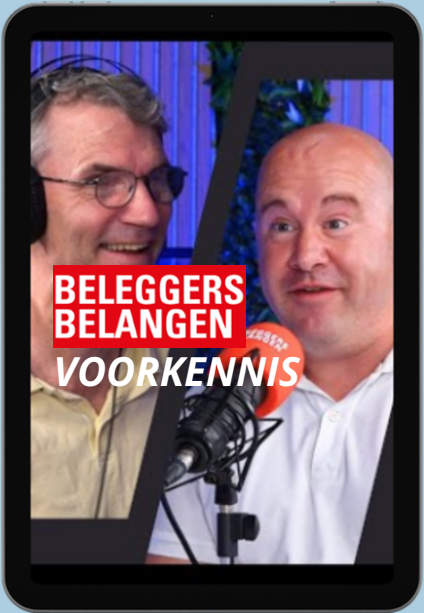
Advertising opportunities



Social Post



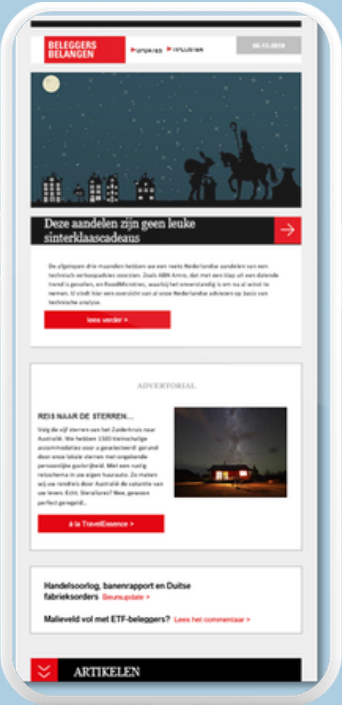
Digital



Podcast



Video



Newsletter



Print



Paperwrap



Paperwrap

New advertising concept in 2026

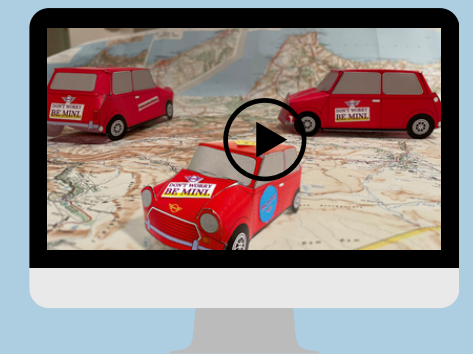
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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	€ 3,247.-
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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 <i>excl. production costs</i>	280

Inserts, Supplements and Paperwrap

On request

Branded Content

1/1 page	€ 3,572.-
2/1 page	€ 6,679.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format	width x height
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Trim size

1/2 page landscape	202 x 128
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

Newsletters

Newsletter item	€ 850.-
E-bulletin item	€ 2,500.-

Production costs Newsletters *

Newsletter item (direct translation)	€ 250.-
E-bulletin item	€ 250.-

Digital

Product	Rate
Branded Content publication	€ 2,000.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Podcast	on request

Production costs Digital *

Branded content (standard)	€ 1,000.-
Video and Podcast	on request

Display

Billboard	€ 25.-
Halfpage	€ 25.-
Leaderboard	€ 25.-
Large Rectangle	€ 25.-
Medium Reclangle	€ 25.-
Large Leaderboard	€ 25.-
Wide Skyscraper	€ 25.-
Mobile Interstitial	€ 25.-
Mobile Medium Rectangle	€ 25.-
Mobile Large Banner	€ 25.-
Mobile Banner	€ 25.-
Rich media	on request

* based on 1 correction round (no discount available)

Questions about advertising material: Traffic Afdeling 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



Roularta Media Nederland

+31 (0)20 210 54 59

advertising@roularta.nl

www.roularta-advertising.nl

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