



Media kit 2026

EW

Roularta Media Nederland

Brand

EW is a journalistic title that feeds the public debate with **incisive stories, strong opinions**, and **free thinking in words**, images, and audio. Since 1945, it has offered incisive, well-founded journalism and opinion that goes beyond the issues of the day. EW dares to question, asks difficult questions, and defends nuance against black-and-white thinking.

With **facts, arguments**, and intellectual freedom as its compass, EW encourages readers to form their own opinions free from peer pressure, firmly rooted in facts, and with an eye for nuance.





Target group

The **EW** brand offers the opportunity to communicate directly with a **highly educated** and **affluent target group**.

EW readers are critical, curious, independent-minded, and want to form their own opinions. They are often **business decision-makers** (entrepreneurs or executives), wealthy, enterprising, and fond of traveling. They are adept at managing money and enjoy comfort and good food.

They are socially engaged and have a broad interest in politics, economics, foreign affairs, culture, and science.

This is EW



Magazine

weekly

52x yearly



Online

*1,490,000
pageviews p/m*



Newsletter

*61,000
subscribers*



Facebook

*51,000
followers*



Instagram

*5,600
followers*



X

*86,500
followers*



Youtube

*2,600
followers*



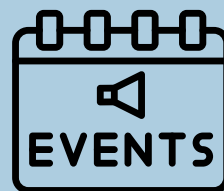
LinkedIn

*15,000
followers*



Podcast

*11,500
listeners p/m*



EW

*H.J. Schoo lecture
Economy lecture*



EW

Travel





Facts & Figures

Gender: 62% men, 38% women
Age: younger than 35 yrs 18%, 35-49 yrs 15%, 50-64 yrs 23% and 65+ yrs 44%
Social class: W1 (High)+W2 54%
Business DM'ers: 58,000 weekly
EW Magazine: 31,000 and Website: 23,000 (DMS 2026)

Magazine

Printreach: 163,000 per edition (NPMM DGM 2026-I)
Frequency: weekly, 52x yearly (4 combined editions)

Online

1,490,000 pageviews monthly (www.ewmagazine.nl)

Newsletter

61,000 newsletter subscribers
CTO 22% - CTR 11% - Open Rate 51%
Frequency: daily

Social Followers

Facebook: 51,000
X: 86,500
Instagram: 5,600
LinkedIn: 15,000
Youtube: 2,600

Podcast

11,500 listeners monthly



Advertising opportunities



Social Post



Newsletter



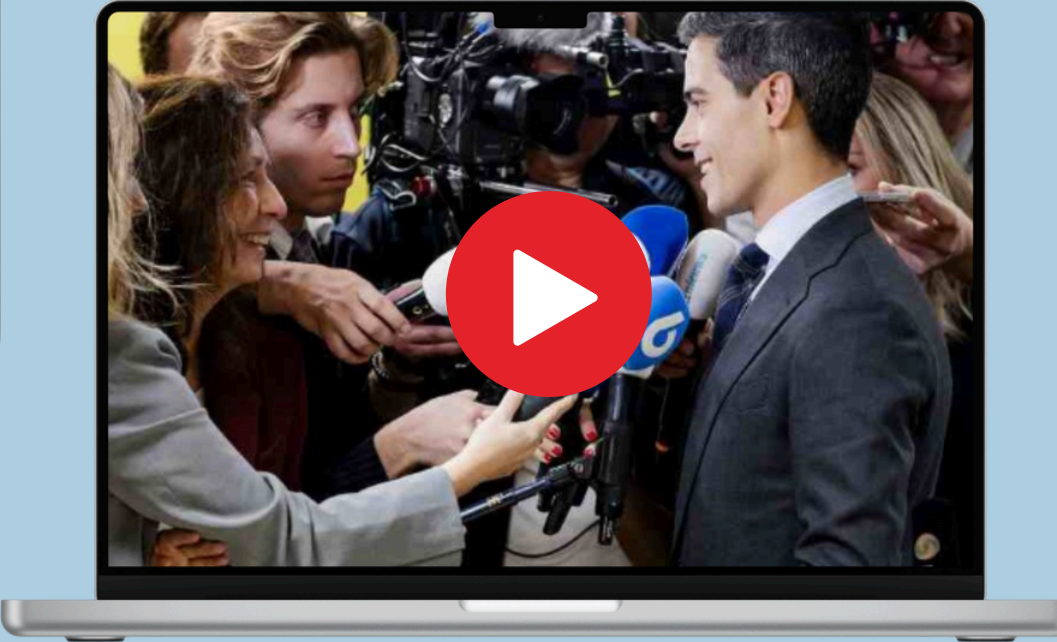
Digital



Print



Podcast



Video



Paperwrap



Paperwrap

New advertising concept in 2026

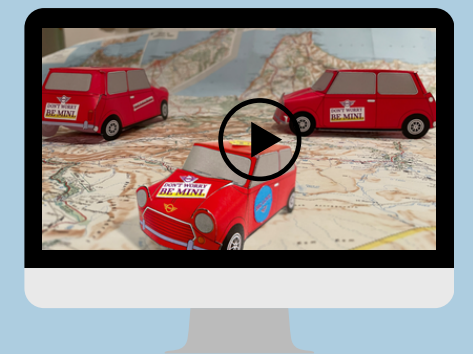
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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**.



Base rate Print

in euro's excl. VAT

1/1 page	€ 9,944.-
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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	€ 10,938.-
2/1 page	€ 20,455.-
Production costs starting at*	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Rates & Formats

Formats and measurements in mm

Format	width x height
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Trim size

1/2 page portrait	99 x 267
1/2 page landscape	202 x 127
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	€ 3,500.-
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Production costs Newsletters *

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

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

2026

Digital

Product	Rate
Branded Content publication	€ 2,500.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Podcast	on request

Social Media

Facebook campaign	on request
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Production costs Digital *

Branded content (standard)	€ 1,000.-
Facebook Post	€ 250.-
Video and Podcast	on request

Display

	CPM
Billboard	€ 25.-
Halfpage	€ 25.-
Leaderboard	€ 25.-
Large Rectangle	€ 25.-
Medium Rectangle	€ 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

Contact



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