

Media kit 2026



FIETS 24/7
RACE
GRAVEL
MTB

Roularta Media Nederland



Brand

For over 40 years, **Fiets** has been the undisputed authority on **road cycling, gravel biking, mountain biking**, and everything else related to cycling. Fiets Magazine is published monthly and offers comprehensive information on how to get the most out of cycling as a hobby. Each edition focuses on equipment, technique, training, nutrition, cycling sports, and background information. Fiets Magazine is the largest magazine for active cyclists in the Netherlands and Belgium.

Fiets keeps sporty cyclists well informed about the **latest trends and insights** in the cycling world.



Target group

Fiets enthusiasts are mainly **men** who cycle themselves. They are fanatical **long-distance cyclists** or fitness cyclists who are proud of the trips they make. Interest in cycling is high; in addition to reading and watching cycling, they above all practice the sport themselves. They have a **good income** and we find the target group in all age categories.

This is Fiets



Magazine

12x yearly



Special

3x yearly



Online

675,000
pageviews p/m



Newsletter

39,000
subscribers



Facebook

27,700
followers



Instagram

14,000
followers



Podcast

8,000
listeners per episode



Facts & Figures

Gender: 67% men, 33% women

Age: younger than 35 yrs 23%, 35-49 yrs 32%, 50-64 yrs 28% and 65+ yrs 17%

Income: Modal income and higher 57%

Magazine

Printreach: 71,000 per edition (NPMM DGM 2026-I)

Frequency: 12x a year + 3 specials

Online

675,000 pageviews monthly (www.fiets.nl)

Newsletter

39,000 newsletter subscribers

CTO 22% - CTR 12% - Open Rate 55%

Frequency: weekly on Friday

Social Followers

Facebook: 27,700

Instagram: 14,000

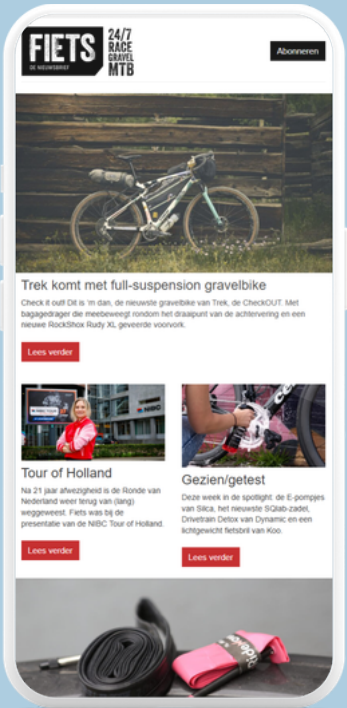
Fiets the Podcast

8,000 listeners per episode

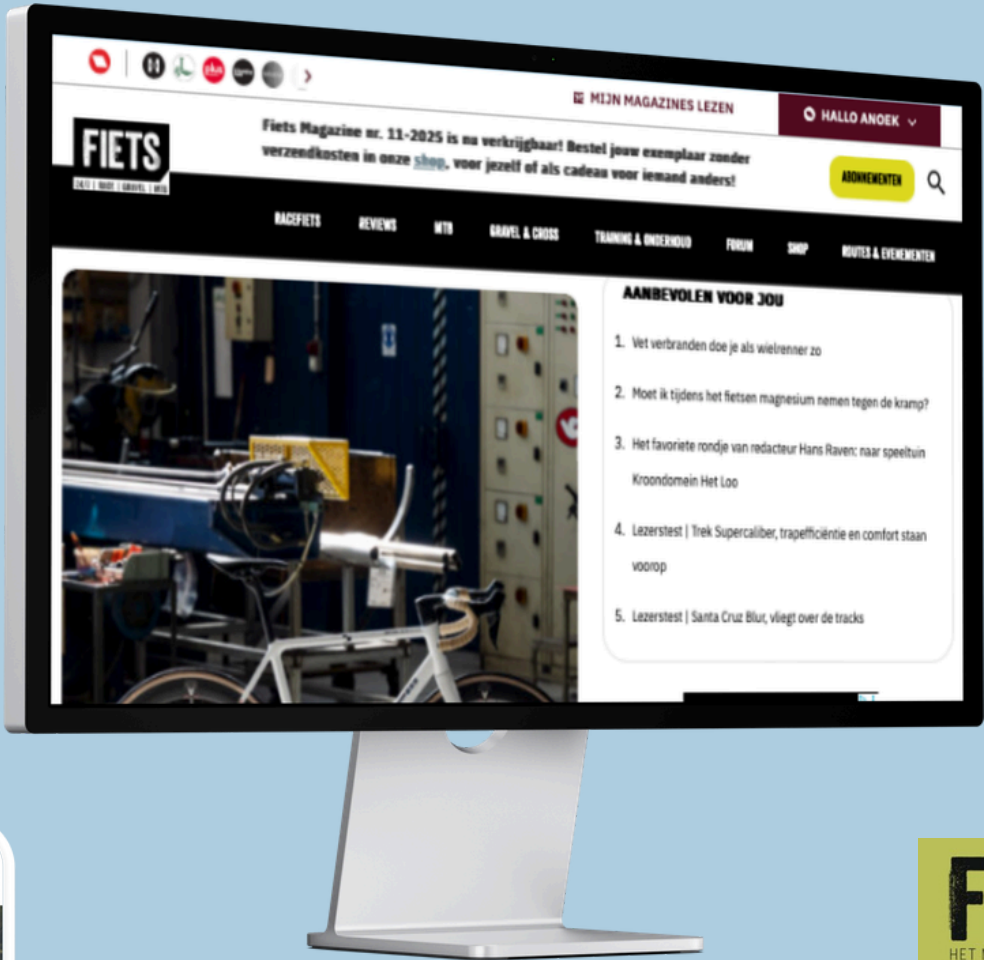
Advertising opportunities



Social Post



Newsletter



Digital



Print



Podcast



Video



Paperwrap



Paperwrap

New advertising concept in 2026

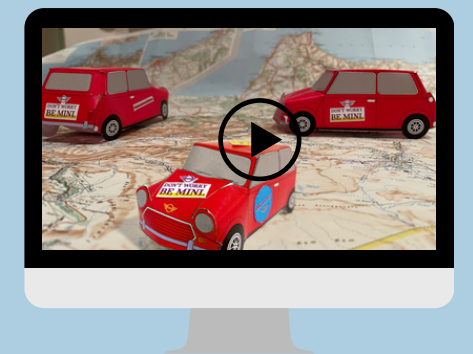
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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	€ 3,775.-
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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	280

excl. production costs

Inserts, Supplements and Paperwrap

On request

Branded Content

1/1 page	€ 4,152.-
2/1 page	€ 7,765.-
Production costs <i>starting at</i> *	€ 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 landscape	210 x 136
1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files
as CertifiedPDF

Newsletters

Newsletter item	€ 1,750.-
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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	€ 1,750.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Podcast	on request

Social Media

Facebook campaign	on request
Instagram campaign	on request

Production costs Digital *

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

Display

	CPM
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

Contact



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

www.roularta-advertising.nl