

Media kit 2026

FIETS *Actief*



Brand

FietsActief is the lifestyle magazine for active, **recreational cycling enthusiasts**. Created by an enthusiastic team of route planners, travel journalists, and cycling experts, it is packed with inspiration for day trips, weekend getaways, and cycling vacations in the Netherlands and Europe.

FietsActief also offers the latest news items, bike tests, and technical tips to help cycling fans with orientation and maintenance. Each edition includes the popular **Regional Guide** with local routes and the best places to stop off. A real keepsake. And for everything about e-bikes, there is **100% E-bike Magazine**, the specialist publication for orientation and maintenance.

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Target group

FietsActief attracts a wide audience, including both men and women with an energetic lifestyle. Readers are typically **over 50 years** with an average to above-average income, giving them plenty of opportunities to invest in their leisure time. They consciously choose quality and take more **trips** than average: from long weekends in their own country to extended vacations abroad. FietsActief is the source of inspiration for **recreational cyclists** who want to get the most out of every ride.



This is FietsActief



Magazine

7x yearly



Regional guide

7x yearly



Special

1 yearly



Online

55,600
pageviews p/m



Newsletter

34,000
subscribers



Facebook

2,500
followers



Instagram

950
followers



Facts & Figures

Gender: 49% men, 51% women
Age: younger than 35 yrs 21%, 35-49 yrs 9%,
50-64 yrs 27% and 65+ yrs 43%
Social class: W1 (high)/W2/W3 56%

Magazine
Printreach: 103,000 per edition (NPMG DGM 2026-I)
Frequency: 7x a year (2 combined editions)

Online
55,600 pageviews monthly (www.fietsactief.nl)

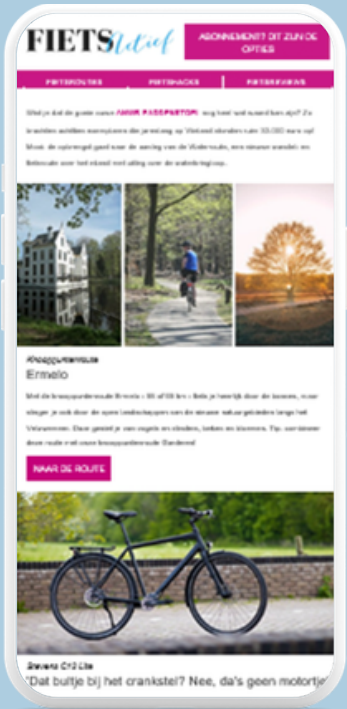
Newsletter
34,000 newsletter subscribers
CTO 26% - CTR 16% - Open Rate 60%
Frequency: weekly on Friday

Social Followers
Facebook: 2,500
Instagram: 950

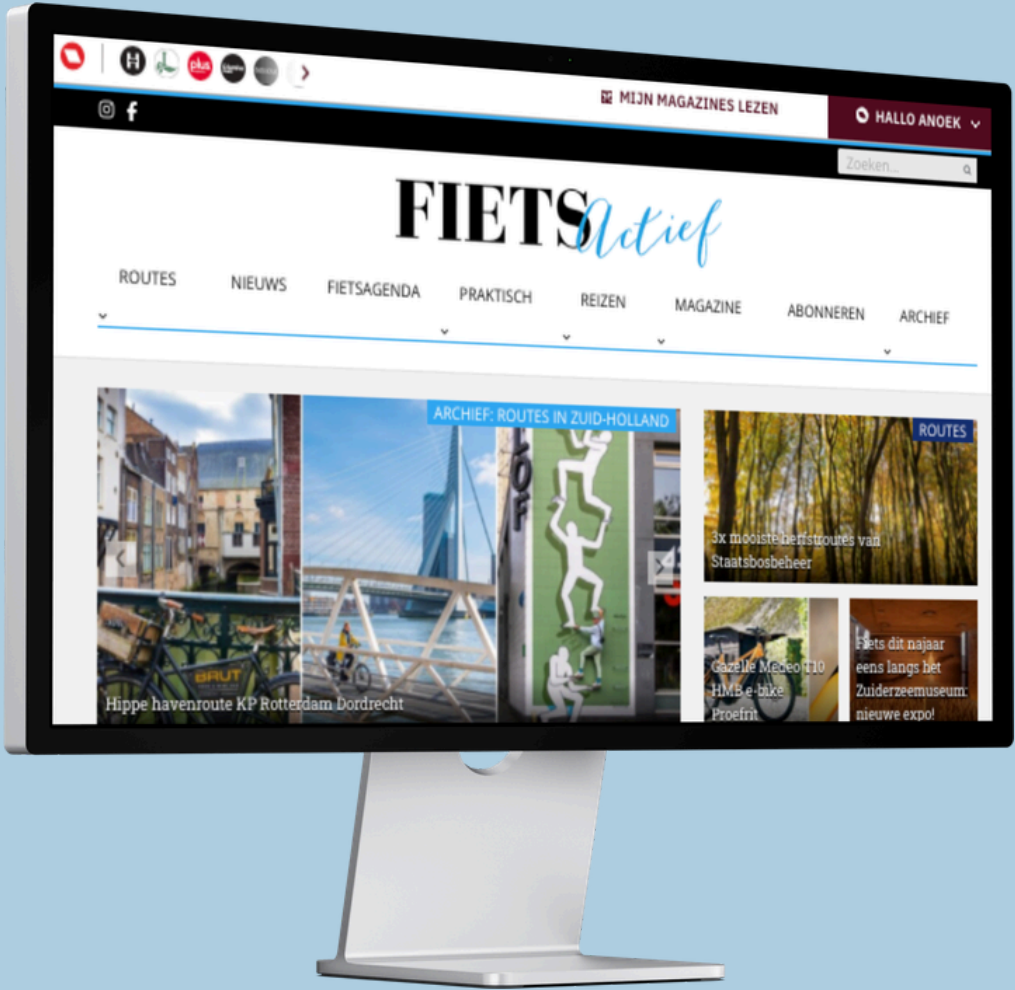
Advertising opportunities



Social Post



Newsletter



Digital



Video



Print



Paperwrap

FIETS Actief

Paperwrap

New advertising concept in 2026

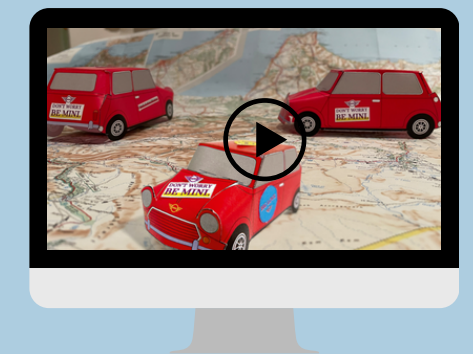
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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	€ 2,920.-
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	€ 3,212.-
2/1 page	€ 6,006.-
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
Trim size	
1/2 page portrait	98 x 270
1/2 page landscape	210 x 128
1/1 page	210 x 270
2/1 page	210 x 270 - 210 x 270
<i>+ 5mm bleed on all sides</i>	
Advertising material	
Please submit your digital ad files as CertifiedPDF	
Newsletters	
Newsletter item	€ 1,500.-
Production costs Newsletters*	
Newsletter item (direct translation)	€ 250.-

* 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	€ 1,250.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Social Media	
Facebook campaign	on request
Instagram campaign	on request
Production costs Digital *	
Branded content (standard)	€ 1,000.-
Social Post	€ 250.-
Video	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



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www.roularta-advertising.nl

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