

Media kit 2026

HELDEN



Roularta Media Nederland



Brand

We are **Helden** (Heroes). Founded in 2009 from a journalistic heart and a love for **the story behind the athlete**. We bring stories from the world of sports. We offer access to Helden and go beyond blood, sweat, and training.

We bring **real stories** about achievements, fun, gold, and the other side of the coin. Stories that stimulate. About the struggle behind the achievement and behind the failure. Stories that touch. Made sincerely, **from the heart**, and from trust. Stories that inspire, admire, amaze, and offer new perspectives.

We see **sports** as the **ultimate metaphor** for life. We can't do without sports, and sports can't do without Helden.

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Target group

Helden reaches both men and women. They can be found in **all age groups**. Readers of Helden have sufficient disposable income, with household incomes at or above the national average. They have a **broad interest in sports** and often participate in sports themselves. Helden fans have one thing in common: they enjoy the stories behind the sports heroes.

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This is Helden



Magazine

5x yearly



Online

*45,650
pageviews p/m*



Newsletter

*10,000
subscribers*



Facebook

*20,200
followers*



Instagram

*26,700
followers*



LinkedIn

*2,700
followers*



Tiktok

*3,370
followers*



Podcast

*10,000
listeners
p/episode*



Facts & Figures

Gender: 55% men, 45% women

Age: younger than 35 yrs 34%, 35-49 yrs 16%, 50-64 yrs 32% and 65+ yrs 18%

Income: Modal income and higher 64%

Magazine

Printreach: 99,000 per edition (NPMM DGM 2026-I)

Frequency: 5x a year

Online

45,650 pageviews monthly (www.helden.media.nl)

Newsletter

10,000 newsletter subscribers

Open Rate 54%

Frequency: 2x monthly on Friday

Social Followers

Facebook: 20,200

LinkedIn: 2,700

Instagram: 26,700

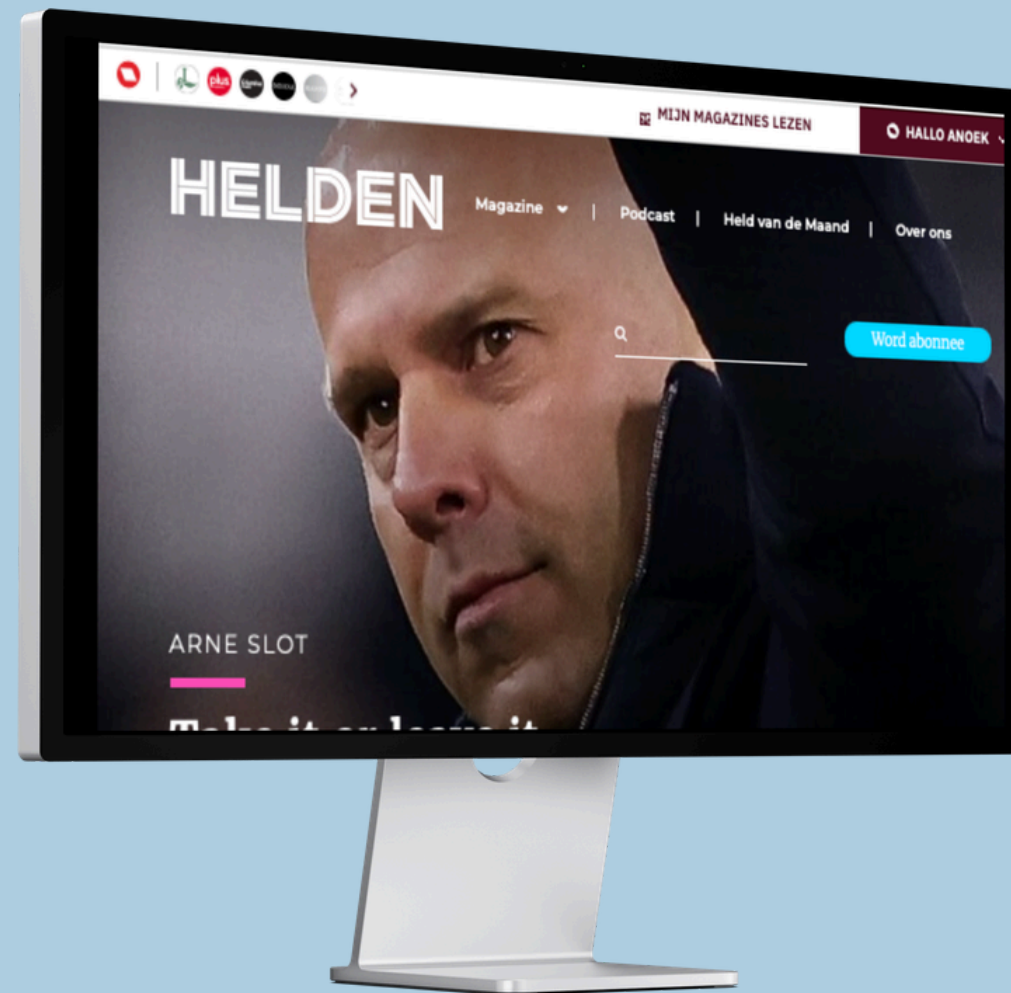
Tiktok: 3,370

Podcast

10,000 listeners per episode

HELDEN

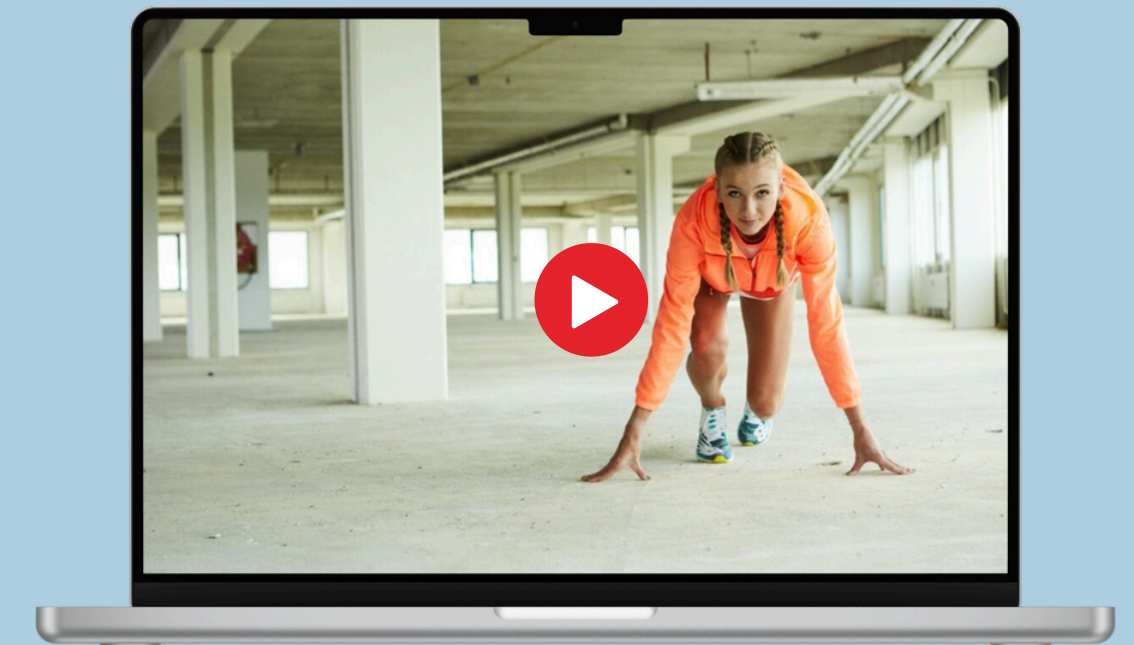
Advertising opportunities



Digital



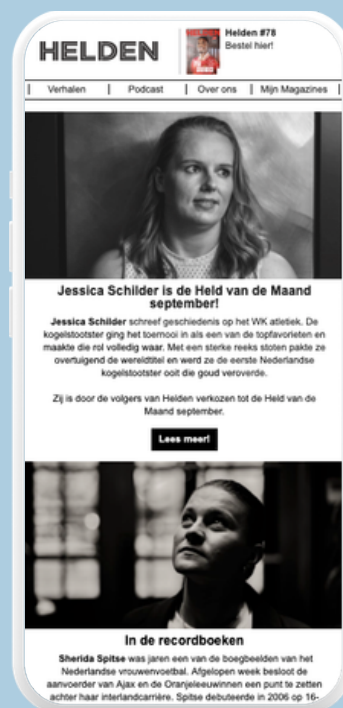
Podcast



Video



Social Post



Newsletter



Print



Paperwrap

HELDEN

Paperwrap

New advertising concept in 2026

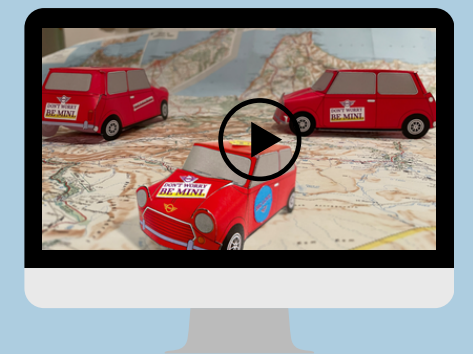
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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.



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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	€ 3,770.-
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Format index

2/1 page	187
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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	€ 5,020.-
2/1 page	€ 9,049.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format	width x height
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Trim size

1/1 page	210 x 275
2/1 page	210 x 275 - 210 x 275
<i>+ 5mm bleed on all sides</i>	

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item	€ 1,000.-
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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

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

Questions about advertising material: traffic@roularta.nl

Contact



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