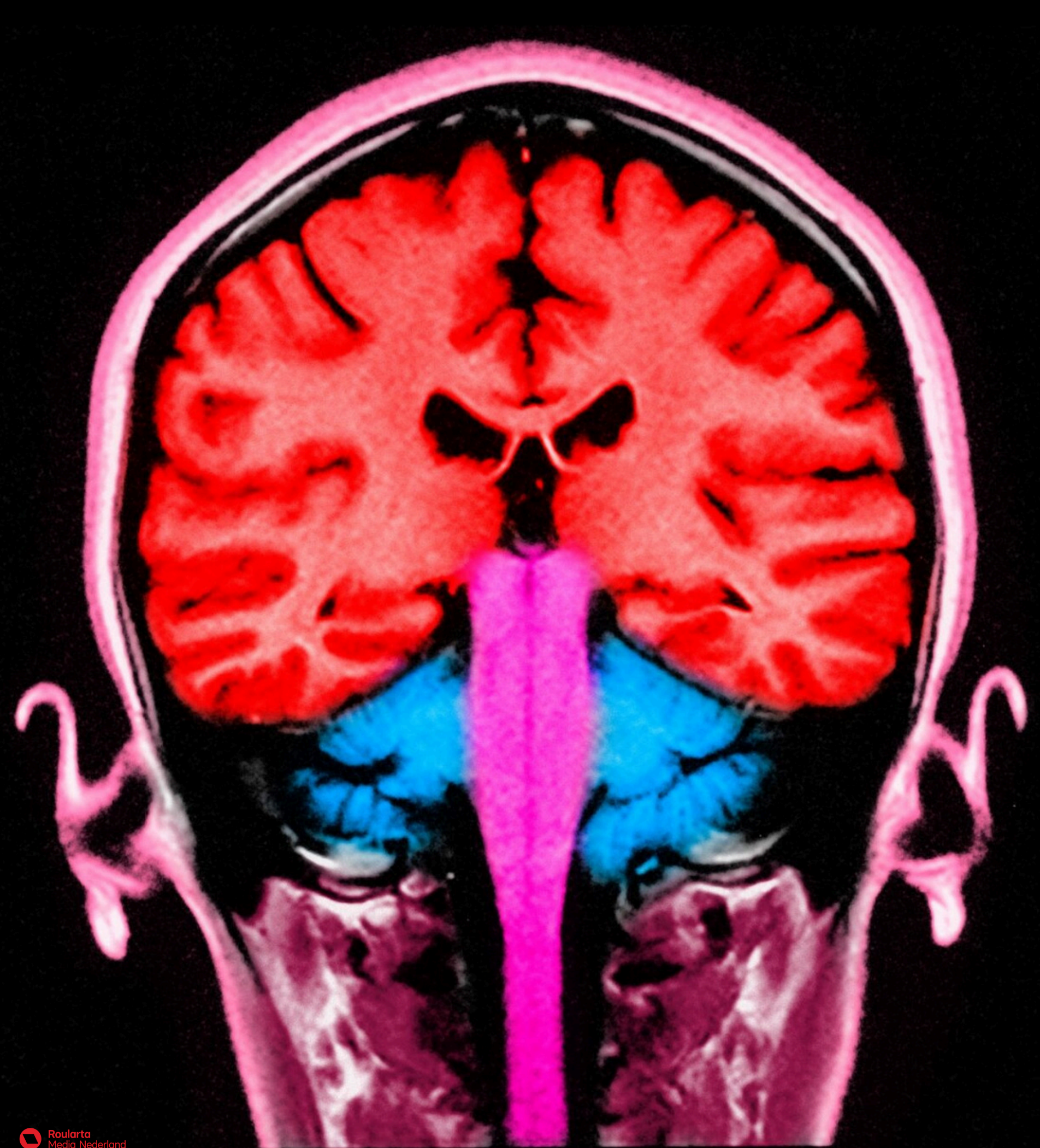


Media kit 2026

KJK
BLIJF DOORVRAGEN



Brand

Science and **technology** are fascinating, for young and old alike, and constantly evolving. By writing about them in an in-depth yet highly accessible way, **KIJK** keeps its readers up to date. And in a world where fake news is the order of the day, this interpretation is more than necessary. Those who read KIJK not only know exactly what is going on, but also why.



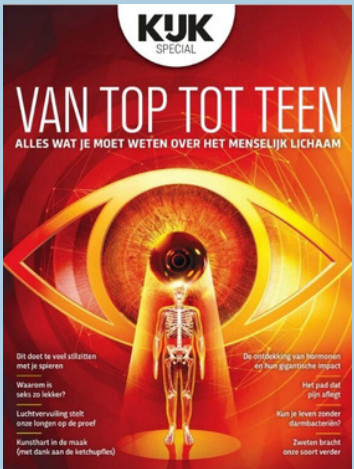
Target group

KIJK readers have a mature outlook, a higher level of general education, and an above-average interest in science and technology. They tend to be science-oriented, but not necessarily experts in that field. They are often **men** with an **above-average income** in **households with children**. They want to stay informed and continue to discover new things. And they want to get a grip on the fascinating, complex world in which they live. For that reason, they also like to read about the four pillars of **science, tech, space, and people**.

This is KIJK



Magazine
10x yearly



Special
1x yearly



Calendar



Online
193,600
pageviews p/m



Newsletter
28,300
subscribers



Facebook
6,700
followers



Instagram
1,800
followers



Facts & Figures

Gender: 77% men, 23% women
Age: younger than 35 yrs 28%, 35-49 yrs 23%, 50-64 yrs 24% and 65+ yrs 25%
Income: Modal income and higher 57%
Household: Household with children 51%

Magazine

Printreach: 150,000 per edition (NPMG DGM 2026-I)
Frequency: 10x a year (2 combined editions) + 1 special

Online

193,600 pageviews monthly (www.kijkmagazine.nl)

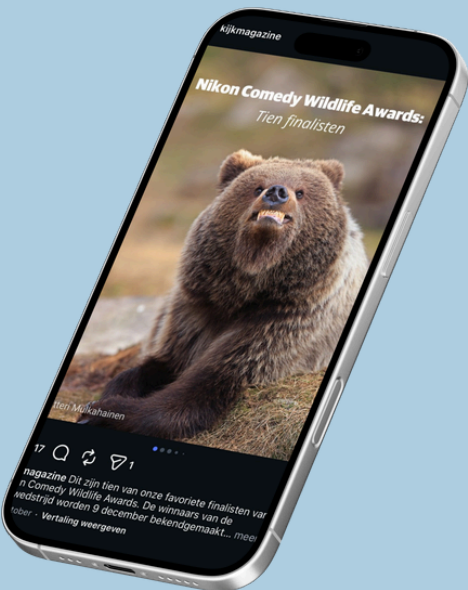
Newsletter

28,300 newsletter subscribers
CTO 20% - CTR 10% - Open Rate 49%
Frequency: weekly on Thursday

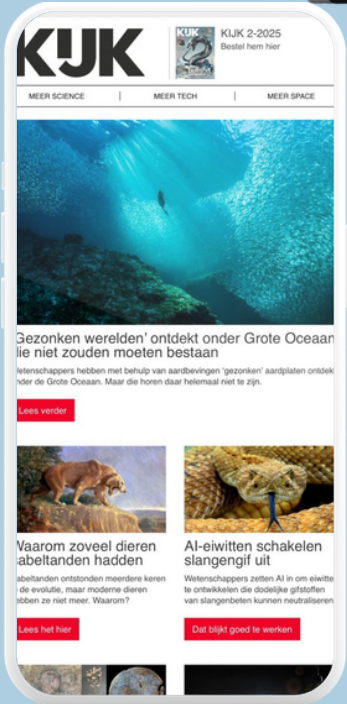
Social Followers

Facebook: 6,700
Instagram: 1,800

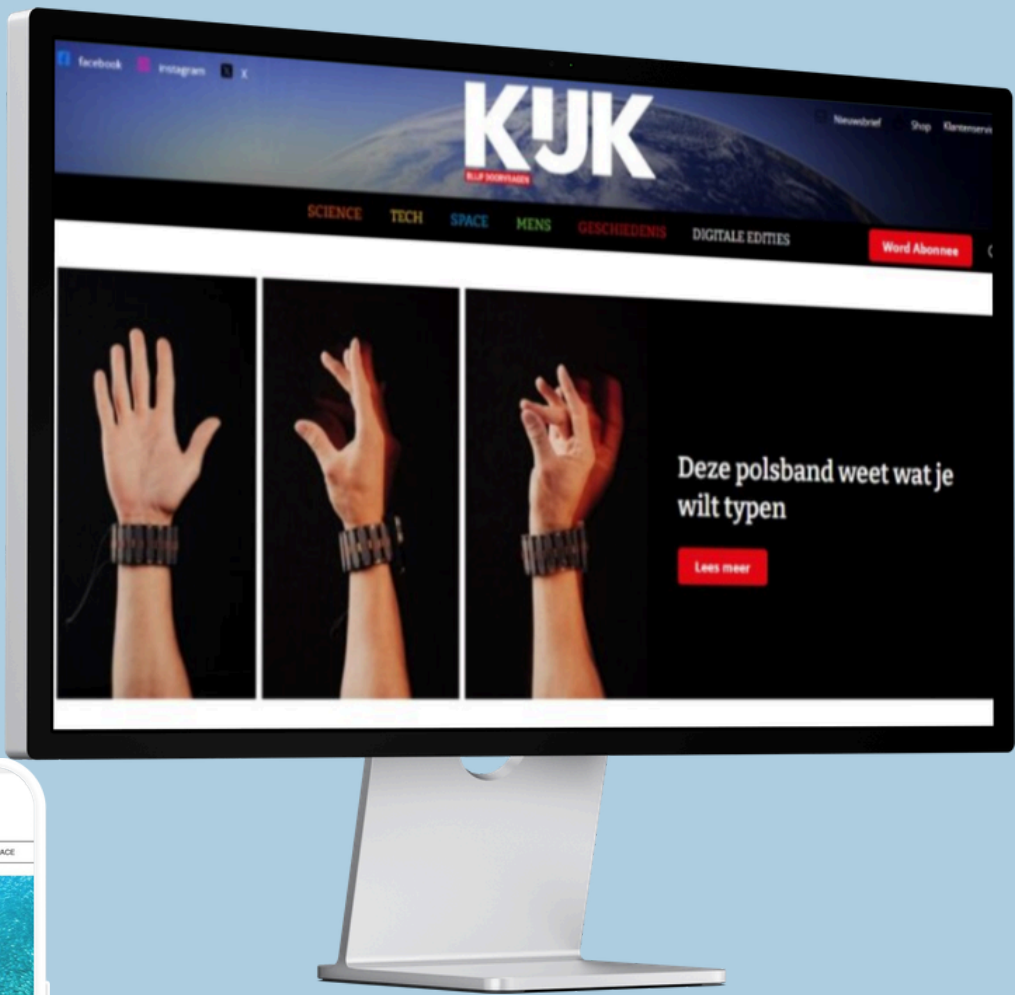
Advertising opportunities



Social Post



Newsletter



Digital



Print



Video



Paperwrap



Paperwrap

New advertising concept in 2026

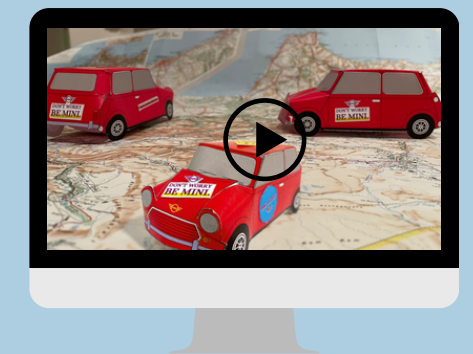
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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	€ 6,230.-
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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	€ 6,853.-
2/1 page	€ 12,815.-
Production costs <i>starting at</i> *	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format	width x height
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Trim size Magazine + Special

1/2 page portrait	105 x 285
1/2 page landscape	210 x 142
1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285
<i>+ 5mm bleed on all sides</i>	

Advertising material

Please submit your digital ad files
as CertifiedPDF

Newsletters

Newsletter item	€ 1,250.-
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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
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Branded Content publication	€ 1,500.-
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Branded Content campaign (including a guaranteed number of landings)	on request
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Video	on request
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Social Media

Facebook campaign	on request
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Instagram campaign	on request
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Production costs Digital *

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

Billboard	CPM € 20.-
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Halfpage	€ 20.-
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Leaderboard	€ 20.-
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Large Rectangle	€ 20.-
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Medium Reclangle	€ 20.-
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Large Leaderboard	€ 20.-
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Wide Skyscraper	€ 20.-
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Mobile Interstitial	€ 20.-
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Mobile Medium Rectangle	€ 20.-
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Mobile Large Banner	€ 20.-
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Mobile Banner	€ 20.-
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Rich media	on request
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Contact



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

www.roularta-advertising.nl