

Media kit 2026

 Landleven



Brand

Landleven is about life outside urban areas and within the borders of the Netherlands. Landleven is the source for practical information and inspiration, and reflects **the real country life** that is so recognizable. Landleven is the brand for advertisers who focus on **outdoor living** and **the outdoors**. With a monthly magazine, six specials, a website, and weekly newsletters, Landleven offers unique opportunities to convey your message to your and our target audience.



Target group

Landleven readers enjoy the outdoors and outdoor living. They are men and women with an **above-average income**, **aged 50+**, and **homeowners**. They enjoy walking, cycling, gardening, cooking and eating, living, and more. Landleven readers are in the prime of life. Landleven provides readers with practical information and inspiration, reflecting the real country life that is so familiar to many.

This is Landleven



Magazine
11x yearly



Special
6x yearly



Calendar
and Planner



Online
395,360
pageviews p/m



Newsletter
112,000
subscribers



Facebook
40,393
followers



Instagram
32,900
followers



Pinterest
13,400
followers



Facts & Figures

Gender: 33% men, 67% women
Age: younger than 35 yrs 15%, 35-49 yrs 14%, 50-64 yrs 32% and 65+ yrs 39%
Income: Modal income and higher 60%
Living: Private home 78%

Magazine
Printreach: 526,000 per edition (NPMM DGM 2026-I)
Frequency: 11x a year (1 combined edition) + 6 specials

Online
395,360 pageviews monthly (www.landleven.nl)

Newsletter
112,000 newsletter subscribers
CTO 25% - CTR 11% - Open Rate 46%
Frequency: weekly on Wednesday

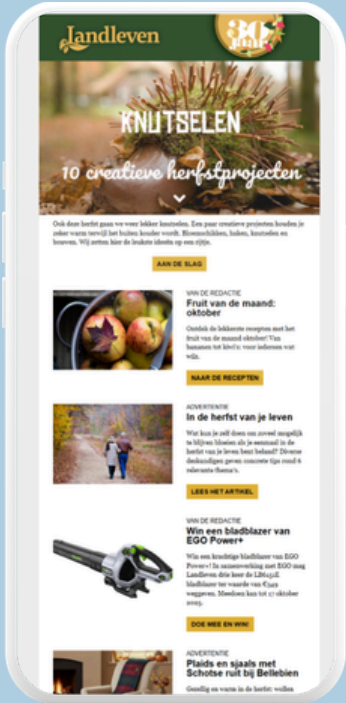
Social Followers
Facebook: 40,393
Instagram: 32,900
Pinterest: 13,400



Advertising Opportunities



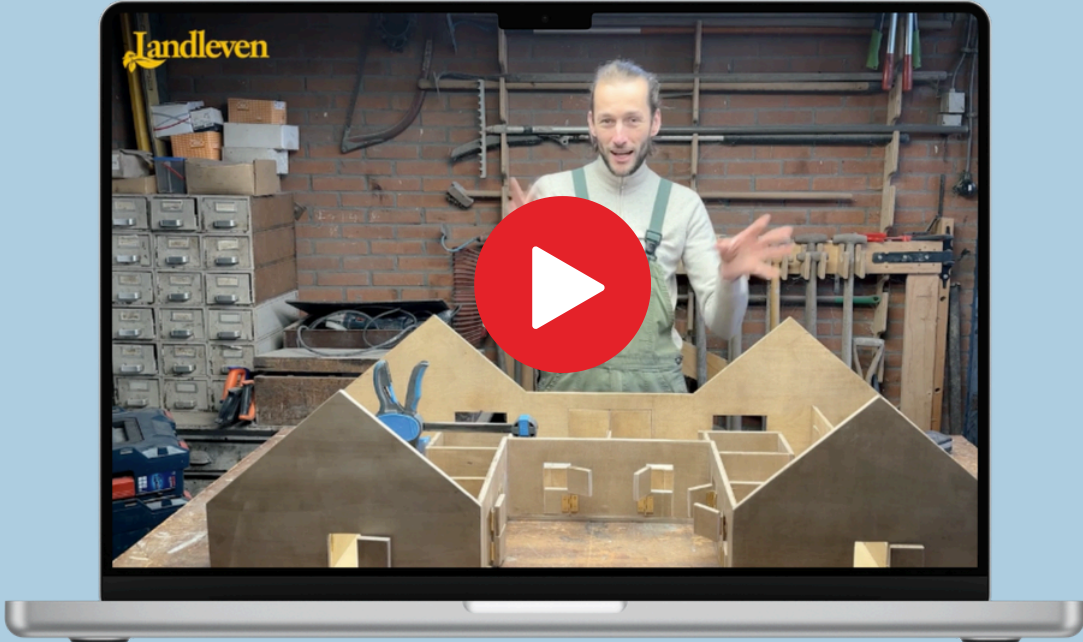
Social Post



Newsletter



Digital



Video



Print



Paperwrap



Paperwrap

New advertising concept in 2026

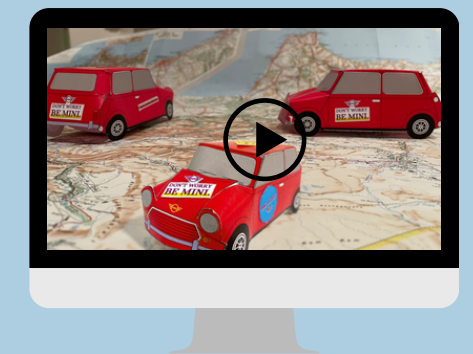
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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	€ 6,829.-
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Format index

1/4 page	39
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	€ 7,512.-
2/1 page	€ 14,047.-
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 Landleven

1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285

Trim size Specials

1/1 page	180 x 255
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+ 5mm bleed on all sides

Type area Landleven

1/4 page portrait	88 x 128
1/4 page landscape	180 x 62
1/2 page portrait	88 x 260
1/2 page landscape	180 x 128

Advertising material

Submit digital ad files as CertifiedPDF

Newsletters

Newsletter item	€ 2,500.-
Theme Newsletter	€ 5,500.-
Partnership Newsletter	€ 5,500.-

Production costs Newsletters*

Newsletter item (direct translation)	€ 250.-
Theme Newsletter (standard)	€ 1,500.-
Partnership Newsletter (production)	€ 400.-

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	€ 2,000.-
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Branded Content campaign	on request
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(including a guaranteed number of landings)

Video	on request
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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 Rectangle	€ 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

* based on 1 correction round (no discount available)

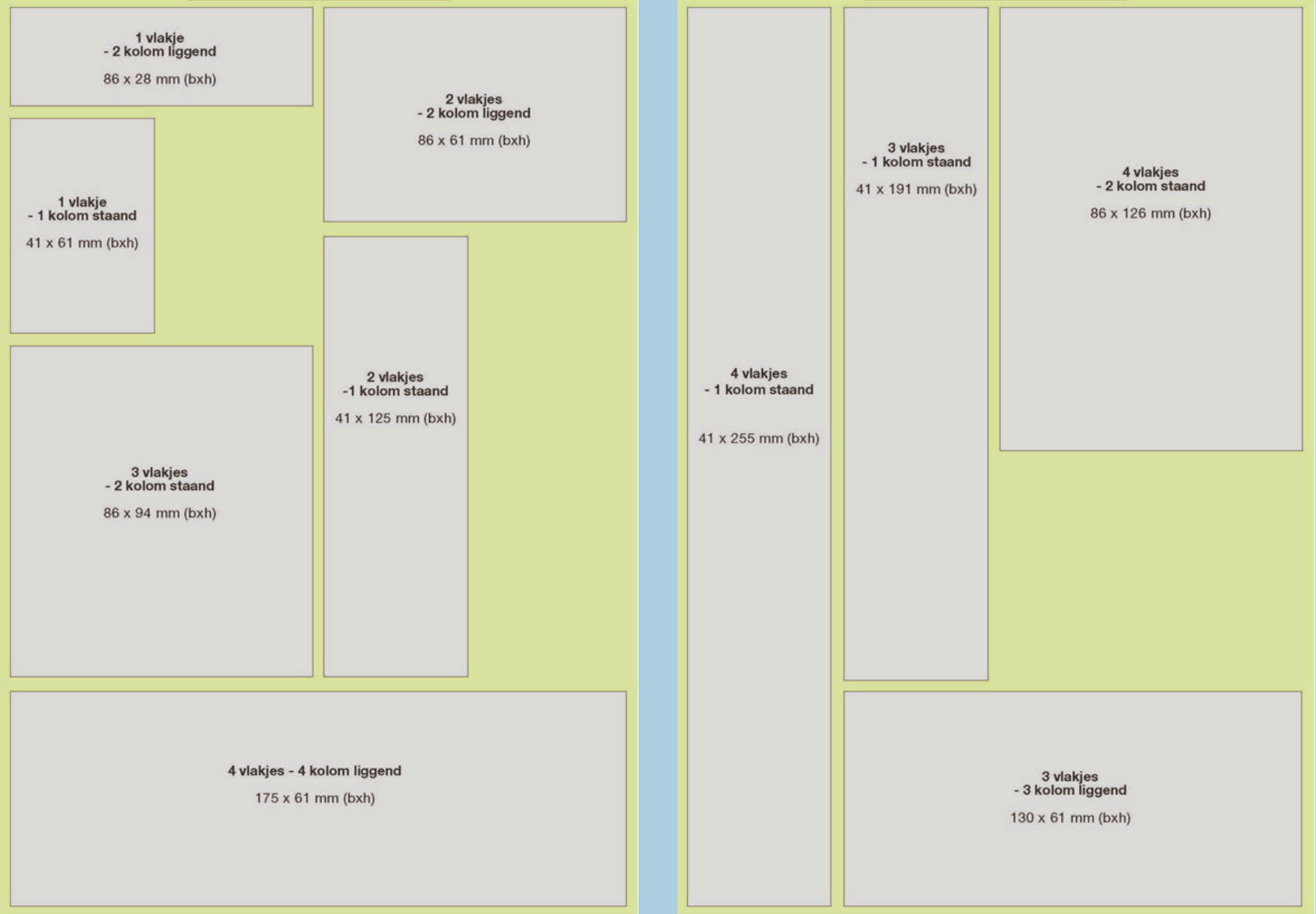
Rates & Formats

Special addresses

2026

Special addresses are advertising pages smaller than 1/4 page.

Special addresses in euro's excl. VAT	Rate 1x per insertion	Rate 3x per insertion
1 box	€ 343.-	€ 326.-
2 boxes	€ 536.-	€ 511.-
3 boxes	€ 717.-	€ 682.-
4 boxes	€ 941.-	€ 892.-



vlakje = box

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Contact



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 **Landleven**