

Media kit 2026



PSYCHOLOGIE
MAGAZINE



Brand

Psychologie Magazine is the go-to brand for anyone interested in **personal growth, relationships,** and **mental health.** The brand combines accessible psychology with practical tips and in-depth interviews, giving readers more insight into themselves and the world around them. With topics ranging from stress and happiness to work, parenting, and meaning, Psychologie Magazine offers inspiration and tools for a more **conscious and balanced life,** both in print and online at psychologie.nl and via the online training platform Psychologie Academy.

Psychologie Magazine focuses on a broad, curious target group that values self-development, quality, and depth, making it a **reliable guide** for greater balance and resilience in everyday life.

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Target group

The readers of **Psychologie Magazine** are curious thinkers and conscious doers—mainly **women** with a **high level of education** and a **good income**—who want to understand and experience life to the fullest. They are looking for personal growth, deeper insights, and sparkling inspiration.

Whether it's nutrition, health, relationships, or meaning, they make informed choices and are open to fresh ideas and enriching experiences. For them, development is not a goal, but a lifestyle.

This is Psychologie



Magazine

11x yearly



Special

3x yearly



Online

527,300
pageviews p/m



Newsletter

233,215
subscribers



Facebook

199,800
followers



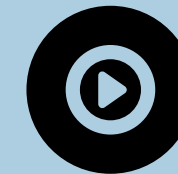
Instagram

149,000
followers



Pinterest

3,100
followers



Youtube

5,900
followers



LinkedIn

37,900
followers



Podcast

45,000
listeners
p/episode



Online training
courses

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Facts & Figures

Gender: 32% men, 68% women
Age: younger than 35 yrs 33%, 35-49 yrs 27%, 50-64 yrs 23% and 65+ yrs 16%
Education: Higher vocational education and higher 55%
Income: Modal income and higher 58%

Magazine

Printreach: 245,000 per edition (NPMM DGM 2026-I)
Frequency: 11x a year + 3 specials

Online

527,300 pageviews monthly (www.psychologiemagazine.nl)

Online training courses

32 online training courses compiled in collaboration with the best experts, therapists, and psychologists

Newsletter

233,215 newsletter subscribers
CTO 11% - CTR 3% - Open Rate 30%
Frequency: weekly on Wednesday

Social Followers

Facebook: 199,800
Instagram: 149,000
LinkedIn: 37,900
Youtube: 5,900
Pinterest: 3,100

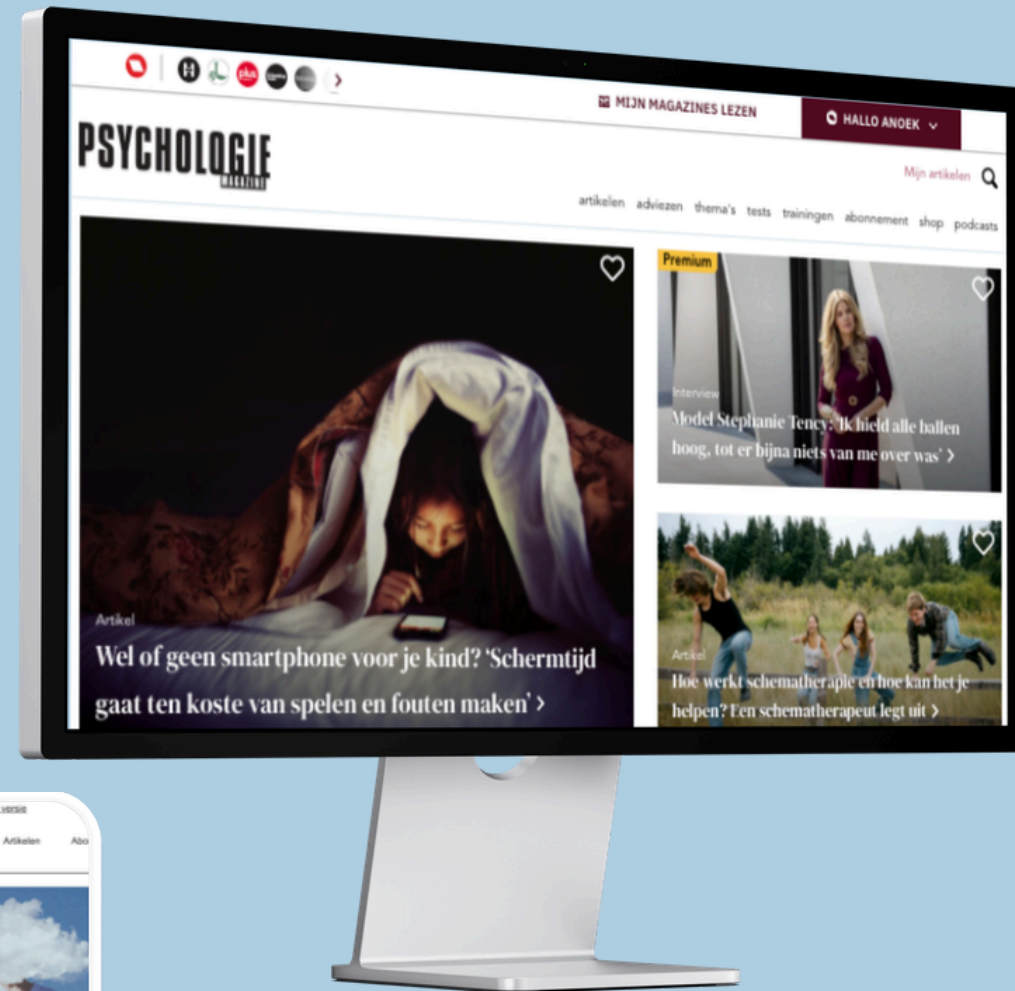
Podcast

45,000 listeners per episode

Advertising opportunities



Social Post



Digital



Newsletter



Podcast



Video



Print



Paperwrap

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Paperwrap

New advertising concept in 2026

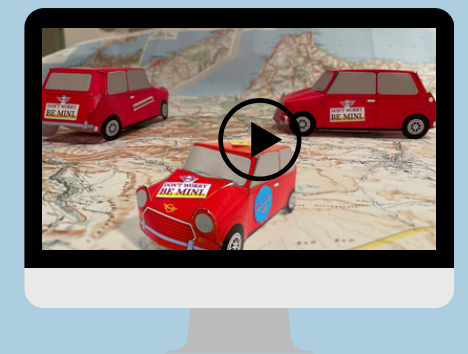
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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	€ 9,500.-
2/1 page	€ 17,765.-

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	€ 10,450.-
2/1 page	€ 19,542.-
Production costs <i>starting at</i> *	€ 1,500.-

Rates & Formats

Formats and measurements in mm

Format width x height

Trim size Psychologie Magazine

1/1 page	210 x 280
2/1 page	210 x 280 - 210 x 280
<i>+ 5mm bleed on all sides</i>	

Trim size Specials

1/1 page	200 x 250
2/1 page	200 x 250 - 200 x 250
<i>+ 5mm bleed on all sides</i>	

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item	€ 3,600.-
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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	€ 2,500.-
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 *

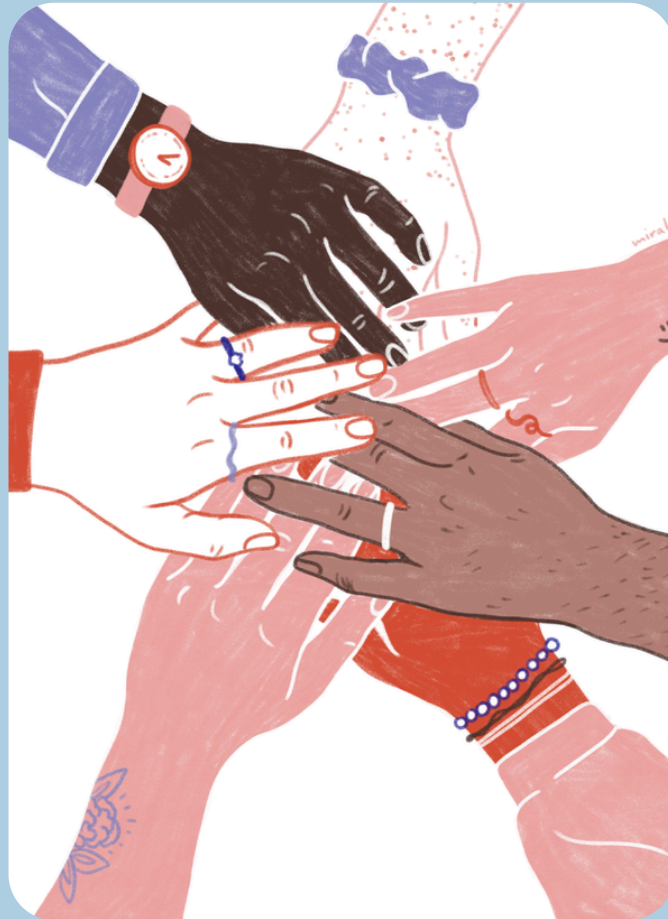
Branded content (standard)	€ 1,000.-
Social Post	€ 250.-
Video and Podcast	on request

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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www.roularta-advertising.nl

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