

Media kit 2026




• BELEEF DE NATUUR •



Brand

Roots and **Roots Vogelmagazine** (Bird Magazine) let you experience nature through walking, photography, and bird watching. The only independent **nature magazine** in the Low Countries, Roots surprises readers every month with a **unique Roots walk** with a route map, beautiful reports on nature both nearby and worldwide, moving animal portraits, and informative background stories. Naturally illustrated with **beautiful nature photos**. It's no surprise that Roots is known as “the magazine with the beautiful photos”.



Target group

Roots' target audience is characterised by a shared **passion for nature and photography**. They are nature lovers and nature experts who enjoy being outdoors, going for walks and capturing their experiences with their cameras. This group consists of both men and women, **young and old**, with **average to above-average incomes**. Roots readers are often found in two-person households or **families with children**. What connects them is their love of the outdoors, their curiosity about flora and fauna, and their active way of enjoying nature.

This is Roots



Magazine

11x yearly



Birdmagazine

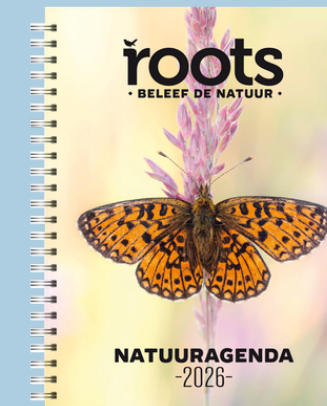
2x yearly



Hiking guide



Calendar



Agenda



Newsletter

*42,000
subscribers*



Facebook

*31,000
followers*



Instagram

*29,000
followers*



Podcast

*5,000-9,000
listeners
p/episode*



Facts & Figures

Gender: 41% men, 59% women
Age: younger than 35 yrs 24%, 35-49 yrs 18%, 50-64 yrs 28% and 65+ yrs 31%
Income: Modal income and higher 53%
Household: Two-person households 41%, families with children 38%

Magazine
Printreach: 113,000 per edition (NPMM DGM 2026-I)
Frequency: 11x a year (2 combined editions)
Vogelmagazine: 2x a year

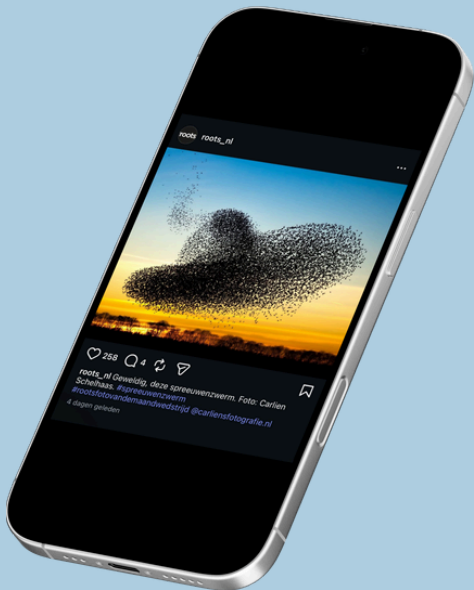
Online
The content of Roots is published on the website of Landleven.
395.360 pageviews monthly (www.landleven.nl)

Newsletter
42,000 newsletter subscribers
CTO 21% - CTR 11% - Open Rate 56%
Frequency: weekly on Thursday

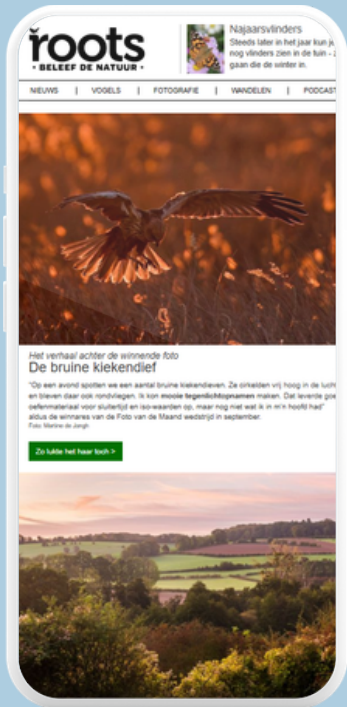
Social Followers
Facebook: 31,000
Instagram: 29,000

Podcast Notenkrakers
5,000-9,000 listeners per episode

Advertising opportunities



Social Post



Newsletter



Print



Podcast



Paperwrap

Paperwrap

New advertising concept in 2026

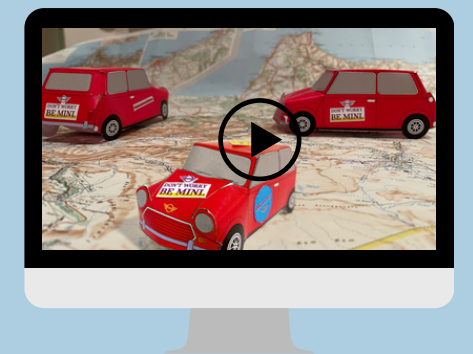
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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	€ 3,770.-
1/1 page Vogelmagazine	€ 2,000.-

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	€ 4,147.-
2/1 page	€ 8,010.-
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 Roots en Vogelmagazine

1/2 page portrait	104 x 285
1/2 page landscape	210 x 141
1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item	€ 2,000.-
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Production costs Newsletters *

Newsletter item (direct translation)	€ 250.-
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2026

Digital

Product	Rate
Podcast	on request

Social Media

Facebook campaign	on request
Instagram campaign	on request

Production costs *

Social Post	€ 250.-
Podcast	on request

* 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

Contact



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

www.roularta-advertising.nl