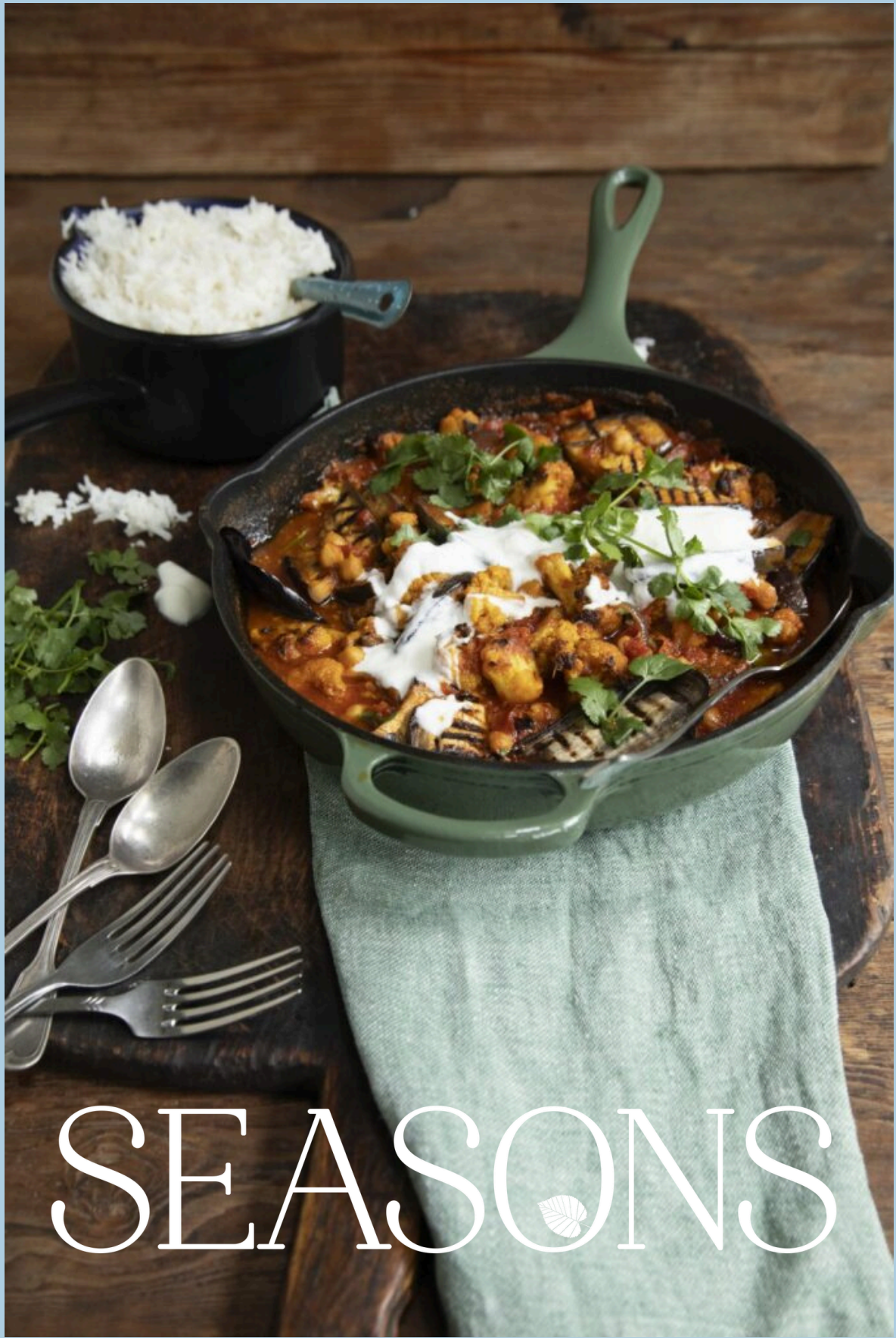




Media kit
2026



SEASONS



Brand

Seasons is the inspirational magazine about pure **(outdoor) living**, perfectly in line with the trends of slow living, sustainability, and love of nature. Translated into the **most beautiful gardens** (from vegetable gardens to pick-your-own gardens) and balcony ideas. We present the latest **country-style interiors**, with DIY ideas for decorating yourself. We **cook with the seasons** and showcase makers of honest, handmade products. And we seek out the most **special places** and accommodation addresses in the heart of nature for you. Everything you need to live more mindfully.

SEASONS



Target group

Seasons readers embrace country living as a lifestyle. They are men and especially women with a household **income** that is **(above) average**. They live in a **private home** or farmhouse with a large garden. Readers **enjoy the outdoors** and all the little things life has to offer. They have a wide range of interests and are active and socially engaged. Authenticity, quality, and originality are very important to readers.

SEASONS

This is Seasons



Magazine
8x yearly



Seasons
Living



Seasons
Garden



Special
1x yearly



Calendar



Agenda



Newsletter
*57,800
subscribers*



Facebook
*23,000
followers*



Instagram
*25,000
followers*



Pinterest
*17,200
followers*

SEASONS



Facts & Figures

Gender: 31% men, 69% women
Age: younger than 35 yrs 19%, 35-49 yrs 20%, 50-64 yrs 24% and 65+ yrs 36%
Income: Modal income and higher 51%
Living: Private home 62%

Magazine

Printreach: 124,000 per edition (NPMM DGM 2026-I)
Frequency: 8x a year + 3 specials

Online

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

Newsletter

57,800 newsletter subscribers
CTO 18% - CTR 10% - Open Rate 55%
Frequency: weekly on Friday

Social Followers

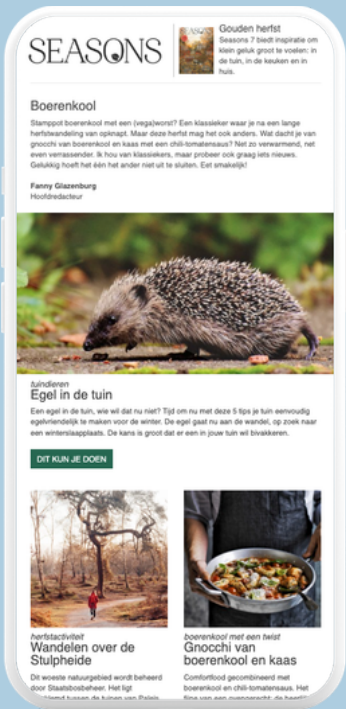
Facebook: 23,000
Instagram: 25,000
Pinterest: 17,200

SEASONS

Advertising opportunities



Social Post



Newsletter



Print



Paperwrap

SEASONS

Paperwrap

New advertising concept in 2026

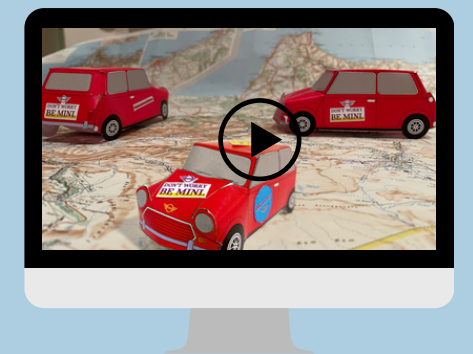
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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.



SEASONS



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	€ 5,856.-
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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	€ 6,442.-
2/1 page	€ 12,046.-
Production costs <i>starting at</i> *	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Rates & Formats

2026**Formats and measurements in mm**

Format	width x height
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Trim size Magazine + Specials

1/2 page portrait	103 x 285
1/2 page landscape	210 x 140
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	€ 2,500.-
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Production costs Newsletters *

Newsletter item (direct translation)	€ 250.-
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Social Media

Product	Rate
Facebook campaign	on request
Instagram campaign	on request

Production costs *

Social Post	€ 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

Contact



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www.roularta-advertising.nl

SEASONS