

Media kit 2026



truckstar ★

Roularta Media Nederland



Brand

A familiar sight on trucks on Dutch roads is the Truckstar sticker. That sticker represents a world unto itself: that of the **truck driver**. United in their work, their passion, and their private lives, **Truckstar** stands at the center of that world as a connector.

For 45 years, Truckstar has been bringing driving impressions, the latest trucks, driving experiences, interesting facts, and more to drivers' homes. In addition, they meet every year at Europe's largest transport event: the **Profile Truckstar Festival**.

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Target group

Truckstar is read by both **drivers** and **decision-makers in road transport**, including many owners of small and medium-sized transport companies. In addition to drivers and business decision-makers, Truckstar is also read by family members. They are interested in transport, cars, motorcycles, and car and motorcycle racing. The majority of readers have families with children.

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Festival

With over 2,200 trucks and about 55,000 visitors, the **Profile Truckstar Festival** is not only the largest, but also the most enjoyable transport festival in Europe!

Trucks, atmosphere and conviviality. Forget everything else for a moment: the expensive diesel, unfair competition and other hassles. During the Profile Truckstar Festival, you can simply enjoy more than two thousand trucks every year. That is the essence of the Festival! And around that: atmosphere, an entertaining track programme, conviviality, food and drink, Dutch Evening and lots of enthusiastic visitors.

We look forward to welcoming you again in 2026 at the **TT Circuit in Assen** for the Profile Truckstar Festival on 25 and 26 July 2026.

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This is Truckstar



Magazine

13x yearly



Special

4x yearly



Online

281,300
pageviews p/m



Newsletter

21,000
subscribers



Facebook

152,600
followers



Instagram

111,500
followers



Youtube

25,800
followers



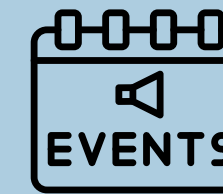
LinkedIn

4,300
followers



TikTok

39,900
followers



Festival

55,000
visitors



Roadcard

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Facts & Figures

Gender: men
Age: 25-50 year
Social class: B1/B2/C
Household: Families with children

Magazine
Printreach: 150,000 per edition
Frequency: 13x a year + 4 specials

Online
281,300 pageviews monthly (www.truckstar.nl)

Newsletter
21,000 newsletter subscribers
CTO 17% - CTR 8% - Open Rate 47%
Frequency: bi-monthly on Wednesday (odd weeks)

Profile Truckstar Festival
Annual event at the TT circuit in Assen with over 2,300 trucks and 55,000 visitors

Social Followers
Facebook: 152,600
Instagram: 111,500
Youtube: 25,800
LinkedIn: 4,300
TikTok: 39,900



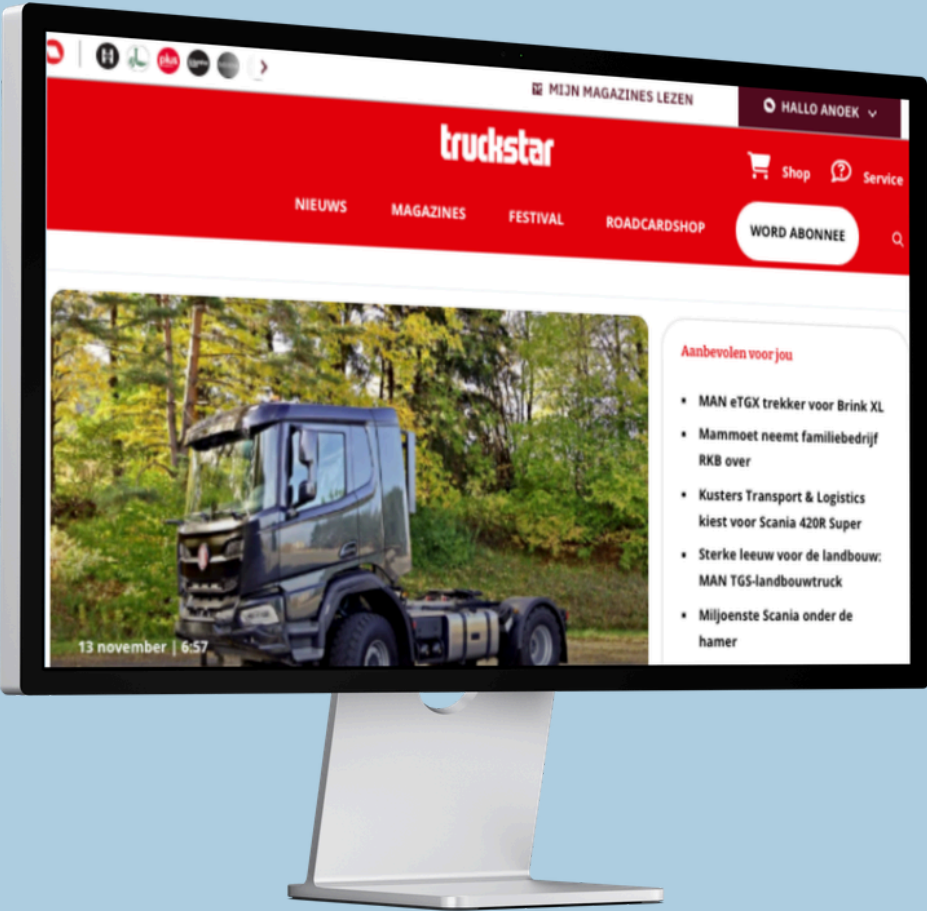
Advertising opportunities



Social Post



Newsletter



Digital



Festival



Video



Print



Paperwrap



Paperwrap

New advertising concept in 2026

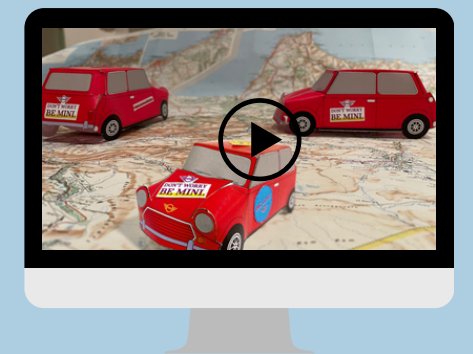
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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.



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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**.



Rates & Formats

2026

Base rate Print

in euro's excl. VAT

1/1 page	€ 4,170.-
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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	€ 4,587.-
2/1 page	€ 8,578.-
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 Truckstar + Specials

1/4 page portrait	104 x 142
1/2 page landscape	210 x 142
1/2 page portrait	104 x 285
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	€ 1,500.-
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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
Branded Content publication	on request
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Social Media	
Facebook campaign	on request
Instagram campaign	on request
Production costs Digital *	
Branded content (standard)	on request
Social Post	€ 250.-
Video	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

Contact



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