

Media kit 2026



The VARAgids is published by Omroepvereniging BNNVARA. Advertising is handled by Roularta Media Nederland.



Brand

The **VARAgids** is the trusted **TV magazine** for engaged viewers who want to be well informed. Every week, the guide offers a complete and clear overview of television, radio, and streaming, supplemented with interviews, background stories, and sharp commentary.

The editors prioritize quality and independence, so that readers not only see what's on the program, but also why it's interesting. The VARAgids is valued for its combination of practical viewing tips, a clear program guide, and strong journalistic content.



Target group

VARAgids readers are engaged and curious media users with a broad interest in culture and society. The target group consists of equal numbers of men and women, the majority of whom are **aged 50 or older**, and many of whom live alone or as a couple.

They are **active** and **enterprising** and enjoy visiting museums and theaters. They do volunteer work, read, walk, cycle, garden, and do puzzles. They also have a keen interest in art, literature, history, politics, sustainability, and other cultures.

VARAgids readers are open to advertising about culture, government, books and films, food, and tourism. They are a **conscious target group** that appreciates quality and likes to delve into content.

This is VARAgids



Magazine
weekly 52x



Newsletter

Subscriber-edition
Evening edition
53,800 recipients



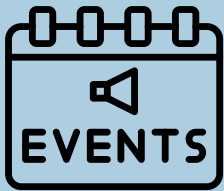
Facebook

10,200 followers



Instagram

1,700 followers



Sonja Barend Award
Film previews



Facts & Figures

Gender: 47% men, 53% women

Age: younger than 35 yrs 10%, 35-49 yrs 7%, 50-64 yrs 24% and 65+ yrs 59%

Income: Modal income and higher 54%

Household: Two-person households and single persons 40+ years 79%

Living: Private home 61%

Magazine

Printreach: 266,000 m/w per edition (NPMM DGM 2026-I)

Frequency: weekly (Tuesday), 52x a year (7 combined editions)

Circulation: 85,336 copies (Q2 2025 t/m Q1-2026)

Newsletter

Subscriber-edition: 29,800 newsletter subscribers - Open Rate 47%

Frequency: weekly on Monday

Evening edition: 24,000 newsletter subscribers - Open Rate 51%

Frequency: every working day (Monday-Friday)

Social Followers

Facebook: 10,200

Instagram: 1,700

Film previews

The film editorial team organizes film previews in cinemas throughout NL

Sonja Barend Award

Every year, the professional award for the best television interview is presented

Advertising opportunities



Print



Newsletter

Magazine rates

in euro's excl. VAT

1/1 page	€ 4,000.-
1/2 page	€ 2,600.-
1/4 page	€ 1,600.-
2/1 page (spread)	€ 8,000.-
1/2 spread (landscape)	€ 4,000.-
Spotadvertisement	€ 1,685.-

Special position

Cover 2 (+10%)	€ 4,400.-
Cover 3 (+15%)	€ 4,600.-
Cover 4 (+20%)	€ 4,800.-

Newsletters

Subscriber edition (banner)	€ 250.-
Evening edition (banner)	€ 250.-

Inserts and Supplements

On request

Costs incurred due to the delivery of non-certified advertising material will be charged.

Formats and measurements

Format width x height in mm

Type area

1/1	183 x 256
1/2	90 x 256
1/2	183 x 124
1/4	90 x 124
1/4	43 x 256
1/4	183 x 62
2/3	123 x 256
2/1 (spread)	380 x 256
1/2 spread (landscape)	380 x 125

Trim size (page layout)

1/1	202 x 285
2/1	404 x 285
1/2 spread	404 x 142

+ 5mm bleed on all sides

Spotadvertisement	124 x 45
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Advertising material

Please submit your digital ad files
as CertifiedPDF

General information

Submitting material, cancellation and technical information

Submission deadline	: 10 days before publication
Cancellation deadline	: 4 weeks before publication
Trim size	: 202 x 285 mm
Type area	: 183 x 256 mm
Printing process	: offset rotation
Cover paper type	: 90 grs LWC extra white
Inner paper type	: 50 grs SC-b
Finishing	: stapled binding
Advertising material	: Certified pdf according to the standard 'Certified PDF tijdschriften Nederland'
Bleed advertisements	: with crop marks
Supplements	: for stapling or inserting quotation provided on request
Edition planning 2026	: www.roularta-advertising

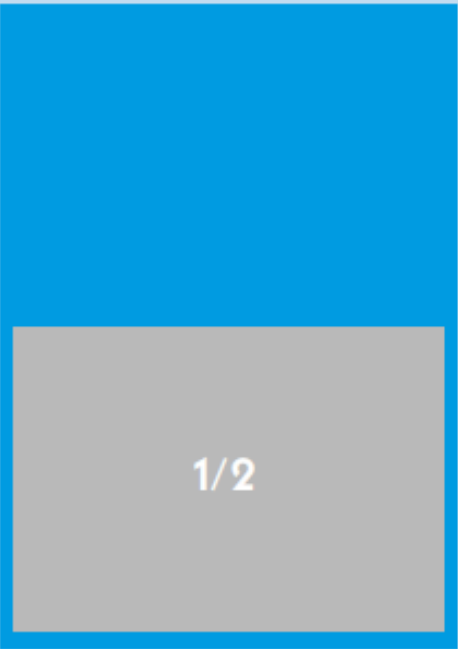
All orders are concluded in accordance with the General Advertising Terms and Conditions of BNNVARA - VARAgids. See bnnvara.nl/varagids/adverteren for more information.

Questions about advertising material: traffic@roularta.nl Roularta Media Netherlands handles advertising acquisition for VARAgids.

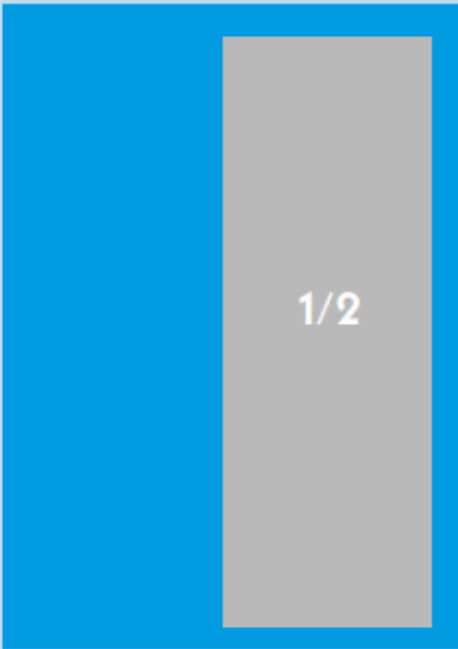
Formats VARAGIDS



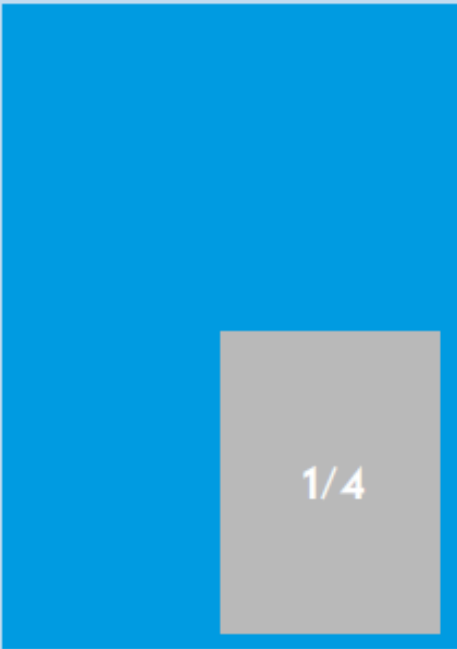
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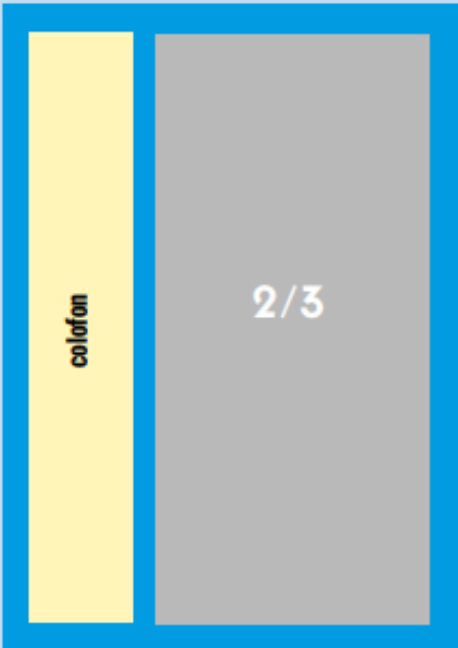
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90 x 256 mm



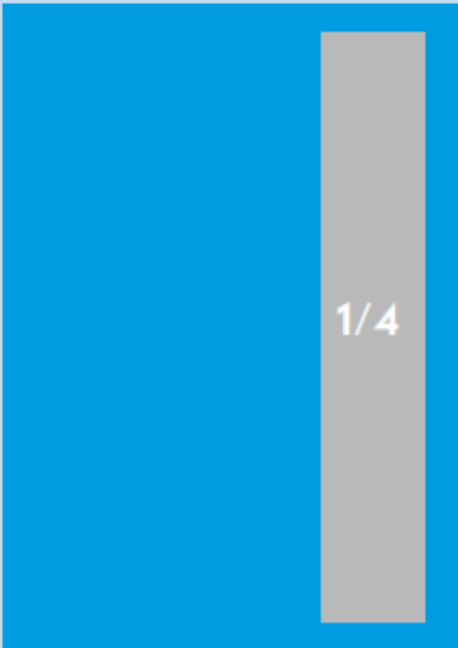
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123 x 256 mm
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183 x 62 mm



43 x 256 mm



124 x 45 mm

Contact



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www.roularta-advertising.nl