

Media kit 2026



VORSTEN

Roularta Media Nederland



Brand

Vorsten provides information about royal families worldwide, with a focus on the Dutch and Belgian **royal families**. The brand is known for its creative perspectives, stylish design, and positive and **elegant tone of voice**. Thanks to the editorial team's good relationship with the royal family and the RVD, the brand is able to produce **unique background stories** and **exclusive interviews**. Vorsten is also always present at state visits and royal press events.

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Target group

Vorsten's target audience includes **women** and, to a lesser extent, men with an above-average interest in royal families, jewelry, fashion, history, and etiquette. They are primarily **aged 50+** and belong to households with an **above-average income**.

They choose quality, are **socially engaged**, and donate to charity. They are either working or retired and enjoy life. They like to spend money on a new car, culture, and vacations at home and abroad.

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This is Vorsten



Magazine

12x yearly



Special

1x yearly



Calendar



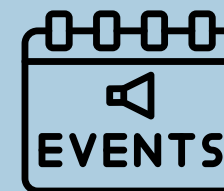
Facebook

*89,000
followers*



Instagram

*175,000
followers*



‘Vorstendag’

*Event for
subscribers*

VORSTEN



Facts & Figures

Gender: 32% men, 68% women

Age: younger than 35 yrs 14%, 35-49 yrs 26%,
50-64 yrs 24% and 65+ yrs 36%

Income: Modal income and higher 51%

Living: Private home 69%

Magazine

Printreach: 114,000 per edition (NPMM DGM 2026-I)

Frequency: 12x a year (2 combined editions) + 1 special

Online

The content of Zin is published on the PlusOnline website.

3,558,000 pageviews monthly on Plusonline (www.plusonline.nl)

Social Followers

Facebook: 89,000

Instagram: 175,000

VORSTEN

Advertising opportunities



Social Post



Print



Paperwrap

Paperwrap

New advertising concept in 2026

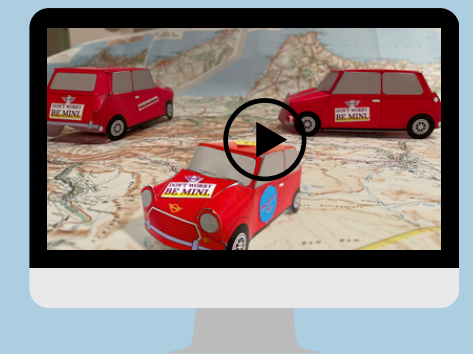
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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.



VORSTEN



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	€ 4,547.-
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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	€ 5,002.-
2/1 page	€ 9,353.-
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
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Trim size Vorsten + Special

1/2 page portrait	98 x 270
1/2 page landscape	210 x 128
1/1 page	210 x 270
2/1 page	210 x 270 - 210 x 270

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files
as CertifiedPDF

2026

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

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