

# Media kit 2026

yoga  
by happiness

Roularta Media Nederland



# Brand

## Finding balance at home

The world of yoga offers endless wisdom and inspiration for those seeking flexibility, strength, or inner peace.

**Yoga by Happinez** has developed into the leading yoga brand in the Netherlands and opens up the world of yoga to everyone, from beginners to experienced practitioners.

At the heart of the brand experience is the leading **online platform**, where members have access to more than 400 unique Dutch-language yoga and Pilates classes in a wide variety of styles and levels. Members receive a full-color magazine four times a year, which is also available for individual purchase.

**Yoga by Happinez helps you achieve greater flexibility, strength, and inner peace.**

**yoga**  
by happinez



# Target group

The **Yoga by Happinez** community consists of conscious bon vivants, mainly **women**, but also increasingly men, who live life to the fullest. They are **young at heart**, mostly under 50, have a **good income**, and consciously choose quality and depth.

Their passion for yoga is accompanied by a broad interest in health, sustainability, spirituality, travel, nutrition, culture, and personal growth. They are curious explorers who view life as an inspiring journey toward **balance**, **connection**, and **inner strength**.

# This is Yoga



Magazine  
4x yearly



International  
French



Online  
191,000  
pageviews p/m



Newsletter  
64,934  
subscribers



Facebook  
77,000  
followers



Instagram  
51,500  
followers



Online courses  
400+  
training courses



# Facts & Figures

**Gender:** 37% men, 63% women  
**Age:** younger than 35 yrs 37%, 35-49 yrs 23%, 50-64 yrs 30% and 65+ yrs 10%  
**Education:** High 40%, Middle 46%  
**Income:** Modal income and higher 54%

## Magazine

Printreach: 75,000 per edition (NPMM DGM 2026-I)  
Frequency: 4x a year

## Online

191,000 pageviews monthly ([www.yogaonline.nl](http://www.yogaonline.nl))

## Online training courses

Over 400 online yoga, meditation, and Pilates video lessons from the best Dutch-speaking teachers

## Newsletter

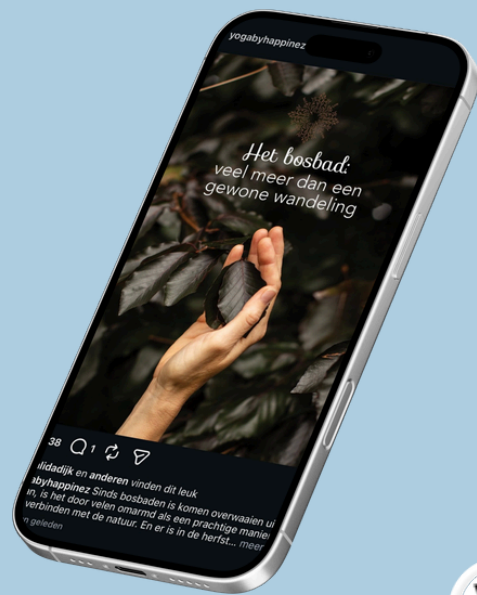
64,934 newsletter subscribers non-members  
CTO 14% - CTR 6% - Open Rate 44%  
9,016 newsletter subscribers members of digital platform  
Frequency: weekly on Sunday  
(newsletter non-members in odd-weeks and both in even weeks)

## Social Followers

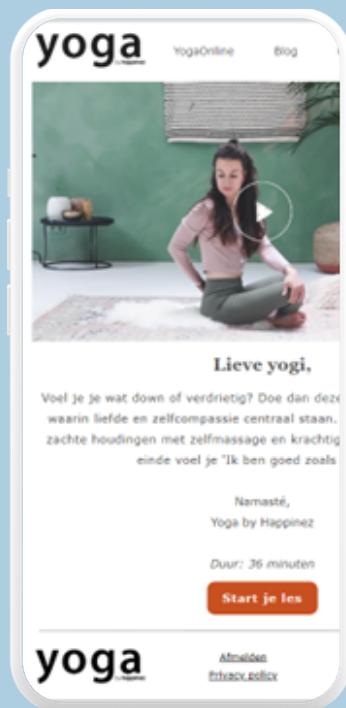
Facebook: 77,000  
Instagram: 51,500

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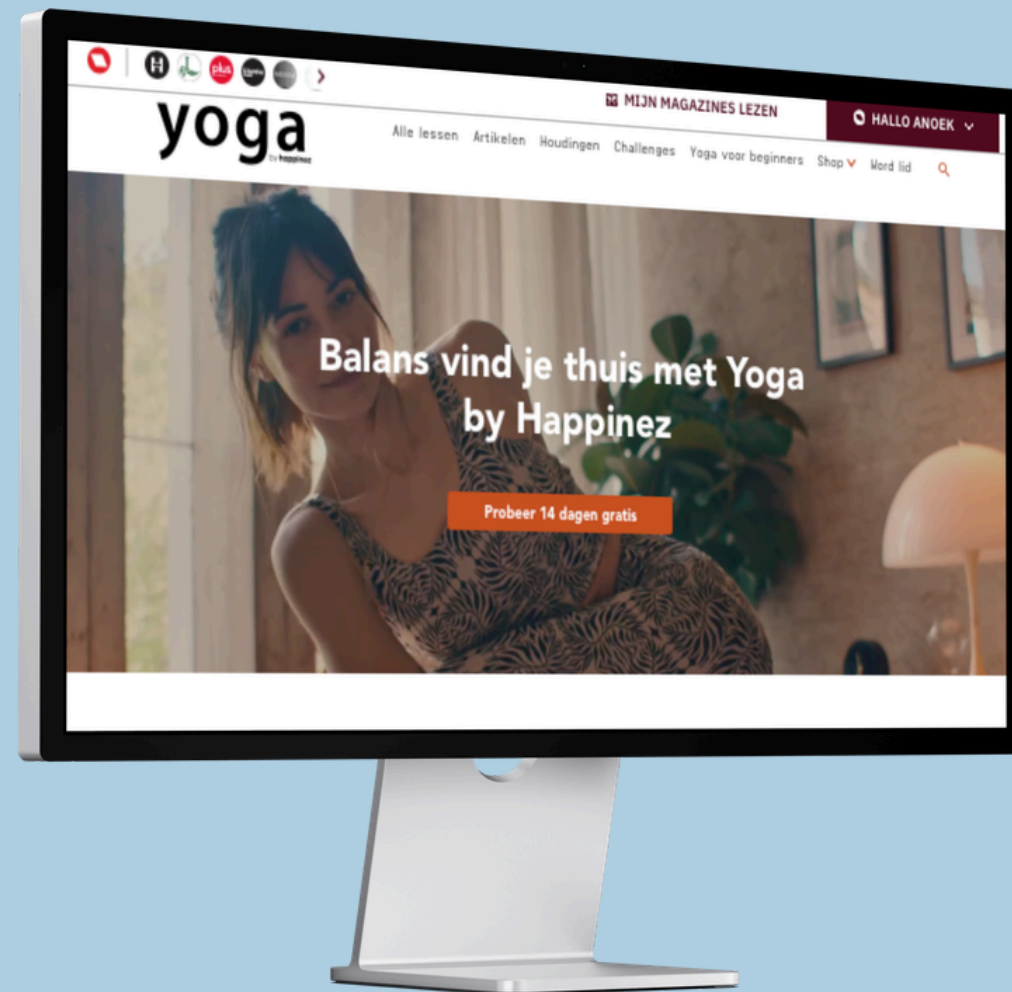
# Advertising opportunities



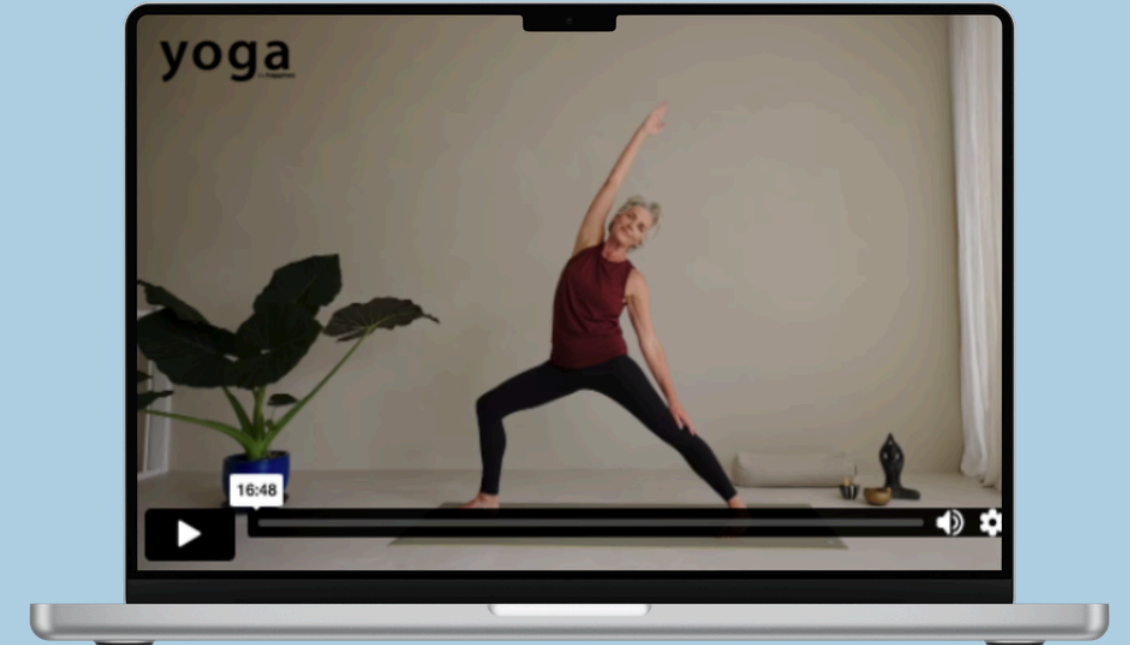
Social Post



Newsletter



Digital



Video



Print



Paperwrap

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# Paperwrap

New advertising concept in 2026

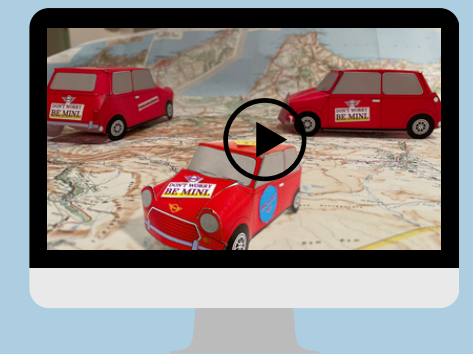
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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 CO<sub>2</sub>.

## 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 | € 4,650.- |
| 2/1 page | € 8,696.- |

### 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                              | € 5,348.-  |
| 2/1 page                              | € 10,000.- |
| Production costs <i>starting at</i> * | € 1,500.-  |

### Formats and measurements in mm

Format width x height

#### Trim size

|          |                       |
|----------|-----------------------|
| 1/1 page | 210 x 280             |
| 2/1 page | 210 x 280 - 210 x 280 |

+ 5mm bleed on all sides

### Advertising material

Please submit your digital ad files  
as CertifiedPDF

### Newsletters

Newsletter item € 3,000.-

#### Production costs Newsletters \*

Newsletter item (direct translation) € 250.-

### Digital

Product Rate

Branded Content publication € 1,250.-

Branded Content campaign on request  
(including a guaranteed number of landings)

Video on request

#### Social Media

Facebook campaign on request

Instagram campaign on request

#### Production costs Digital \*

Branded content (standard) € 1,000.-

Social Post € 250.-

Video on request

\* based on 1 correction round (no discount available)

# Contact



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