

Media kit 2026



zin MAGAZINE

Roularta Media Nederland



Brand

Have the time of your life!

Zin Magazine (sinds 2004) focuses on **women aged 50 and over** who are in the prime of their lives. Women who are energetic, positive, and have a wide range of interests. The general interest media brand embraces—along with its target audience—this **new phase of life**, in which there is more space for new experiences.

Zin helps readers rediscover the world and offers inspiration with in-depth reports and exciting, heartfelt interviews. With the best cultural tips and travel reports. With practical articles on health, (volunteer) work, and money. But also with down-to-earth sections on fashion, personal care, and cooking. Singer Stef Bos and television producer Margôt Ros are columnists.

Zin Magazine helps you rediscover the world.

zin MAGAZINE



Target group

The readers of **Zin Magazine** are mainly **women aged 50 and older**. They are employed, but also retired, and live life to the fullest. They are part of a household with a **good income** and have an above-average interest in personal development, family, culture, and travel.

Readers of Zin Magazine are **consumers with experience**, self-confidence, and a zest for life, and have time and (financial) space for themselves and their partners. They are heavy consumers of media, both print and online. They value quality over price.

This is Zin



Magazine

11x yearly



Newsletter

42,000
subscribers



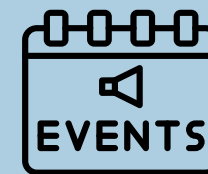
Facebook

229,000
followers



Instagram

6,600
followers



Lectures,
live sessions



Facts & Figures

Gender: 25% men, 75% women
Age: younger than 35 yrs 18%, 35-49 yrs 9%, 50-64 yrs 29% and 65+ yrs 44%
Social class: W1 (high)/W2/W3 56%
Stage of life: 44% employed, 40% retired/early retirement

Magazine

Printreach: 84,000 per edition (NPMM DGM 2026-I)
Frequency: 11x a year (2 combined editions)

Online

The content of Zin is published on the PlusOnline website.
3,558,000 pageviews monthly (www.plusonline.nl)

Newsletter Plus & Zin Culture

42,000 newsletter subscribers
CTO 9% - CTR 5% - Open Rate 56%
Frequency: 1-3x weekly (Monday, Wednesday, Sunday)

Social Followers

Facebook: 229,000
Instagram: 6,600

Advertising opportunities



Social Post



Newsletter



Print



Paperwrap

Paperwrap

New advertising concept in 2026

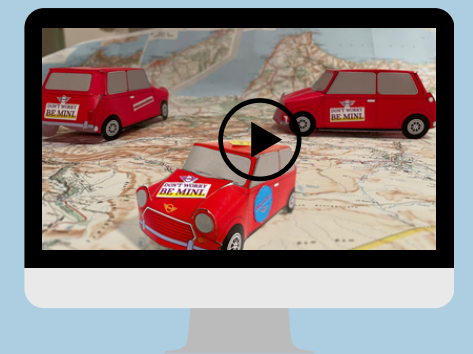
The paper wrap is more than just packaging: it is a **communication** tool that presents your brand story right from the moment it arrives at the doorstep. Print it with a message or teaser for maximum visibility and personalization.

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.





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	€ 5,094.-
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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	€ 5,603.-
2/1 page	€ 10,479.-
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

1/2 page portrait	102 x 280
1/2 page landscape	210 x 137
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

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