

# FIETS*Actief*

*The lifestyle magazine for active cycling enthusiasts*





# FIETS*Actief*

## The leading magazine for recreative cyclists

Drive our unique routes and discover surprising new places every time. Enjoy the drop-off points and benefit from our many practical tips. FietsActief shows you the way!

IN EACH EDITION OF FIETSACTIEF YOU WILL FIND:

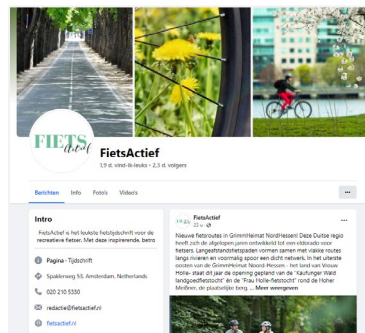
- . Bike routes & unique cycle routes with map
- . Inspiration for cycling weekends in your own country and for holidays in Europe
- . Independent bicycle tests & an insight into the bicycle industry
- . Free regional guide with routes, tips, discount offers and the best addresses for disembarking

The magazine contains 84 pages and appears 9 times a year, including 2 double editions. All editions of FietsActief, include a regional guide with local route tips, discount offers and the best addresses for disembarking.

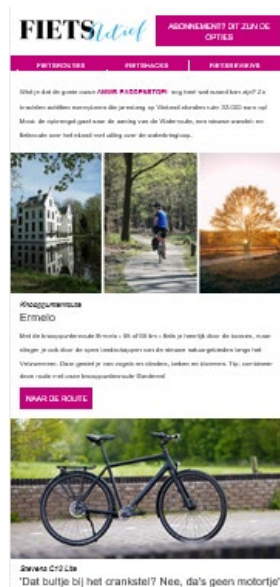


**Magazine**  
Printreach per edition: 80,000 readers

**Fietsactief.nl**  
83,000 pageviews monthly



**Facebook**  
2,300+ fans



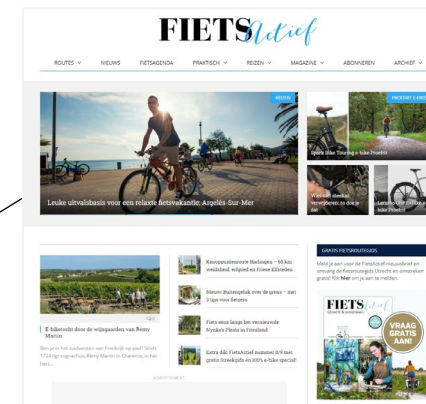
**Newsletter (weekly)**  
34,000 subscribers



Dit is  
**FIETS** *Actief*



**Custom Media**



**Special editions**  
*Puzzel & Fiets* in collaboration  
with puzzle magazine  
*Denksport*



**Region guide (7 issues a year)**  
with local routes, discounts and  
the best destinations for getting  
off the bike



# FIETS*Actief* | Editorial pillars



Multiple 'knooppuntroutes' (junction routes)



Inspiration for domestic cycling getaways



Region guide with local tips and destinations for getting off your bike



Inspiration for cycling holidays in Europe



### FietsActief readers

*FietsActief* is read by men as women. The readers are mostly over-50s with an active lifestyle and an income that is median and above the median. *FietsActief* readers tend to go out more than average for a domestic weekend get-away or a longer vacation abroad.

**Male/Female:** 54%/46%

**Age:** 45+ years (71%)

**Income:** 65% (above) average income

### FietsActief Magazine

Frequency: 9 editions yearly (2 double editions)

Printreach: 80,000 readers (NPM-DGM 2023-I)

### [www.fietsactief.nl](http://www.fietsactief.nl)

83,000 pageviews monthly

Google Analytics

### FietsActief Newsletter

34,000 subscribers

CTO: 26%, CTR: 16%, Open Rate: 62%

Frequency: weekly on Friday

### Facebook

2,300+ fans



# FIETS*Actief* | Advertorial Wallonië



**The tourism office for Wallonia & Brussels** is responsible for tourism promotion of the French-speaking part of Belgium: Wallonia, the Ardennes and Brussels. The agency was looking for a way to gather attention for to the large range of the so-called Ravel routes and node routes in Wallonia. *FietsActief* made an inspiring article with 6 golden tips for a cycling vacation just south of the Dutch border.



# FIETS*Actief* | Branded Content: Almere



**Almere City Marketing** aimed to bring cycling in Almere more to the attention. With a (branded) **regional guide** - made by the editors of *FietsActief* - Almere put itself on the map as a cycling city. The guide offers a cycling routes with a map, interesting destinations in and around town and discount coupons.

Gemeente Almere





# FIETS*Actief* | Branded Content: Gelderland regions



In addition to their individual marketing activities, **the four regional tourism offices in the province of Gelderland** conduct the program 'Gelderse streken' to show the diversity of what Gelderland has to offer.

During spring, a special *FietsActief* local guide was published in order to bring cycling tourism in Gelderland to the attention of the public. The four regional tourism offices had noticed that visitors longed for thematic routes. The regional guide offers those kind of cycling routes, supported with interesting destinations along the road.

Gelderse  
streken





In cooperation with bicycle manufacturer **Royal Gazelle**, *FietsActief* mapped out a cycling route. Interesting destinations along the route were added. In this way Gazelle was able to introduce its latest cycle models to a relevant target audience and to generate traffic to the Gazelle Experience Center that is situated along the cycling route.





*FietsActief* has produced a route booklet for homeopathic medicine manufacturer **VSM** in the style of a regular edition of *FietsActief*. The booklet contained five unique cycling routes crisscrossing the Netherlands and tips and tricks by VSM for muscle recovery. VSM uses the booklet as promotional material at events.



# FIETS *Actief* | Rates and formats 2024



**Base rate**  
in euro's excl. VAT

1/1 page € 2,920.-

## 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\* 280

\*excl. production costs –  
on request

## Formats and measurements (mm)

Format width x height

### Trim size

1/1 210 x 270  
1/2 landscape 210 x 128  
1/2 portrait 98 x 270  
2/1 210 x 270 – 210 x 270

+ 5 mm bleed on all sides

## Technical specifications

**Trim size:** 210 x 270 mm (wxh)

### Advertisement material:

Please submit your digital ad files  
as CertifiedPDF.

## Digital

Product	Rate
NBI – Newsletter Item	€ 1,250
FBB – Facebook Message	€ 800
BI – Branded Item	€ 1,250
Native-in-Article (Cost p. Quality View – QV)	€ 1.25
BI + FBB	€ 2,050
BI + NBI	€ 2,500
BI + FBB + NBI	€ 3,300
<b>Production costs*1</b>	
Newsletter Item - NBI	€ 175
Facebook message - FBB	€ 225
Branded Item – BI	€ 550
<b>Banners</b>	
Billboard (970*250)	€ 36 cpm
Halfpage (300*600)	€ 36 cpm
Rectangle (300*250)	€ 25 cpm
Leaderboard (728*90)	€ 15 cpm
Large Leaderboard (970*70/90)	€ 36 cpm
Wide Skyscraper (160*600)	€ 18 cpm
<b>Mobile banners</b>	
Banner (320*100)	€ 15 cpm
Interscroller (320*480)	€ 36 cpm
CPM: per 1,000 impressions	

All contracts awarded to us are subject to the advertising terms and conditions,  
which can be found on our website <https://roularta.nl/voorwaarden/>

Questions about advertising material:  
Traffic Department: [traffic@roularta.nl](mailto:traffic@roularta.nl)



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