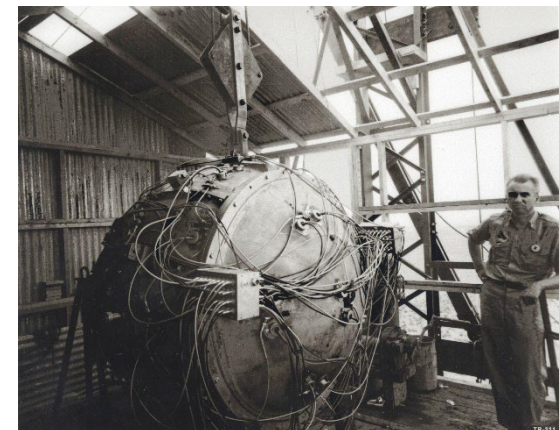
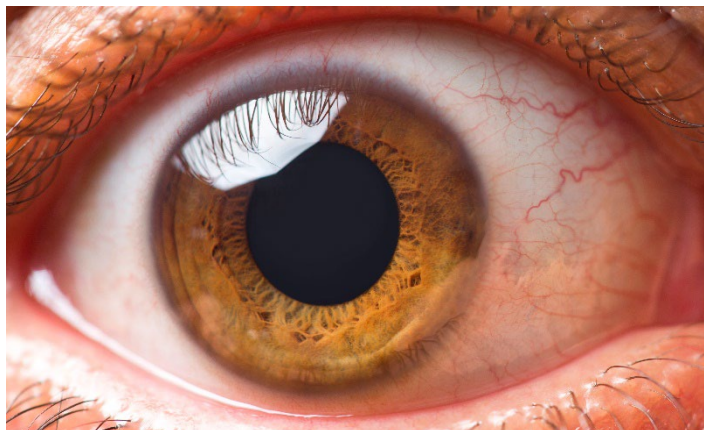


KJK

BLIJF DOORVRAGEN





KIJK

BLIJF DOORVRAGEN

KIJK has been the magazine of choice for the fascinating world of science and technology for **over 50 years**.

KIJK surprises you with the latest technological developments or intrigues you with fresh scientific insights. Not only in the magazine itself, but also on our website and social media channels.

KIJK is accessible and profound at the same time.

KIJK gives interpretation: whoever reads Kijk not only knows exactly what is going on right now, but also why.



KIJK

BLIJF DOORVRAGEN

EXTENSIONS 2024

KIJK magazine

Reach: 130,000



KIJK Special editions



KIJK & Kijk kids calendar



This is Kijk

BLIJF DOORVRAGEN



Bedreigde haaiensoorten gevonden in dierenvoer

Wanneer in Singapore geven hun honden en katten ornaatvissen met haai-erf? Zo zijn er ook Duitse ornaatvissen.



Wat zijn thermobarische wapens?

De Russische president Putin dreigt met de gebruik van thermobarische wapens. Wat is dat en hoe gevaarlijk?

Meer lezen



Haar de Vroege & Nu

Wat heeft de tijd met ons? Wetenschap en techniek om te ontdekken

Meer lezen

Meer lezen

Meer lezen

Meer lezen

Meer lezen

Meer lezen

Meer lezen

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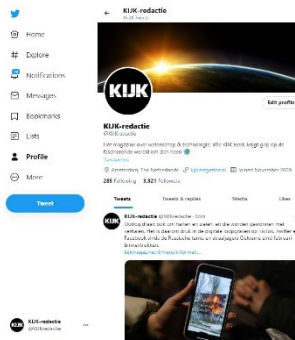
Meer lezen

Meer lezen

KIJK newsletter
29,800 subscribers

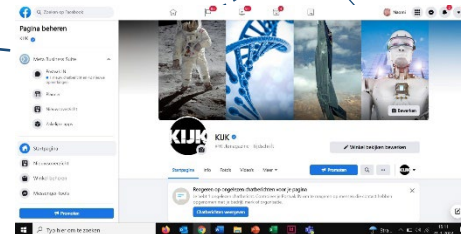
KIJK on X

3,900+ followers



KIJK facebook

6,500+ followers

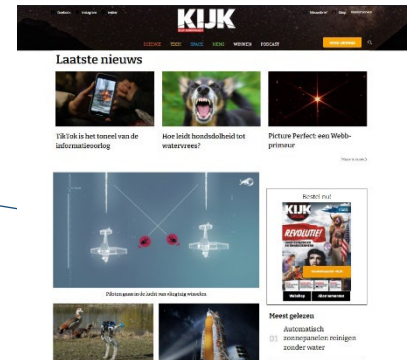


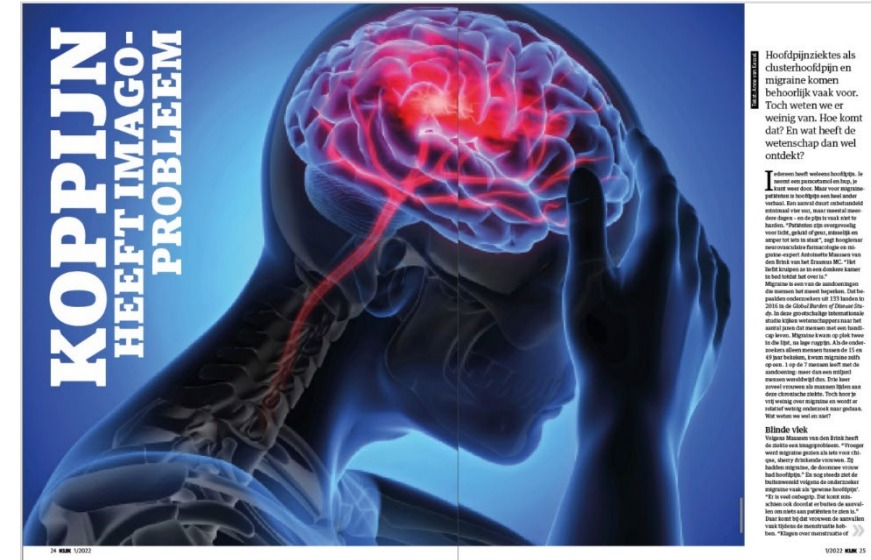
KIJK app



KIJKmagazine.nl

300,000 pageviews monthly





The articles of **KUK** can be divided into **four pillars: science, tech, space and people**. Social and historical developments also play a role in KUK, but always from a scientific or technological angle. Each pillar is covered in a good mix in the magazine and on the website. The pillars regularly overlap within one story.





KIJK reader

The **KIJK** reader has a **mature outlook**, higher general education, and an above-average **interest in science and technology**. He is usually beta orientated, but **not necessarily knowledgeable** in that area. Often he is a man with an above average income. He wants to stay informed and keep **discovering** new things. And he wants to **get a grip** on the fascinating, complex world in which he lives. For that reason, he also likes to **read about the four pillars of science, tech, space and people**.

Male/Female: 73%/27%

Income: 63% (above) average income

Age: 35+ years (69%)

Household: Household with children

KIJK magazine

Frequency: 12x a year (2 double editions) + 2 specials

Print reach: 130,000 (NPM-DGM 2023-I)

www.kijkmagazine.nl

300,000 pageviews monthly

Google Analytics

KIJK newsletter

29,800 newsletter subscribers

CTO: 20%, CTR: 10%, Open Rate: 49%

Frequency: weekly on Thursday

KIJK Facebook

6,500+ fans

KIJK on X

3,900+ followers



KIJK
BLIJF DOORVRAGEN

CASE: **KIJK & VODAFONE BUSINESS**

With the rise of cloud services, hybrid working and accelerated digitalization, businesses are increasingly facing cybersecurity vulnerabilities. Therefore, Vodafone Business with partners offers solutions for every security challenge.

To bring the new cybersecurity services to the attention of business decision makers, a **branded cybersecurity special** was developed by Kijk Magazine for Vodafone Business. This special was distributed as a supplement to Kijk Magazine subscribers.

There are plenty of great opportunities to partner with Kijk. We would be happy to discuss this with you.



RATES & FORMATS 2024



Base rate

in euro's excl. VAT

1/1 page € 6,230.-

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)

Formaat width x height

Trim size

1/1	210 x 285
½ landscape	210 x 142
½ portrait	105 x 285
2/1	210 x 285 – 210 x 285

+ 5 mm cut-off

Technical information

Trim size: 210 x 285 mm (wxh)

Advertisement material:

Please submit your digital ad files as Certified PDF.

Digital

Product Rate

NBI – Newsletter Item	€ 1,000
FBB – Facebook Post	€ 800
BI – Branded Item	€ 1,500
Native-in-Article (costs per Quality View – QV)	€ 1.25

BI + FBB	€ 2,300
BI + NBI	€ 2,500
BI + FBB + NBI	€ 3,300

Production costs*¹

Newsletter Item - NBI	€ 175
Facebook Post - FBB	€ 225
Branded Item – BI	€ 250

Banners

Billboard	(970*250)	€ 36 cpm
Halfpage	(300*600)	€ 36 cpm
Rectangle	(300*250)	€ 25 cpm
Leaderboard	(728*90)	€ 15 cpm
Large Leaderboard	(970*90/70)	€ 36 cpm
Wide Skyscraper	(160*600)	€ 18 cpm

Mobile banners

Banner	(320*100)	€ 15 cpm
Interscroller	(320*480)	€ 36 cpm

*¹ based on 2 correction rounds (no discount available)

Questions about advertising material:
Traffic Department: traffic@roularta.nl

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



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