





'Gezondheidsnet' is the most read website about health in the Netherlands. Gezondheidsnet offers reliable information on numerous medical topics and nutrition, as well as exercise and appearance. Every month, 'Gezondheidsnet' counts 600,000 pageviews. And these numbers are still growing. 'Gezondheidsnet's' newsletter is sent weekly to 145,000 subscribers, who receive updates by e-mail.



The editors make a daily selection of the most interesting health news from (inter)national sources and rewrite it into accessible news articles. The website is continuously updated with new articles, so that 'Gezondheidsnet' now covers virtually every health topic in detail. From losing weight to self-care. 'Gezondheidsnet' tells you how health problems come about and what you can do about them. Information can be found quickly via the search function or the encyclopedia. If there are still questions, readers can contact a team of experts with various specialties, such as a dermatologist, pediatrician, physical therapist and nutritionist.

Podcast 'Gezond Gesprek'



'Gezond Gesprek' (Healthy Conversation) is the podcast of 'Gezondheidsnet', No. 1 on health. Every episode features a healthy conversation with an expert guest about health, disease and lifestyle. 'Gezond Gesprek' not only delivers the best information by the best specialists; the information is always immediately practical for yourself.

Presenting the podcast is journalist, dietician and lifestyle expert Karine Hoenderdos. She has written several books on health and disease, has a healthy dose of curiosity and enjoys talking to experts. Producer is Jonne Seriease of *Dag en Nacht media*.



The 'Nationale Gezondheidsbeurs'



The 'Nationale Gezondheidsbeurs' (National Health Fair) is a four-day fair with 45,000 visitors. The theme of health is constantly evolving. Meet many authors, influencers and speakers in the field of a healthy lifestyle during the event. This year at the Health Fair a surprising, diverse and current offer with about 325 exhibitors. This annual event takes place during the month of February in the Jaarbeurs Utrecht. The healthiest day out!

Part of the Health Fair is the Allergy Fair. If you need to make conscious choices about what you buy, use, eat or drink because of your health then this is the event for you! There are so many great products and services, we would love to tell you about them. Visit the Allergy Fair as the theme of the National Health Fair in the Jaarbeurs Utrecht, the largest consumer fair in the field of health and a healthy lifestyle, with or without allergy.

15th edition of 'De Nationale GezondheidsBeurs'

Date: February 1, 2, 3 and 4 2024
Location: Jaarbeurs Utrecht, The Netherlands
Number of visitors: 45,000
Number of exhibitors: 325

The Health Fair is visited annually by an enthusiastic and conscious target group with an average age of 36 years. Visitors have a general interest in the topic of health. More information:

<https://roularta.nl/nationale-gezondheidsbeurs/>



Facts & figures

'Gezondheidsnet' website visitors

'Gezondheidsnet' is for anyone who has questions about his/her health. Website visitors are health conscious and have broad interests.

Gender: 19% male / 81% female

Age: 35-49 years 30%, 50+ years 48%

Social class: W1 (high)/W2/W3: 62%

Source: NOM Survey

www.gezondheidsnet.nl

600,000 pageviews monthly

Source: Google Analytics

'Gezondheidsnet' Newsletter

145,000 newsletter subscribers

CTO: 30%, CTR: 11%, Open Rate 37%

Frequency: weekly on Tuesday

'Gezondheidsnet.voeding' Newsletter

147,000 newsletter subscribers

CTO: 16%, CTR: 6%, Open Rate 37%

Frequency: weekly on Thursday

Facebook

52,000+ fans

Instagram

13,000+ followers

Twitter

12,000+ followers



Digital Product	Rate
Newsletters	
Newsletter Item	€ 2,000
Theme newsletter	€ 5,500
Partnership mailing	€ 3,000
Banners	
Leaderboard (728x90)	€ 12 cpm
Medium rectangle (300x250)	€ 15 cpm
Halfpage (300x600)	€ 25 cpm
Billboard (970x250)	€ 35 cpm
Large Leaderboard (970x90)	€ 25 cpm
Floorad	€ 35 cpm
Inpage video	€ 20 cpm
Aditorial	€ 15 cpm
Mobile banners	
Mobile Leaderboard (320x50)	€ 10 cpm
Double banner (320x100)	€ 15 cpm
Halfpage (320x240)	€ 20 cpm
Medium rectangle (300x250)	€ 20 cpm
Full banner (468x60)	€ 10 cpm
Interscroller	only by Just Premium
Inpage video	€ 20 cpm
Aditorial	€ 15 cpm

cpm: per 1,000 impressions

Digital Product	Rate
Branded Content	
Advertorial	€ 2,500
Native	€ 3,500
Editorial article comm.	€ 3,000
Facebook message	€ 800
Content sponsorship	on request
Production costs*¹	
Advertorial	€ 175
Facebook message	€ 225

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





More information:

Roularta Media Nederland

T. +31 (0)20 210 5459

E. advertising@roularta.nl

www.roularta.nl