

# +gezond





# +gezond

+Gezond is the largest health magazine in the Netherlands. +Gezond provides practical information and tips to stay healthy. Interviews with scientists, researchers, as well as recognizable and motivating stories from readers provide insight into a wide range of topics.

+Gezond is published 6 times a year.







# +gezond | Facts & figures

## +Gezond reader

The readers of +Gezond are conscious about their health. They are interested in a healthy lifestyle, enjoy walking, take regular bike rides and healthy eating is important to them.

**Gender:** 67% female / 33% male

**Age:** 50-64 years 19%, 65+ years 61%

**Social class:** W1 (high)/W2/W3 51%

Source: NPM DGM 2023-I

## +Gezond Magazine

Frequency: 6x a year

Printreach: 154,000 (NPM-DGM 2023-I)

## +Gezond Newsletter

430,000 newsletter subscribers

Frequency: bi-weekly on Sundays  
(even-numbered weeks)

# +gezond | Rates and formats 2024

## Base rate

in euro's excl. VAT

1/1 page € 6,120.-

## Format index

2/1 page 187

## Position index

Preferred position	110
Spread in center	110
1 <sup>e</sup> page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Fold out cover*	280

\*excl. production cost –  
upon request

## Formats and measurements (mm)

Format width x height

### Trim size

1/1	220 x 275
2/1	220 x 275 – 220 x 275

+ 5 mm bleed on all sides

## Technical specifications

**Trim size:** 220 x 275 mm (wxh)

### Advertisement material:

Please submit your digital ad files  
as Certified PDF.

## Newsletter

### Plus Gezond Newsletter

Newsletter Item € 3,500.-





**More information:**

Roularta Media Nederland

T. +31 (0)20 210 5459

E. [advertising@roularta.nl](mailto:advertising@roularta.nl)

[www.roularta.nl](http://www.roularta.nl)