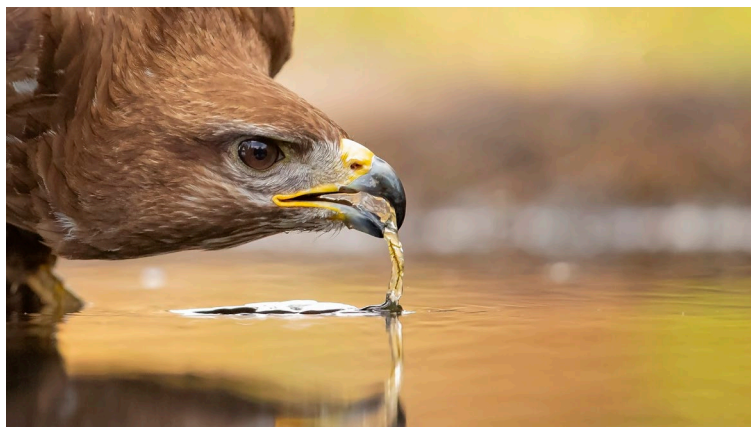


roots

♦ BELEEF DE NATUUR ♦





roots

• BELEEF DE NATUUR •

With *Roots*, you experience nature. By hiking, photographing and watching birds. The magazine – the only independent nature magazine in the Netherlands – surprises its readers every month with beautiful editorials about Dutch nature, inspiring (international) stories, spectacular portraits of animals in motion and informative background stories. And all this illustrated with spellbind photos.

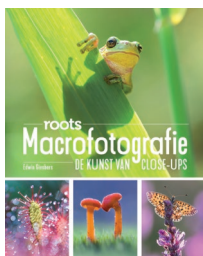
Furthermore:

- * Route maps with unique hikes.
- * Monthly columns by bird watcher Saskia van Loenen and biologists René Krekels and Dirk Draulans.
- * Photos by readers in the *Photo of the Month* section.
- * Intriguing reader questions answered by experts.
- * Watching stars with Govert Schilling.
- * Tips from Maartje Bregman for a more sustainable life.

Roots Do-books



Roots Photography book



Roots birds of prey book



Roots Hiking guide



Custom media publications



Branded content editions



Roots hiking-app



Roots newsletter

41,000 subscribers



Roots Birdmagazine



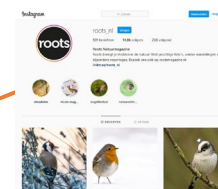
Roots magazine

Reach: 102,000



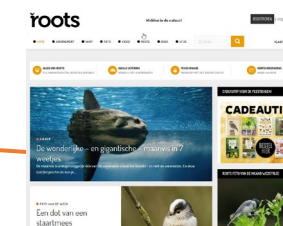
Roots Instagram

24,700+ followers



Rootsmagazine.nl

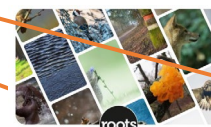
267,000 pageviews monthly



This is roots

• BELEEF DE NATUUR •

Roots Pinterest



Roots op X

3,700+ followers



Roots Facebook

24,000+ followers



Roots Podcast



Roots Nature diary



Roots Calendar





Facts & figures

Roots readers

Lovers and connoisseurs of nature; they enjoy nature and everything that has to do with it.

Publications and reach

Frequency: 12x a year (incl. 2x Roots Birdmagazine and 2 double editions)

Reach magazine: 102,000 (NPM-DGM 2023-I)



Website

267,000 pageviews monthly

Google Analytics



Newsletter

41,000 subscribers

CTO 21%; CTR 11%; Open Rate 53%

Frequency: weekly on Thursday



Facebook

24,000+ followers



Pinterest



Instagram

24,700+ followers



X

3,700+ followers

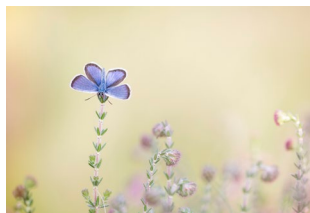


Roots Podcast



Roularta
Media Nederland

Target audience



- Both female (61%) and male (39%) readers.
- Roots enthusiasts have all ages: 20% is younger than 35 years, 17% between 35-49 years and 63% 50+ years old.
- About half of the Roots readers are higher educated (HBO/VWO).
- High welfare level; social class W1 (high) or W2.
- Mostly 2-person households (43%), but households with children (37%) also like to read Roots.

Target group is characterized by shared interest and character traits

- Nature lovers and nature connoisseurs
- Passion for photography
- Like to go out in nature; hiking enthusiasts
- Social

Source: NPM-DGM 2023-I

Message transfer, brand consideration and attitude change are goals that can be efficiently fulfilled by branded content.

Ask about the possibilities.



roots | Tailormade specials

• BELEEF DE NATUUR •



- Tailormade editions are produced in collaboration. These editions contain Roots hiking routes in specific Dutch provinces with additional topics to highlight the beautiful scenery of the areas.
- Specials can be based on a nature theme as well. We add our knowledge about the area (landmarks, estates or animal habitats) to existing hiking routes.
- Exciting destinations along the routes are highlighted. For example, the most charming *bed* and *breakfasts* or the best organic restaurants.
- Distribution: as a single copy included with the regular Roots or in-magazine. Additional printing at the client's disposal is possible.

Tailor made proposition

Reader offers provide a unique opportunity for advertisers in Roots. These offers are greatly appreciated by readers and contribute to the marketing and communication objectives of the advertiser.

There are several options for this, for example: an offer in the magazine, a letter together with the edition or an item in the newsletter. Please ask for the possibilities.

Requirements : An advantage or discount for the readers of Roots must be provided.



DE ROOTS-WANDELING



Zie eruituitig: In een boom zit een op een van de vele paddenstoelen die Warnsbom rijkt is.



De natuur is erop uit om de herfst te vieren. Het pad slingert er langs de rand van een akker en een bos, wat een grote trekking geeft voor een run. Ook kan je blik na al dat bosvrij zijn zwerven over de velden. Als een soort cyclus der seizoenen eindigt de route waar die begint: het Airborn War Cemetery, waar slachtoffers liggen begraven uit de Tweede Wereldoorlog. Lopen de lange de talloze witte kruisen en de namen lezen, valt op hoe jong iedereen was: 22, 18, 27, 24, 23. De meeste soldaten vonden al in de lente van hun leven. Van de herfst konden ze alleen maar dromen.

Kijk voor data en meer wandelroutes op rootsmagazine.nl

roots LEZERS AANBIEDING

Overnachting op Warnsbom vanaf € 130

Op vijf minuten rijden van Arnhem en pal langs de Roots-wandeling ligt Landgoed Hotel & Restaurant Groot Warnsbom. Het hotel ligt midden in de idyllische natuur van landgoed Warnsbom. De naam 'Warnsbom' is afkomstig van de woorden 'boom', wat bron betekent, en 'waarn', wat staat voor rijkdom. De naam is waarschijnlijk ontleend aan de op het landgoed aanwezige bronnen. In het stijlvolle hotel is het prima toeven, ook in de omringende tuin kun je heerlijk zitten na een natuurwandeling.

Prijs
Vanaf € 130 voor een kamer naar keuze.

Het Roots-arrangement omvat:
- 1 overnachting in een kamer naar keuze (op basis van twee personen)
- Ontbijt voor 2 personen t.w.v. € 16,50 p.p.
- Een uitgebreid welkomstdrankje.
Dit aanbod is geldig tot en met 31 augustus 2016, m.u.v. feestdagen en op basis van beschikbaarheid.

Info & reserveren
Meer info: grootwarnsbom.nl Reserveren: mail naar info@grootwarnsbom.nl of bel 026-4455751. Vermeld dat het gaat om de aanbieding in Roots.

Creating a magazine or digital magazine is a craft. **Roots** has been composing the quarterly magazine *Wadden* for years on behalf of the 'Waddenvereniging'. From conceptualization, design and editing, to production, publishing and distribution: we take care of it, from start to finish.

Roots also produced a beautiful magazine entirely on behalf of Staatsbosbeheer.

It is also possible to hand over to us just a selection of the production process. We are happy to discuss how we can use our expertise.



Roots Birdmagazine



Roots Birdmagazine, from the creators of **Roots**, is een consumer title which focuses on bird watchers and novice bird watchers.

The magazine is full of inspiring bird stories, beautiful photography, informative background articles and helpful tips that get people excited about bird watching. Size of the magazine is 84 pages.

The editions of Roots Birdmagazine appear in the spring and autumn, simultaneously with the bird migration, to more than 12,500 subscribers of Roots Magazine and in an edition of 6,500 odd copy sales.

Edition	Publication date	Closing date for advertisers
Spring 2024	22.03.2024	07.02.2024
Autumn 2024	16.08.2024	02.07.2024



Base rate

in euro's excl. VAT

1/1 page € 3,770

Format index

1/2 page	63
2/1 page	187

Position index

Preferred position	110
Spread in center	110
1 st 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
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Trim size

1/2 portrait	104 x 285
1/2 landscape	210 x 141
1/1	210 x 285
2/1	210 x 285 – 210 x 285

+ 5 mm bleed on all sides

Technical specifications

Trim size: 210 x 285 mm

Advertisement material:

Please submit your digital ad files as Certified PDF

Digital

Product	Rate
NBI – Newsletter Item	€ 2,000
FBB – Facebook post	€ 800
BI – Branded Item	€ 1,250
BI + FBB	€ 2,050
BI + NBI	€ 3,250
BI + NBI + FBB	€ 4,050
Native-in-Article (Cost p. Quality View-QV)	€ 1.25
Instagram Story	€ 800

Production cost*¹

Newsletter Item	€ 175
Facebook post	€ 225
Branded item on website	€ 250
Instagram Story	€ 225

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)

Rates & formats 2024

Base rate

in euro's excl. VAT

1/1 page € 2,000.-

Format index

1/2 page	63
2/1 page	187

Position index

Preferred position	110
Spread in center	110
1 st page right	110
Cover 2 or 3	120
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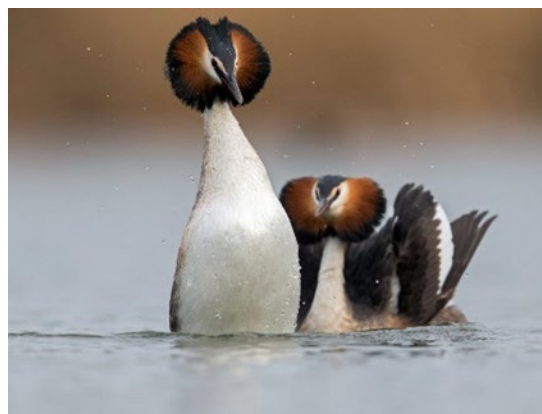
+ 5 mm bleed on all sides

Technical specifications

Trim size: 210 x 285 mm

Advertisement material:

Please submit your digital ad
files as Certified PDF





For more information

Roularta Media Nederland
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advertising@roularta.nl

www.roularta.nl