

# VORSTEN





# VORSTEN

The royal family belongs to us all,  
*Vorsten* is for everyone!

Ever since 1973, *Vorsten* is the content platform about royalty, the Royal Purveyor of the monarchy fanbase: reliable, extensive and with fitting allure.

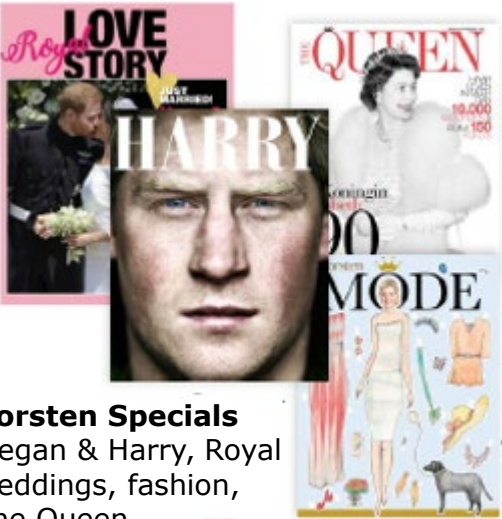
For Dutch speaking readers, *Vorsten* is the most important source of information about contemporary (international) royal families, history, fashion, heritage and culture. It features interesting profiles and exclusive interviews with the royals, wrapped in a chic glossy cover.

*Vorsten* publishes 14 editions a year. With a total of over 1,000 pages (!) *Vorsten* is the largest magazine in the segment. Total amount of Instagram followers: 90,000! Furthermore, *Vorsten* has well opened newsletters, rich online content and 45,000 Facebook followers. Its the royalty platform in The Netherlands.

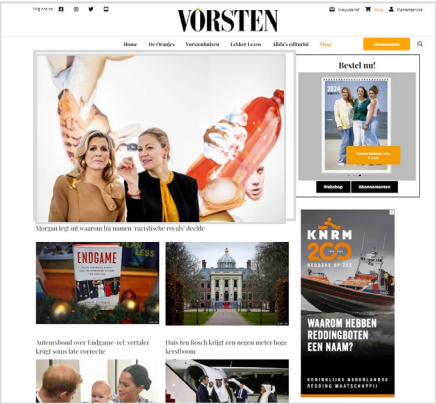
Co-operations are possible with travel partners, with palaces and castles, country and regional agencies. And providers in the 50+ segment, such as advertisers in Plus Magazine and Zin Magazine (same target group; above average disposable income etc.).

**Vorsten**  
Reach magazine: 123,000 m/w

**www.vorsten.nl**  
500,000 pageviews monthly



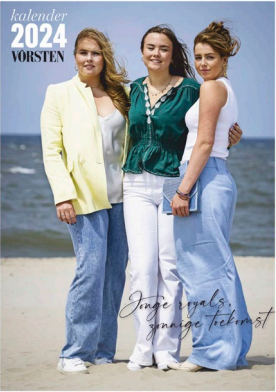
**Vorsten Specials**  
Megan & Harry, Royal weddings, fashion, The Queen



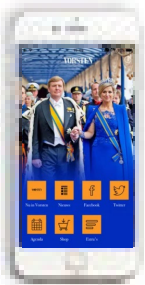
**Vorsten newsletter**  
15,000 subscribers



**Vorsten readers' day**



**Vorsten calendar**



**Vorsten app**



**Facebook, Twitter, Intstagram, Youtube**



## Vorsten crown jewels

## Exclusive interviews

## Current affairs

## Background

## History

# Fashion

## Culture & Heritage

## Jewels

# Cities





# VORSTEN | Facts & figures

## Vorsten readers

The readers of *Vorsten* are curious and have an above-average interest in royal houses, history, fashion and culture. They opt for quality, are socially involved and donate to good causes. 42% of readers are employed in a profession and 45% are retired and enjoying life. He or she likes to spend money on a new car, culture and holidays at home and abroad.

**Gender:** female 63%/ male 37%

**Age:** 50+ years 73%

**Social class:** 58% W1-W3

## Vorsten Magazine

Frequency: 14 editions a year, 2 double editions

Print reach: 123,000 (NPM-DGM 2023-I)

## Vorsten.nl

500,000 pageviews monthly

Google Analytics

## Vorsten newsletter

15,000 newsletter subscribers

CTO: 27%, CTR: 16%, Open Rate: 59%

Frequency: once every two weeks

## Vorsten Facebook

45,000+ followers

## Vorsten Instagram

90,500+ followers

# VORSTEN | Rates & formats 2024



## Base rate in euro's excl. VAT

1/1 page € 4,547

## Format index

1/2 page 63  
2/1 page 187

## Position index

Preferred position 110  
Spread in center 110  
1<sup>st</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
Bleed	
1/2 portrait	107 x 285
1/2 landscape	230 x 140
1/1	230 x 285
2/1	230 x 285 – 230 x 285

+ 5 mm cut-off

## Technical specifications

**Bleed:** 230 x 285 mm

## Advertisement material:

Please submit your digital ad  
files as Certified PDF

## Digital

Product	Rate
NBI – Newsletter Item	€ 1,000
FBB – Facebook Post	€ 800
Instagram Story	€ 800
BI – Branded Item	€ 1,500
BI + FBB	€ 2,300
BI + NBI	€ 2,500
BI + NBI + FBB	€ 3,300
Native-in-Article (Cost p. Quality View- QV)	€ 1.25

## Production cost\*<sup>1</sup>

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

\*<sup>1</sup> Based on 2 correction rounds (no discount available)

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