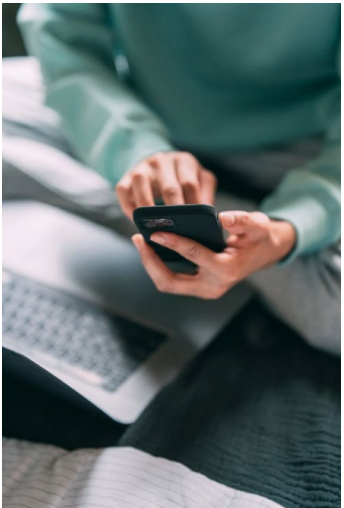




*The ad sales is handled by
Roularta Media Nederland.*



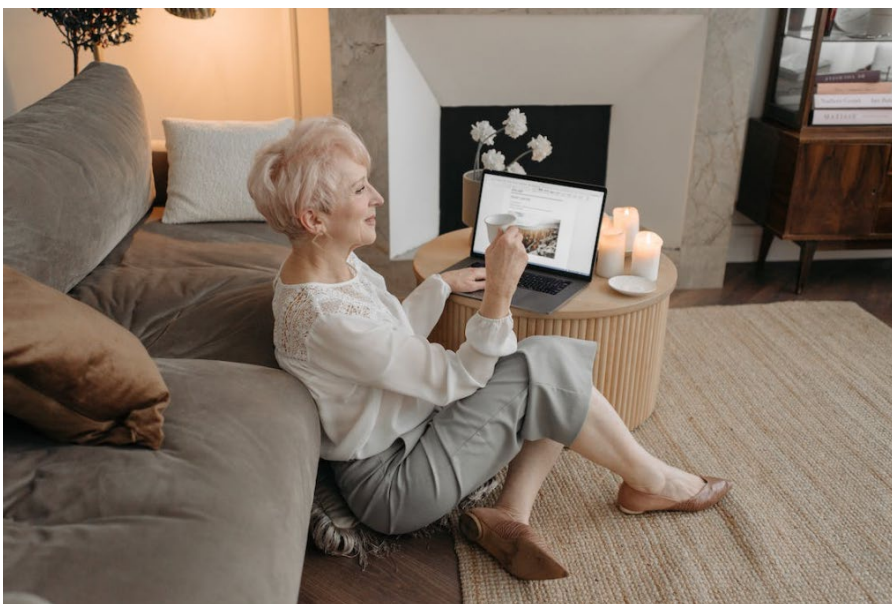
The SeniorWeb Association

As a non-profit organization, the SeniorWeb Association's mission is 'participation and self-development of all seniors in the digital society'. SeniorWeb's strength lies in inspiration, education and support. For only €38 a year (price 2024) one can become a member of the national association.

SeniorWeb offers its 150,000 members a wide range of services:

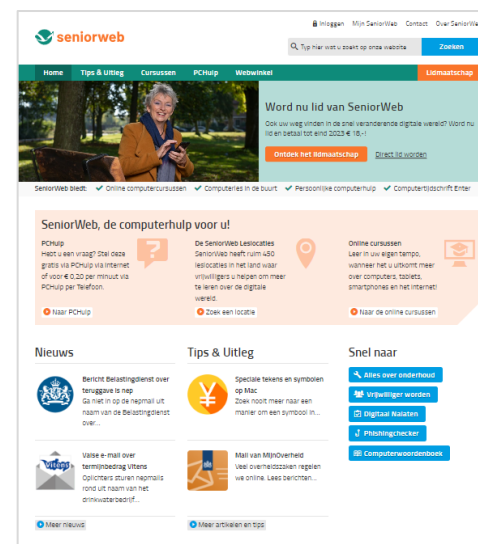
- 4 x a year magazine Enter
- Up-to-date website full of relevant digital information
- Fast and expert computer help via the Internet, by phone and at home
- Free online courses and courses around the country
- Weekly and monthly informative newsletters
- Practical and inexpensive computer books and accessories in the online store
- Phishingchecker

*The ad sales is handled by
Roularta Media Nederland.*



www.seniorweb.nl

The website seniorweb.nl is in The Netherlands the largest website for seniors. The clear and accessible website offers current and reliable information about computer, internet and digital applications. The main pillars are computer and Internet, digital developments and news. The editors publish new posts daily. Monthly, our website receives 1.4 million visits. The advertising options on our website are: advertorial and medium rectangle banner.



The ad sales is handled by
Roularta Media Nederland.



Online Advertorial

With an advertorial, you ensure that your story seamlessly matches your target audience's interests and is in the right Umfeld. The editors create an advertorial in the look and feel of the site. Advertorials on SeniorWeb have a fixed duration of one month.

The advertorial includes:

- Image and text (to be supplied by customer), hyperlink to preferred site.

You will receive:

- One-time Newsletter Item including forward link to advertorial.

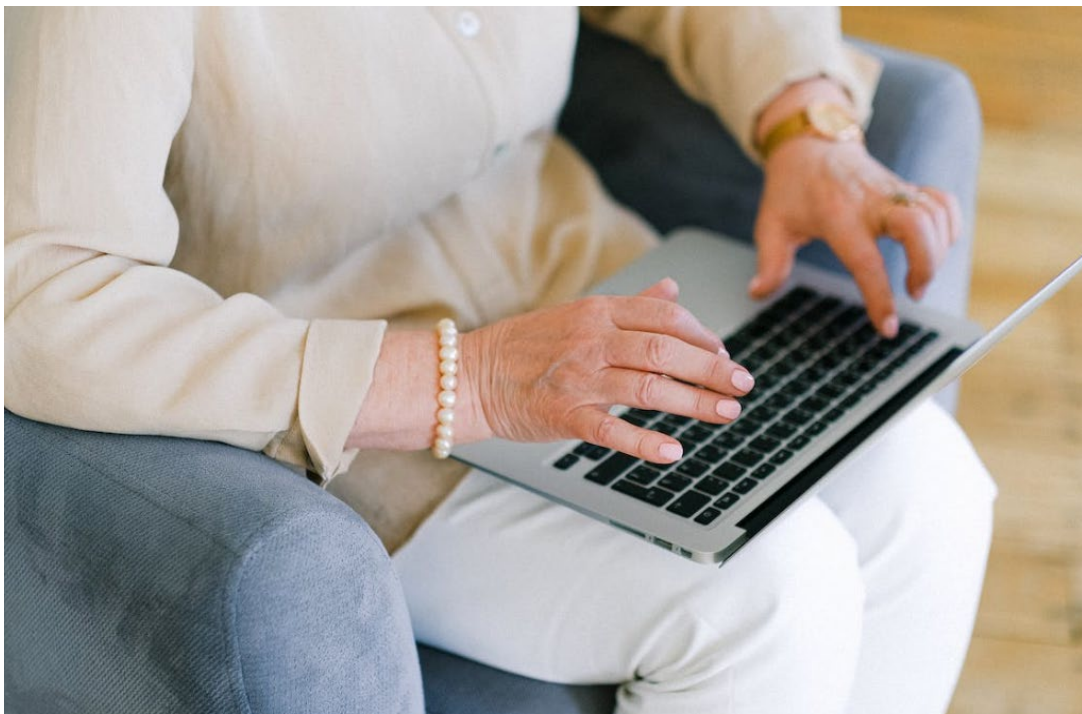
Medium rectangle banner

A medium rectangle can be placed on the SeniorWeb website (with the exception of some pages).

Format: 300 x 250 pixels, gif or swf.

Sound in ads is only allowed after a mouse click by the visitor and after this click a 'stop' or 'pause' button must be clearly present. The customer himself is responsible for a correctly working banner.

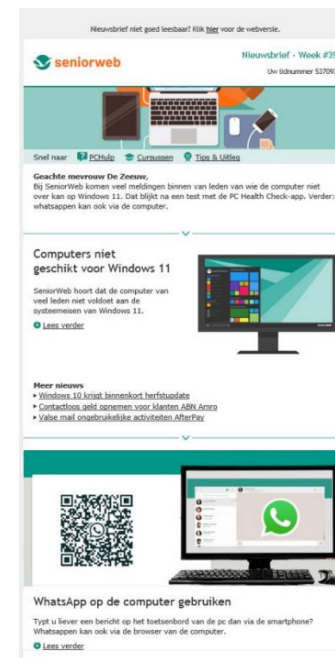
*The ad sales is handled by
Roularta Media Nederland.*



Newsletter SeniorWeb

The SeniorWeb Newsletter is sent weekly on Thursdays. Number of subscribers: 220,000. The newsletter contains recently published articles and tips for computer, tablet and smartphone use.

The advertising position in the weekly newsletter is a Newsletter item (text ad with image). A maximum of 3 positions is available in each newsletter.



The ad sales is handled by Roularta Media Nederland.



Magazine Enter

Magazine Enter is published 4 times a year. All 150,000 members of SeniorWeb receive it by letterbox. The magazine contains tips and advice on computer applications, news about SeniorWeb and experiences of other computer users.

Advertising rates and specifications can be found at the back of this saleskit.

Magazine **Enter** is published 4x a year:

Editie 1 #103 - publication date 09-03-2024
Closing date for advertisers 02-02-2024

Editie 2 #104 - publication date 08-06-2024
Closing date for advertisers 03-05-2024

Editie 3 #105 - publication date 07-09-2024
Closing date for advertisers 02-08-2024

Editie 4 #106 - publication date 07-12-2024
Closing date for advertisers 01-11-2024

*The ad sales is handled by
Roularta Media Nederland.*



seniorweb

Facts and figures

Seniorweb members

SeniorWeb members are men and women aged 65 years and older. They like to stay informed about computer and Internet, digital developments and news.

Gender: 52% men / 48% women

Age: 65+ years

Smartphone consumer: 85%

Social media consumer weekly: 38%

Online shopping weekly: 66%

Source: Member Survey SeniorWeb

Magazine Enter

Frequency: quarterly

Publication: March, June, September, December

Circulation: 150,000 copies; members SeniorWeb

www.seniorweb.nl

1.4 million pageviews monthly

979,000 unique visitors monthly

Source: Google Analytics

Newsletter SeniorWeb

220,000 newsletter subscribers

Frequency: weekly on Thursday

CTO: 32%; Open rate: 64%

Facebook

23,000 fans

*The ad sales is handled by
Roularta Media Nederland.*

Base rate magazine Enter in euro's excl. VAT

1/1 page € 3,500.-

Format index

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



*excluding
production costs;
upon request

Formats & measurements (mm)

Format width x height

Trim size

1/1	170 x 240
2/1	170 x 240 – 170 x 240

+ 5 mm bleed on all sides

Technical specifications

Trim size: 170 x 240 mm (wxh)

Advertisement material:

Please submit your digital ad files
as CertifiedPDF

Inserts, adhesive cards or
attachments on request

Digital

Product

Rate

Newsletter Item	€ 3,000
Advertorial on website	€ 3,500

Banners

Medium Rectangle (300*250)	€ 15 cpm
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Image and text to be supplied by customer. SeniorWeb may,
after consultation, change text and form of all advertisements
submitted for placement in all fairness.





Specifications material **online advertorial**

Advertorial – layout by editors of SeniorWeb

The editors of SeniorWeb create an advertorial in the look and feel of the website. Advertorials have a fixed timeframe of one month.

Rate:

1 advertorial for a period of 4 weeks : € 3,500.-

The advertorial includes:

- Image and text (to be supplied by customer), hyperlink to preferred site.
- One-time Newsletter item including forward link to advertorial.

Header:	Maximum 50 characters incl. spaces
Introtext:	Maximum 50 words
Bodytext:	400 words + url to customer website
Booster website:	Short sentence, maximum 2 lines, 3–5 words
Format image:	825 x 225 pixels (wxh), maximum 50 kB
	Both visuals preferably in JPG/PNG format
Production time:	2 business days

Image and text to be supplied by customer. SeniorWeb may, after consultation, change text and form of all advertisements submitted for placement in all fairness.

Delivery material

Submit the material to our Traffic Department 5 business days before going live. In the subject line, please include the client's name, the campaign and the title on which it will be deployed.

E.: onlinecampagnes@roularta.nl

Specifications material **banner website**

Banner – medium rectangle

A medium rectangle can be placed on the SeniorWeb website (with the exception of some pages).

Rate:	€ 15.- CPM
Minimum commitment:	100,000 views
Appereance:	based on availability views
Production time:	2 business days

Technical requirements

- SWF and/or GIF
- Medium rectangle: 300 x 250 pixels

Specification material SWF / Flash

- If sound is used, it must be turned off by default.
Turning the sound on must be done only by an action by the visitor, and the user must also have the option to turn the sound off again.
- Presence required of a clickTag for measuring clicks.
- Deliver as swf, Flash version 9, Actionscript 2 or 3 *

*

```
Actionscript 2: on(release) { getURL(_root.clickTag, "_blank"); }  
Actionscript 3: naam van de button.addEventListener( MouseEvent.MOUSE_UP, function(event:  
MouseEvent): void { var sURL1: String; if ((sURL1 = root.loaderInfo.parameters.clickTag)) { void  
ExternalInterface.call('open', sURL1, '_blank'); } } );
```

Delivery material

Submit the material to our Traffic Department 5 business days before going live. In the subject line, please include the client's name, the campaign and the title on which it will be deployed.

E.: onlinecampagnes@roularta.nl



Specifications material **newsletter**

Newsletter item

The advertising option in the newsletter is a newsletter item.

Rate: € 3,000.- for 1x newsletter item

Specifications material

- Image: 265 x 150 pixels
- No headline
- Body text (including spaces): min. 130 characters, max. 170 characters
- The call to action is always 'More information'
- The call to action is not part of the body text
- URL to landing page
- In addition, it is mandatory to make the sender of the ad clear (this may be in image or text)

Newsletter appearance

Weekly on Thursday

Delivery material

Submit the material to our Traffic Department no later than Monday prior to publication of the newsletter. E.: [onlinecampagnes @roularta.nl](mailto:onlinecampagnes@roularta.nl)





The ad sales of SeniorWeb and Enter is handled by Roularta Media Nederland.

More information:

Roularta Media Nederland

T. +31 (0)35 6925 200

E. advertising@roularta.nl

www.roularta.nl