

happinez





happinez

Your guide in spirituality and happiness

Sooner or later, questions of meaning arise in every human life: who am I and what do I matter? Happinez helps you discover who you are, and what makes life valuable to you. The leading media brand unlocks **inspiration, insights** and **wisdom** in **spirituality** and **personal growth**, making them accessible and applicable to everyone.

Happinez is a trusted guide in the search for meaning, providing a safe, friendly and loving environment where readers and followers can go to recharge, relax, develop and grow. Through **offline** and **online** media, we offer our audience access to a treasure trove of happiness!

Happinez Podcast



Happinez Specials



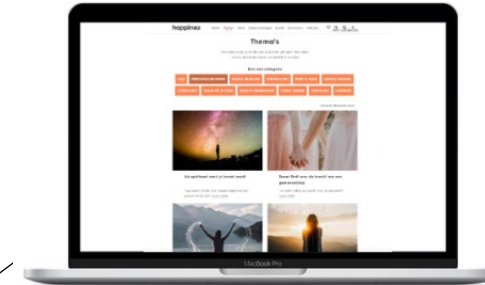
Happinez

Reach per edition: 275,000 readers



www.happinez.nl

Your guide in spirituality and happiness
2 million pageviews monthly



Happinez Readers Offers

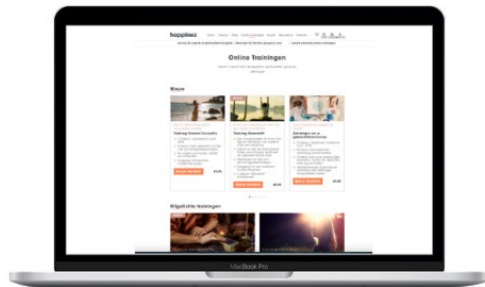


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happinez



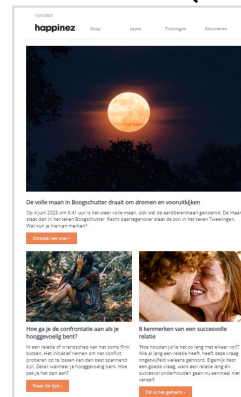
Happinez Events

Lectures, ceremonies,
festivals and live sessions



Happinez Online sessions

40,000+ trainees



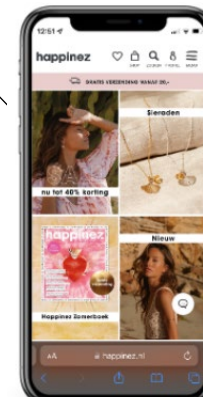
Happinez Newsletter

190,000+ followers



Happinez Pinterest

12,600+ followers



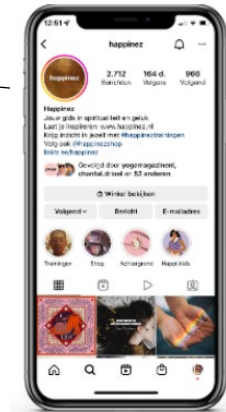
Happinez on X

24,000+ followers



Happinez Facebook

235,000+ followers



Happinez Instagram

170,000+ followers



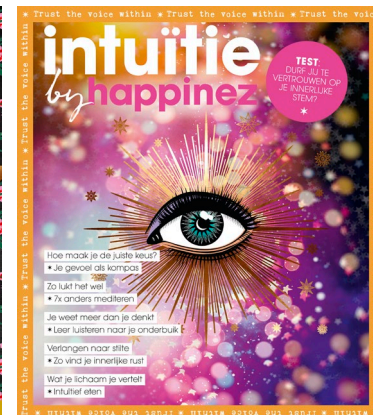
happinez

Magazine



Happinez

Happinez the largest and best-known **mindstyle** brand in the Netherlands. For over 20 years, Happinez has been the guide for anyone looking for spirituality and happiness. With in every issue (8 editions a year) the most beautiful stories, beautiful images and surprising insights from experts from home and abroad. In addition, a Happinez Winter Book, Summer Book and thematic specials are also produced every year.



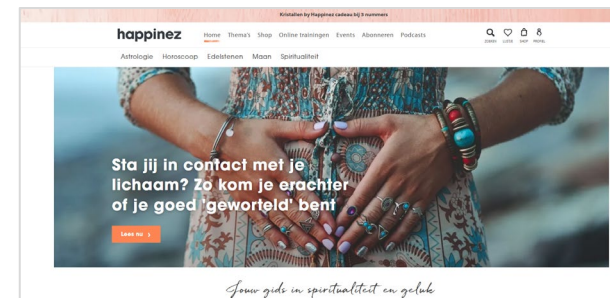
happinez | Online platform



Happinez Online

Anyone with a conscious life, looking for meaning, self-development and spiritual growth can visit happinez.nl and Happinez's social channels daily for inspiring online content on astrology, spirituality, mind & meditation, personal growth, body & yoga and more. Happinez also has a webshop with more than 400 sustainable and meaningful products and exclusive Happinez products, including stationery and accessories.

With well-known experts in spirituality, happiness and astrology, Happinez has been developing online trainings since 2019. The Instagram training course Live with the Moon won an award in 2019. More than 40,000 Happinez fans have already taken a training with Happinez.





Commercial opportunities with Happinez

- **Online branded content package**

online article + social media booster + newsletter item
+ extra booster package possible

The Online Branded Content Package is the most effective way to promote your story. This package includes: online article, boost through an Instagram Story, Facebook post and newsletter item.

The extra boost package is used to give the campaign an extra boost during the campaign period. The way this can be implemented will be determined in consultation.

- **Collaborations in the magazine**

advertisement or branded content article (advertorial)

- **Podcast and video**

- **Social Media**

- **Newsletter item with external clickout**

- **Reader Offers and Plus Propositions**

- **Custom Publishing**

- **Events**

happinez | Propositions examples



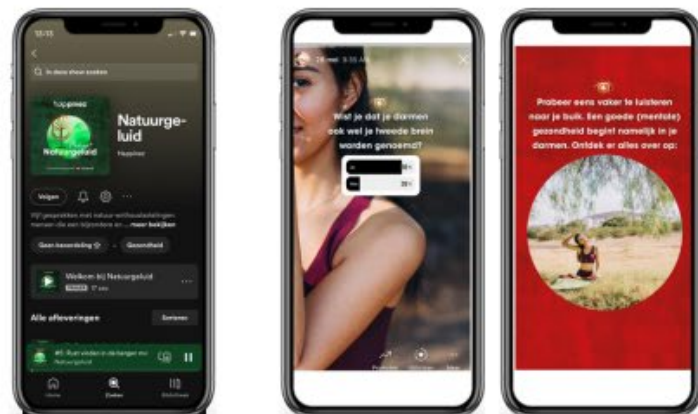
Collaborations in the magazine



Custom publishing

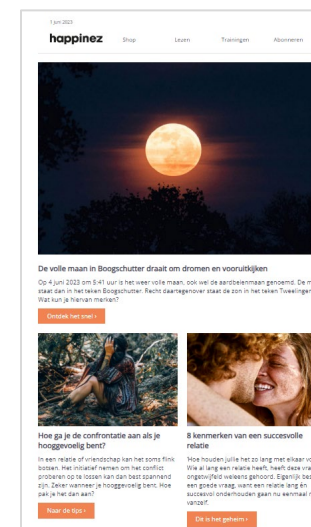


Branded content online article



Podcasts

Social media (a.o. polls or tests)



Newsletter



Events
Lectures, ceremonies,
festivals and live sessions.
Both offline and online.



happinez | Facts & figures

Happinez

What connects Happinez readers and visitors is a mindset: they are conscious in life, seeking meaning, inner peace and personal growth. The majority of the target group is female, working, highly educated and has an active social life. They are looking for inspiration in all sorts of areas: travel, housing, health, culture, nutrition, exercise, positive psychology and spirituality. She chooses and buys consciously and appreciates beautiful, sustainable and high-quality products.

Profile Happinez

Gender: men 24% / women 76%

Education: College education and higher 48%

Income: Modal income and higher 57%

Age: 26% younger than 35 years; 35-49 year 25%; 50+ years 49%

Source: NPM DGM 2023-I

Happinez Magazine

Printreach: 275,000 readers per edition (Source: NPM DGM 2023-I)

Frequency: 8x a year, 3 specials (Summerbook, Winterspecial, Themespecial)

Distribution: subscription and individual sales

International: German and French edition

Happinez Newsletter

Circulation: 190,000 newsletter subscribers; Open Rate: 45%

Frequency: weekly on Thursday

Online

2 million pageviews monthly

Source: Google Analytics

Social

Facebook: 235,000+ fans

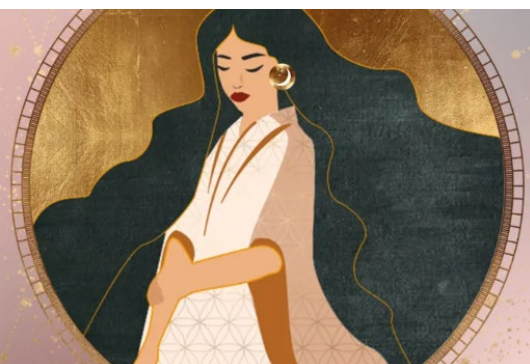
Instagram: 170,000+ followers

X: 24,000+ followers

Pinterest: 12,600+ followers

LinkedIn: 11,500+ members

happinez | Themes 2024



Edition	Theme	Publication date
Edition 1	Year of the dragon fire, energy, creativity, leadership	17-01-2024
Edition 2	Small but nice simplicity, silence, mindfulness, attention	01-03-2024
Edition 3	In connection family, friends, relationships, finding your place	12-04-2024
Edition 4	Body Issue health, self-confidence, wellbeing, bodywork, wellness etc	24-05-2024
Edition 5	Friends for life friendship, connecting, vulnerability, sharing	05-07-2024
Edition 6	Choosing for yourself courage, focus, balance, boundaries, self-strength	30-08-2024
Edition 7	I love you love, relationships, dating, sex, life stages	18-10-2024
Edition 8	The world at your feet earth, adventure, travel, world religion, boundaries, wisdom	29-11-2024

In 2024 Happinez will publish two **Specials** and the **Sumer Book**.

More information on publication and closing dates: <https://roularta.nl/adverteren/planningen/>

happinez | Rates and formats 2024

Base rate
in euro's excl. VAT

1/1 page € 11,050.-

Format index

1/2 page 63
2/1 page 187

Position index

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

*1 excluding production costs, on request

Branded content*2

1/1 page € 12,708.-
2/1 page € 25,415.-

*2 Branded Content pages will be written by the editors of Happinez and designed in the look & feel of the magazine, based on a well-defined briefing and supplied visuals. Production costs: € 2,200.- excl. photography if required.

Formats and measurements in mm Width x height

Trim size Happinez

1/1 page 210 x 285
2/1 page 210 x 285 – 210 x 285

+ 5 mm bleed on all sides

Trim size Specials

1/1 page 225 x 260
2/1 page 225 x 260 – 225 x 260

+ 5 mm bleed on all sides

Technical information Happinez

Trim size: 210 x 285 mm (w x h)

Advertisement material:

Please submit your digital ad files as Certified PDF

Digital Product

Rate

Newsletter

Newsletter item € 2,900.-
Production costs € 250.-

Branded Content Package

Online Branded Content Package € 6,750.-
Production costs € 1,250.-

Booster

Extra booster package € 1,500.-
Production costs € 450.-

Online articles part of an Online Branded Content Package will be live for 2 weeks.

KPI's branded content: 2,500 unique views.



Questions about advertising material:
Traffic Department: 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/>

happinez | Contact



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