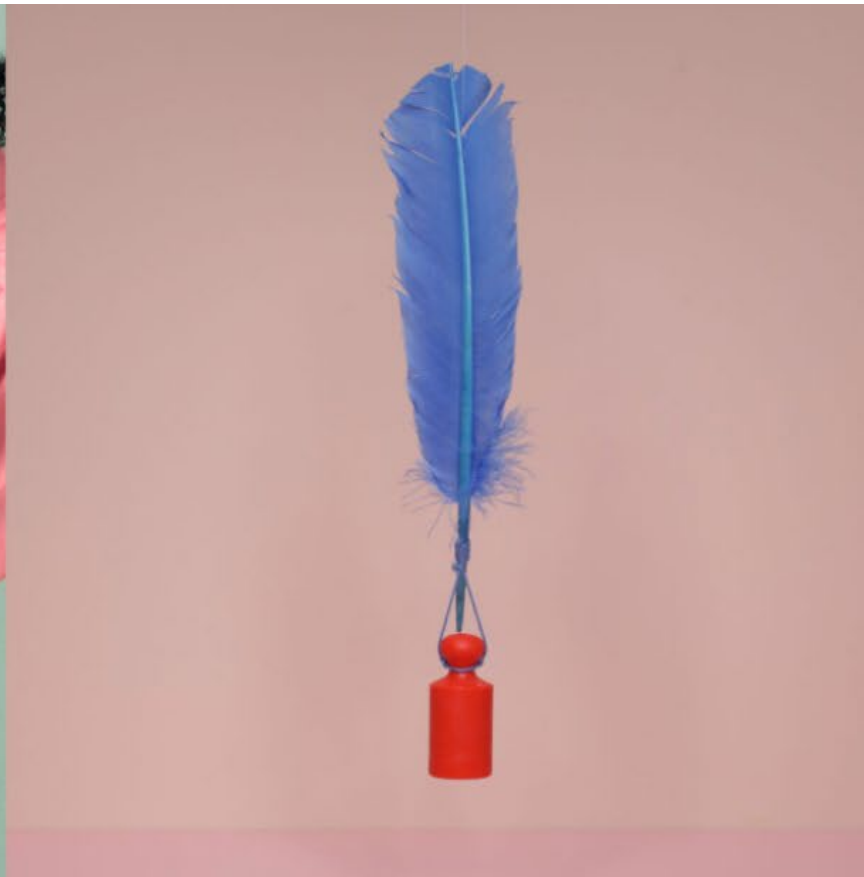


PSYCHOLOGIE

MAGAZINE





PSYCHOLOGIE MAGAZINE

Psychologie Magazine

Psychologie Magazine is th   authority in the Netherlands for personal growth. Psychologie Magazine helps to grow, by translating insights from psychology to everyday life. To increase your self-knowledge, to deepen your insight in relationships, to better understand the world. And to help you make better choices in life.

Self-aware, intelligent women and men will find inspiration from Psychology Magazine's back stories and engaging personal interviews. Inspiration in the practical online trainings and master classes that help you work on your own growth. And help in the network of reliable coaches you can turn to. Psychologie Magazine is no longer a magazine brand - it is a platform for personal development.

Psychologie Magazine

Printreach per edition:

276,000 readers

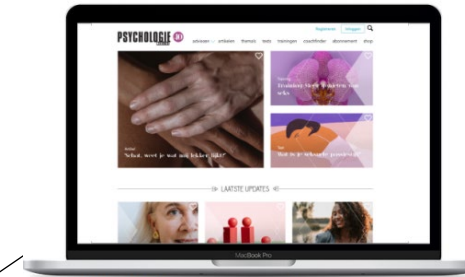
Theme Specials



Online platform for personal growth

www.psychologiemagazine.nl

1.1 million pageviews monthly



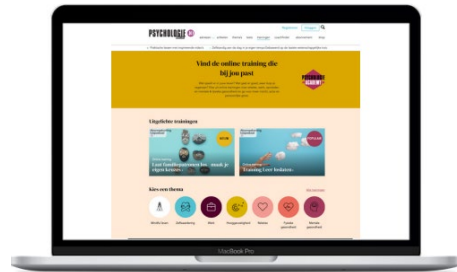
Coachfinder

Matching platform with 750+ qualified coaches

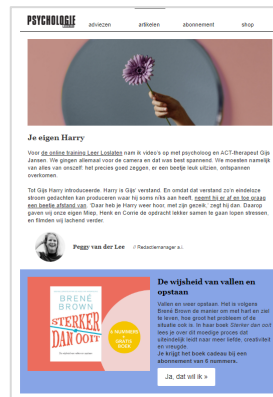


This is PSYCHOLOGIE MAGAZINE

Podcast



Psychologie Academy:
online courses

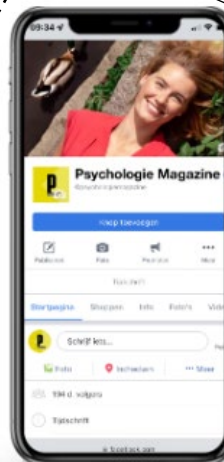


Newsletter

305,000+ subscribers

Events

With coaches and experts



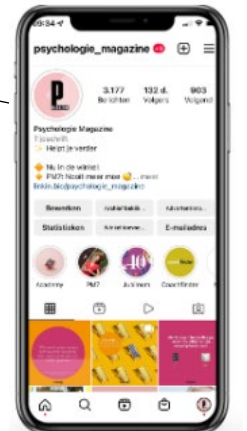
Facebook

197,000+ followers



LinkedIn

24,000+ member



Instagram

135,000+ followers



Psychologie Magazine

Psychology Magazine is the place for born explorers. For those intelligent and self-aware women and men who are curious about themselves, others, love and life.

With an eye on science and one on everyday practice, we like to shake things up a little. Because in a safe place, everything is up for discussion.

Psychology Magazine reaches 276,000 readers every month. Readers who are looking for personal growth, insight and inspiration. They want to develop themselves, make conscious food and health choices and are open to new ideas and experiences.

Psychology Magazine is published 13 times a year.

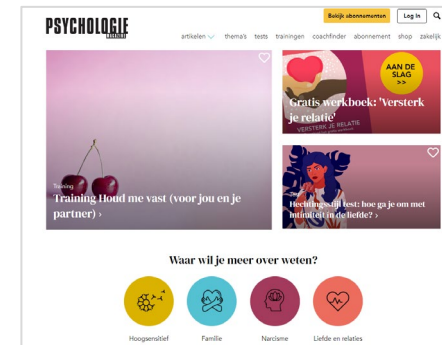


Online platform

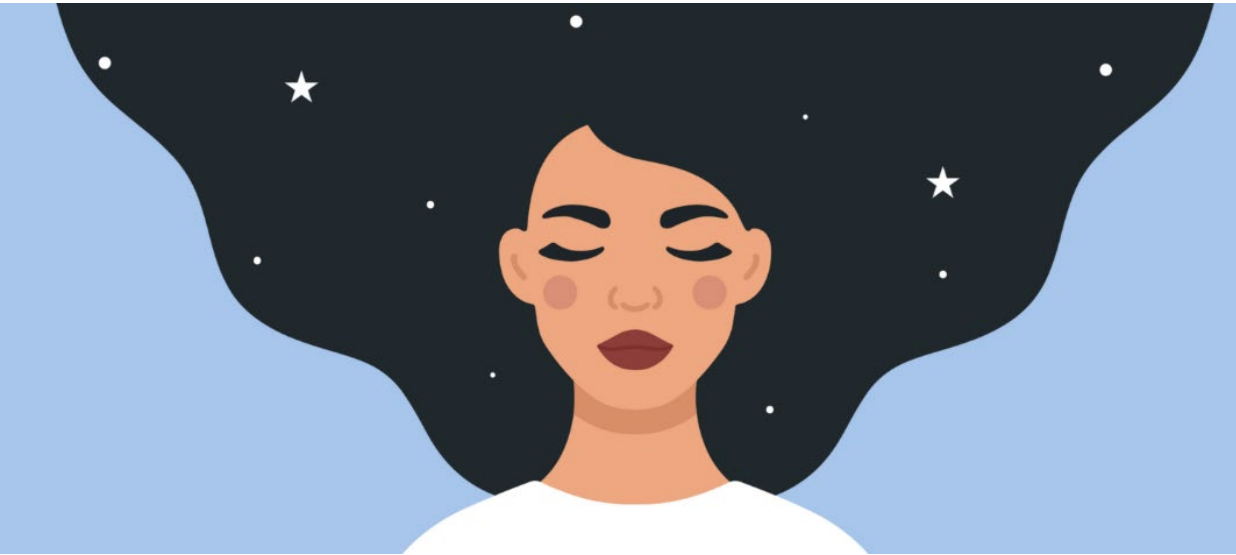
Psychology Magazine brings insights from psychology practice understandable, accessible and applicable through a large online platform. Whether you need concrete help, a helping listener or a coach.

This is the website of Psychologie Magazine:

- ✓ Find your ideal coach with **Coachfinder**, an initiative of Psychologie Magazine. With more than 700 qualified coaches, has become the largest coaching platform in the Netherlands.
- ✓ Reliable **psychological tests** developed by scientists. Psychology tests give you more self-insight.
- ✓ **Psychology Academy**: online trainings and master classes in collaboration with experts. What's going on in your life? What's going well, what are you struggling with? Choose from online trainings on relationships, work, parenting and mental & physical health and go for more insight, action and personal growth.



Psychology Magazine has a **website**, **newsletter** and is active on **social media**; Facebook, Instagram, LinkedIn and X.



Commercial propositions with Psychologie Magazine

- **Online branded content package**

online article + social media booster + item in newsletter
+ extra booster package is 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**

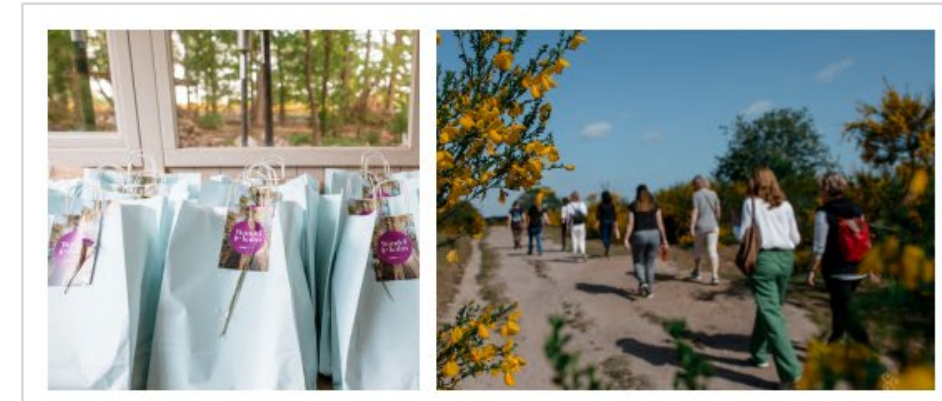
- **Reader Offers and Plus Propositions**

- **Custom Publishing**

- **Events together with coaches/experts**



Collaboration in the magazine



Collaborative events

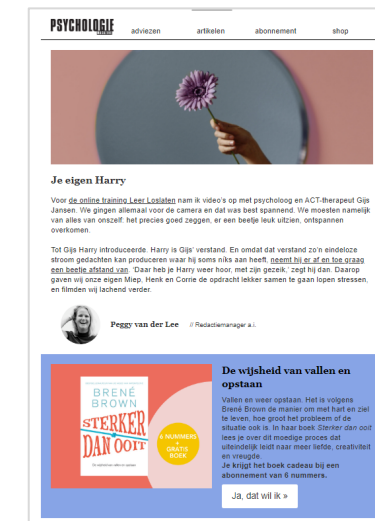


Social media (a.o. polls or tests)

Custom publishing



Branded content online article



Newsletter item



Psychologie Magazine target group

Psychology Magazine readers and visitors are looking for personal growth, insight and inspiration. They are employed and have a good income and high level of education. They want to develop themselves, make conscious choices (nutrition/health) and are open to new ideas and experiences.

Profile

Gender: men 31% / women 69%

Education: College education and higher 59%

Income: Modal income and higher 64%

Age: 32% is younger than 35 years; 35-49 years 21%; 50+ years 47%

Source: NPM DGM 2023-I

Psychologie Magazine

Printreach: 276,000 readers per edition (Source: NPM DGM 2023-I)

Frequency: 13x a year, incl. 2 specials

Distribution: subscribers and individual sales

International: German and French edition

Newsletter

Circulation: 305,000 newsletter subscribers

Frequency: weekly on Thursday

Website

1,100,000 pageviews monthly

Source: Google Analytics

Social

Facebook: 197,000+ fans

Instagram: 135,000+ followers

LinkedIn: 24,000+ members

X: 8,000+ followers



Edition	Theme	Publication date
Edition 1	Life crafting	05-12-2024
Edition 2	Fit and healthy into the new year	12-01-2024
Edition 3	The rise of body-oriented therapies	23-02-2024
Edition 4	Special Self-care	15-03-2024
Edition 5	Find your focus again	29-03-2024
Edition 6	Emotions at work	26-04-2024
Edition 7	The 7th biggest love crises, here's how to overcome them	31-05-2024
Edition 8	Special Summerbook: the great Rest Special	14-06-2024
Edition 9	no information yet	05-07-2024
Edition 10	no information yet	09-08-2024
Edition 11	Work, coaching	13-09-2024
Edition 12	Trauma, release old pain	25-10-2024
Edition 13	Family Special	15-11-2024

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

Base rate

in euro's excl. VAT

1/1 page € 9,500.-

Format index

1/2 page 63
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 *1 280

*1 excluding production costs, on request

Branded content*2

1/1 page € 10,925.-
2/1 page € 21,850.-

*2 Branded Content pages will be written by the editors of Psychologie Magazine 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 (mm)

Format Width x height

Trim size Psychologie Magazine

1/1 page 210 x 280
2/1 page 210 x 280 – 210 x 280

+ 5 mm bleed on all sides

Trim size Specials

1/1 page 200 x 250
2/1 page 200 x 250 – 200 x 250

+ 5 mm bleed on all sides

Technical information Psychologie Magazine

Trim size: 210 x 280 mm (wxh)

Advertisement material:

Please submit your digital ad files as CertifiedPDF.

Digital

Product

Rate

Newsletter

Newsletter item € 2,500.-
Production costs 250.-

Branded Content Package

Online Branded Content Package € 6,500.-
Production costs € 1,250.-

Booster Package

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

Online articles part of an Online Branded Content Package will be live for 1 week.

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





More information:

Roularta Media Nederland

T. +31 (0)20 210 5459

E. advertising@roularta.nl

www.roularta.nl