



'Gezondheidsnet' is the most read website about health in the Netherlands. Gezondheidsnet offers reliable information on numerous medical topics and nutrition, as well as exercise and appearance. Every month, 'Gezondheidsnet' generates about 1 million pageviews. The weekly newsletter is sent to 116,000 subscribers.

The editors make a daily selection of the most interesting health news from (inter)national sources and rewrite it into accessible news articles. The website is continuously updated with new articles, so that 'Gezondheidsnet' now covers virtually every health topic in detail. From losing weight to self-care. 'Gezondheidsnet' tells you how health problems come about and what you can do about them. Information can be found quickly via the search function or the encyclopedia. If there are still questions, readers can contact a team of experts with various specialties, such as a dermatologist, pediatrician, physical therapist and nutritionist.

Podcast 'Gezond Gesprek'



'Gezond Gesprek' (Healthy Conversation) is the podcast of 'Gezondheidsnet', No. 1 on health. Every episode features a healthy conversation with an expert guest about health, disease and lifestyle. 'Gezond Gesprek' not only delivers the best information by the best specialists; the information is always immediately practical for yourself.

Presenting the podcast is journalist, dietician and lifestyle expert Karine Hoenderdos. She has written several books on health and disease, has a healthy dose of curiosity and enjoys talking to experts. Producer is Jonne Serieese of *Dag en Nacht media*.



Facts & figures

'Gezondheidsnet' website visitors

'Gezondheidsnet' is for anyone who has questions about his/her health. Website visitors are health conscious and have broad interests.

Gender: 28% male / 72% female

Age: 45+ years 79%

Social class: W1 (high)/W2/W3: 63%

Source: NPMM DGM 2024-I

www.gezondheidsnet.nl

1 million pageviews monthly

'Gezondheidsnet' Newsletter

116,000 newsletter subscribers

CTO: 30%, CTR: 11%, Open Rate 37%

Frequency: weekly on Tuesday

'Gezondheidsnet.voeding' Newsletter

119,000 newsletter subscribers

CTO: 16%, CTR: 6%, Open Rate 37%

Frequency: weekly on Thursday

'Gezondheidsnet' Partnership mailing

110,000 newsletter subscribers

Facebook

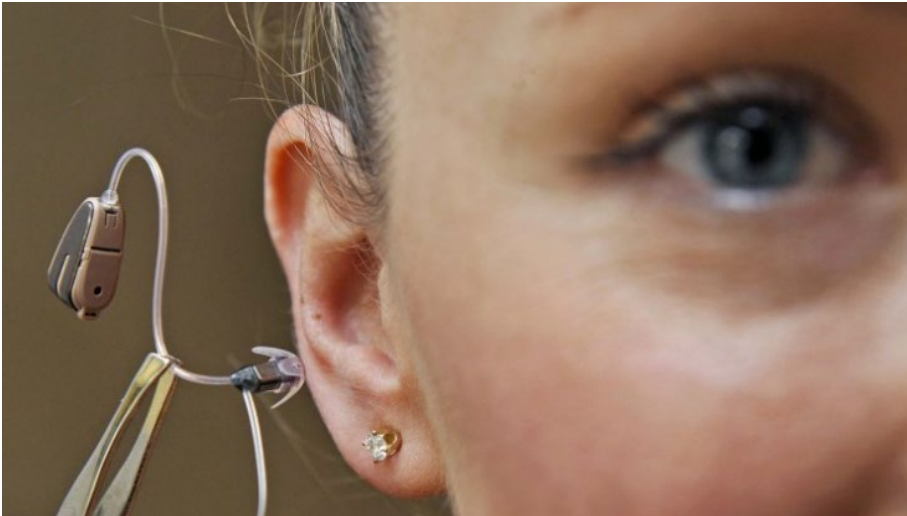
52,000+ fans

Instagram

13,000+ followers

Twitter

12,000+ followers



Digital Product	Rate
Newsletters	
Newsletter Item	€ 2,000
Theme newsletter	€ 5,500
Partnership mailing	€ 3,000
Banners	
Leaderboard (728x90)	€ 12 cpm
Medium rectangle (300x250)	€ 15 cpm
Halfpage (300x600)	€ 25 cpm
Billboard (970x250)	€ 35 cpm
Large Leaderboard (970x90)	€ 25 cpm
Floorad	€ 35 cpm
Inpage video	€ 20 cpm
Aditorial	€ 15 cpm
Mobile banners	
Mobile Leaderboard (320x50)	€ 10 cpm
Double banner (320x100)	€ 15 cpm
Halfpage (320x240)	€ 20 cpm
Medium rectangle (300x250)	€ 20 cpm
Full banner (468x60)	€ 10 cpm
Interscroller	only by Just Premium
Inpage video	€ 20 cpm
Aditorial	€ 15 cpm

cpm: per 1,000 impressions

Digital Product	Rate
Branded Content	
Advertorial	€ 2,500
Native	€ 3,500
Editorial article comm.	€ 3,000
Facebook message	€ 800
Content sponsorship	on request
Production costs*¹	
Advertorial	€ 175
Facebook message	€ 225

*¹ Based on 2 correction rounds
(no discount available)





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