

Landleven





Landleven

for fans of outdoor living and country life

Landleven is about living outside the country and within the borders of the Netherlands. Landleven is the source for practical information, inspiration and is a representation of the real country life that is so recognizable to many. **Landleven is the brand for advertisers focusing on outdoor living and country life.** With a magazine that is published 11 times a year, 6 annual specials, a website, weekly newsletters and events such as Landleven Winter, Landleven offers unique opportunities to get your message across to your and our target audience.



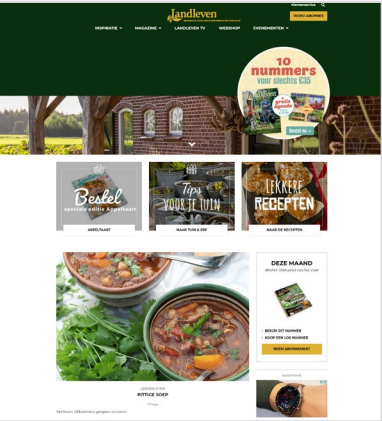
Landleven specials
Frequency: 6x a year



Landleven magazine
Printreach: 533,000



Landleven.nl
400,000 pageviews monthly



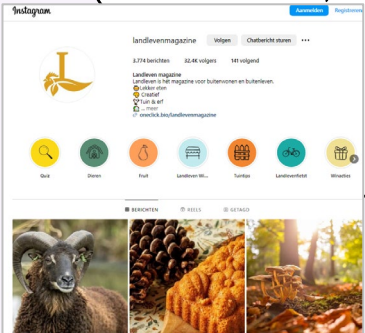
Landleven newsletter
137,000 subscribers



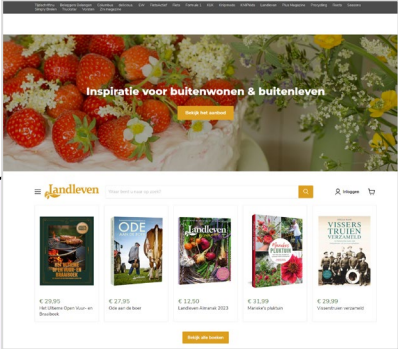
Landleven readers offers



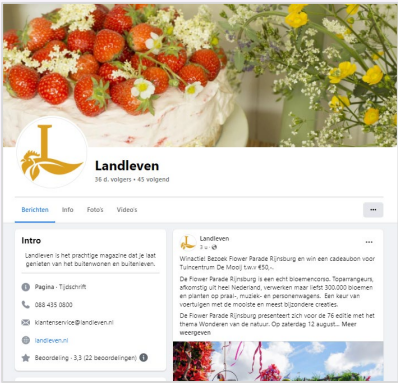
This is
Landleven



Landleven instagram
32,400+ volgers



Landleven webshop



Landleven facebook
36,000+ followers



Facts & figures



Landleven readers

Landleven readers enjoy the country life and outdoor living. They love hiking, biking, gardening, cooking & eating, living and more. Landleven brings readers practical information and inspiration in each edition, a representation of real country life that is so recognizable for the readers.

Age: 50+ years 70%

Social class: W1+W2 36%, W3 23% en W4+W5 41%

Education: High 38% and Middle 45%

Gender: 59% women / 41% men

Nielsen region: North 18%, East 30%, South 18%, West 34%

Landleven magazine

Frequency: 11x a year

Printreach: 533,000 per edition (NPM-M-DGM 2025-I)

Circulation: 82,000 copies

Landleven specials

Frequency: 6x a year

Circulation: 25,000 copies

Landleven.nl

Pageviews: 400,000 monthly

Unique visitors: 160,000 monthly

Landleven newsletter

137,000 subscribers

CTO: 25%, CTR: 11%, Open Rate: 46%

Frequency: weekly on Wednesday

Landleven instagram

32,400 followers

Landleven facebook

36,000+ followers

Advertorial in Landleven magazine

Advertorials are advertising pages in Landleven magazine that resemble editorial pages in their form and content. They are informative in their content, where the advertiser is clearly the sender.



Rate: € 6,829,-
excl. of VAT and incl. layout

> [Download specifications advertorial](#)



Advertorial and readers offers

Readers offers in Landleven

In each edition Landleven provides a readers offer. An offer in which readers have a chance to win your product or service. On average, there are 6,000 responses per readers offer.

Exposure readers offers (print and online)

- 3/4 page in the magazine
- 2x message in the newsletter;
1x announcement of action and
1x announcement of winners
- During the promotion periode, the action is online on www.landleven.nl

Rate: € 2,000,- excl. of VAT.

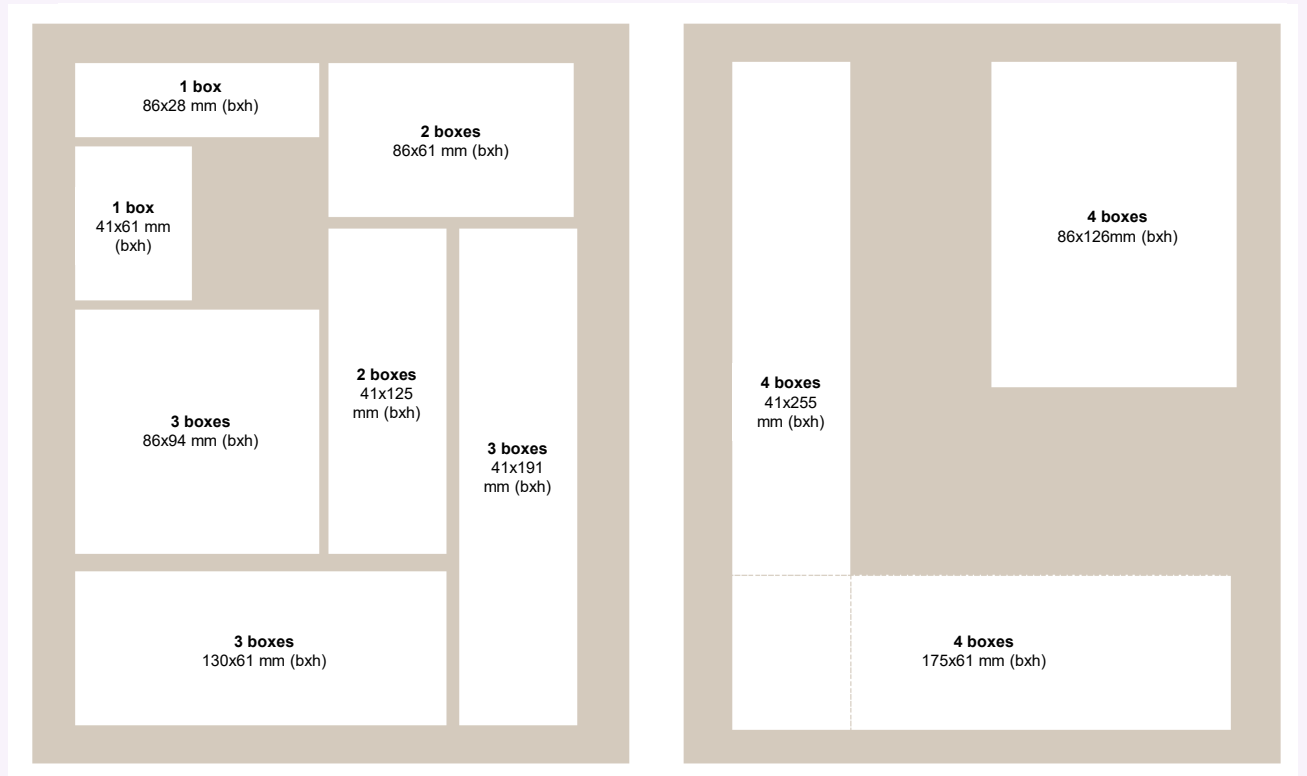
In addition, you provide a product or service valued € 1,500.- (retail value).

> [Download specifications readers offers](#)



Special addresses are advertising pages smaller than 1/4 page.

Special addresses in euro's excl. VAT	Rate 1x per insertion	Rate 3x per insertion
1 box	€ 343.-	€ 326.-
2 boxes	€ 536.-	€ 511.-
3 boxes	€ 717.-	€ 682.-
4 boxes	€ 941.-	€ 892.-



Landleven | Online display

Online display ads on Landleven.nl

Landleven offers several online advertising options, below you can find the online formats.

Rates can be found on the rate card, included in this mediakit.

300 x 250

GRATIS DOWNLOAD

Schrijf je in voor onze nieuwsbrief en ontvang een gratis digitale download van de Landleven special Zoet.

970 x 250

GRATIS DOWNLOAD

Schrijf je in voor onze nieuwsbrief en ontvang een gratis digitale download van de Landleven special Zoet.

300 x 600

GRATIS DOWNLOAD

Schrijf je in voor onze nieuwsbrief en ontvang een gratis digitale download van de Landleven special Zoet.



INSPIRATIE VOOR BUITENWONEN & BUITENLEVEN

Wecken en innaken | Tuintips | Winnaars | Uitjes



WECKEN EN INNAKEN
De lekkerste recepten

Nu het tijd is om groente en fruit te oogsten, heb je vaak zoveel dat het niet direct op komt. Het is zonde om dit weg te gooien. Door het wecken of innaken van groente en fruit blijven ze nog erg lang houdbaar. Hier vind je de lekkerste recepten en tips.

NAAR DE RECEPTEN EN TIPS

VAN DE REDACTIE



Tuintips voor september

De ochtenden zijn al wat frisser en de lucht is vochtig. Ga lekker de siertuin, boomgaard of moestuin in en oogst je eigen vruchten. Met deze tips ben je goed voorbereid.

NAAR DE TIPS

ADVERTENTIE



Rozendonk – Friese witjes

Zo'n prachtig tableau van een dierbare herinnering boven je fornuis? Het wordt voor jou handgeschilderd op Friese witjes en is een aanwinst voor je landelijke keuken.

MEER INFORMATIE

Advertising in Landleven Newsletter

A Newsletter Item in Landleven includes a title and tekst of up to 170 characters, a photo and link to your website. This exposure has the same format as the editorial blocks, but above the position is placed the word 'ad'.

Circulation: 137,000 subscribers

VAN DE REDACTIE



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MEER INFORMATIE

➤ [Example of a regular newsletter](#)

➤ [Download specifications](#)



Advertising in Landleven newsletter 'Buitenkans'

In this newsletter (Partner Mailing) you can make an exclusive offer to all newsletter subscribers. The newsletter is formatted according to a standard grid but in the house style / look & feel of the advertiser. The newsletter is sent on the 2nd Monday of the month. If you have a preference for another date, please contact us for the possibilities.

Circulation: 120,000 subscribers.

- [Example of newsletter 'Buitenkans'](#)
- [Download specifications](#)



'Buitenkans' en Theme Newsletter

Advertising in the Theme Newsletter of Landleven

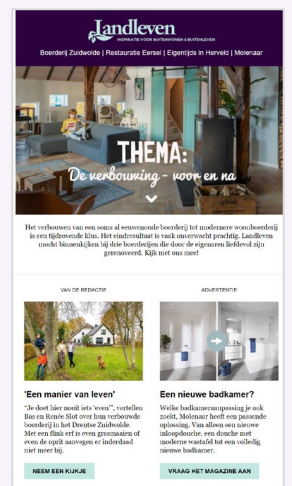
Exclusive newsletter with three editorial items and three advertisements. The theme will be established in cooperation with you and the editorial team. Based on the commercial content you provide, we choose matching content.

- There are **3 editorial items** in the newsletter, linking to the articles on the Landleven website.
- There are **3 commercial items** in the newsletter.
- **Banner** at the bottom of the Theme newsletter.
- **Banner** on Landleven content page, for 2 weeks.
- **Advertorial** in editorial content, for 2 weeks.

The Theme Newsletter will be sent on the 1st Monday of the month. If you prefer a different date, please inquire about the possibilities.

Circulation: 137,000 subscribers.

- [Example Theme Newsletter](#)
- [Download specifications Theme Newsletter](#)
- [Example 'mini' advertisement](#)





Rates & formats 2025

Base rate magazine

in euro's excl. VAT

1/1 page € 6,829.-

Format index

1/4 page	39
1/2 page	63
2/1 page	187

Position index

Preferred position	110
1 st page right	110
Cover 2 of 3	120
Opening spread	120
Fold out cover * ¹	280

*¹ excl. production costs, on request

Inserts and supplements:
please contact us for more
information.

Formats & measurements (mm)

Format	width x height
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Trim size

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

+ 5 mm bleed on all sides

Type area

1/4 portrait	88 x 128
1/4 landscape	180 x 62
1/2 portrait	88 x 260
1/2 landscape	180 x 128

Technical specifications

Trim size: 210 x 285 mm (wxh)
Printing process: Rotation offset
Paper

- **cover:** 130 grs HV semi-matt
- **inside:** 70 grs ZLHH silk
- + 16 pages 80 grs Book creamy

Finish: stapled paperbound

Advertisement material:

Please submit your digital ad files
as Certified PDF

Digital

Product	Rate
Branded Content	
Advertorial	€ 2,000
Newsletters	
Newsletter Item	€ 1,500
Theme newsletter	€ 5,500
Partner Mailing 'Buitenkans'	€ 5,500
Production costs * ²	
Newsletter Item	€ 175
Advertorial on website	€ 250
Banners	
Billboard (970*250)	€ 25 cpm
Halfpage (300*600)	€ 25 cpm
Rectangle (300*250)	€ 15 cpm

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

cpm: per 1.000 impressions



More information:

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