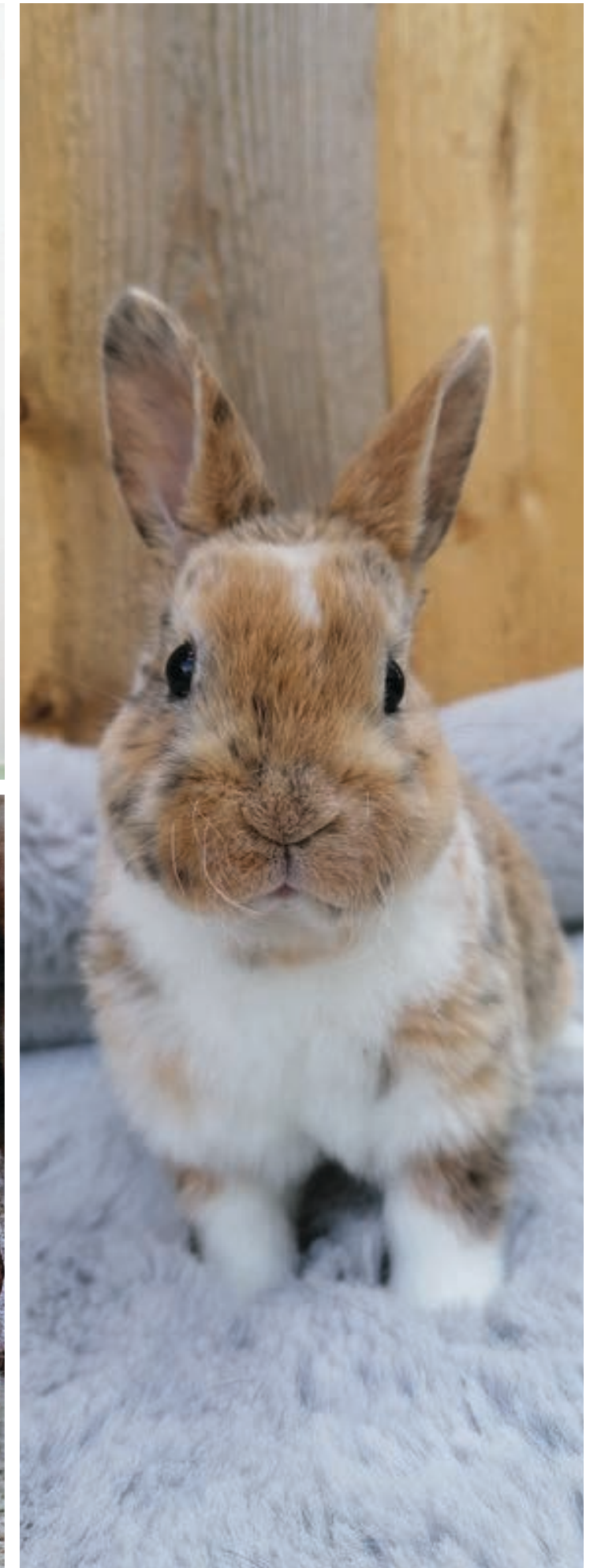


# Media Brochure 2026



Tell your story through Hart voor Dieren.  
Together we reach over 2 million animal  
lovers in the Netherlands and Belgium!







# Find Your Potential Customer!

## What do our subscribers and online followers want?

Our animal lovers want to be inspired. Valuable tips and in-depth information play an important role. In addition, readers of Hart voor Dieren enjoy interesting facts and trivia!

## Natural needs

Dogs, cats, horses, rabbits, guinea pigs, or chickens... all animals are special and deserve the best possible care. This care is tailored as much as possible to the natural needs of the animal.

## No cutting back on animal welfare

Our animal lovers come from both lower and higher middle-class backgrounds. They all spend relatively large amounts on their pets and overwhelmingly choose A-brands (over 85%).

## Main themes

Dogs and cats are the most popular among our target audience. Health, nutrition, care, training/education, summer challenges, and elderly pets are the most important topics.



# The power of cross-media

## Our magazine

...is an important source of inspiration and information for our target audiences and reaches about 800,000 readers per month through veterinarians. The editorial team closely follows trends and developments.

## Our website

...is updated daily. Did you know that, alongside banner advertising, there is growing interest in publishing partner content? These editorial blogs increase your visibility and Google ranking.



## Our newsletters

...are real eye-catchers! Our editors carefully curate the content and commercial space is limited. The newsletters have an open rate of around 24%, while the average click-through rate is 7.45%.

## Onze social media channels

...have evolved into vibrant communities of like-minded people on Facebook (290,000 followers), Instagram (22,000 followers), and Pinterest (1,400 monthly viewers).



A circular inset image on the left side of the slide shows a beagle dog with brown and white fur, looking over a stack of several old, thick books. The background of the image is a blurred bookshelf filled with many books.

# Through which channel will you tell your story?

## Cross-Media Reaches Everyone

Some target groups are harder to reach online. People over 40 prefer to get their information from books and magazines, while younger people are generally more active online.

## Boosting brand perception


Quality magazines play an important role in the “see & think” phase of the customer journey. Print publications are more credible and enhance brand perception.

## Storytelling & visual power

Magazines are ideal for brand stories with in-depth information about your mission and vision. Photos look their best in print.

## A lasting, tangible impression

Print has a longer lifespan, while online banners may deliver faster results. Take advantage of our reach and let's put together your ideal media mix!

A series of grey paw prints of varying sizes are arranged in a trail-like pattern, starting from the bottom left and moving towards the bottom right of the slide.





Through Hart voor Dieren, we reach both print and online pet owners, breeders, and veterinarians. Owners of dogs, cats, and rodents find advice, tips, and inspiration on our platform, which reaches more than two million animal lovers.

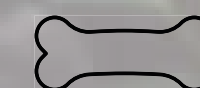
### Channels

- Magazine: published 11 times per year
- Available digitally via Vipkiosk, Readly & Tijdschrift.nl
- Reach: 115.000 readers per issue in the Netherlands and Belgium
- 13.000 newsletter subscribers
- 1.150.000+ pageviews per year on [www.hartvoordieren.nl](http://www.hartvoordieren.nl)
- 321.000 followers on social media

### Reader profile

The Hart voor Dieren reader (aged 35–55) owns multiple pets, often dogs and/or cats. Our reader (65% female) always chooses the best for her animals — not the cheapest.

“Our readers love heartwarming stories about animals. Our magazine offers a moment of peace and inspiration to a very diverse group of animal lovers.”



Editor-in-Chief Nique Hanskamp

# Interested in Your Ideal Media Mix?

For more information about publication dates and  
rates, contact us:

Dorien van Dijk (Media Consultant)

Mail: [dorien@vipmedia.nl](mailto:dorien@vipmedia.nl)

+31 (0)6 19 65 27 49

Edwin Fijnaut (Commercial Director)

Mail: [edwin@vipmedia.nl](mailto:edwin@vipmedia.nl)

+31 (0)6 24 49 94 91

