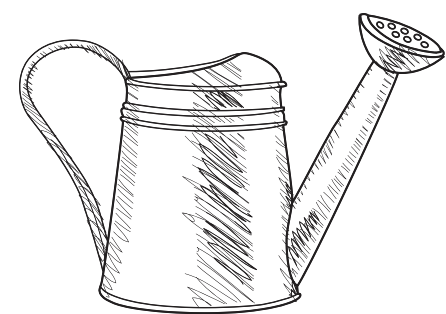




Garden Media Brochure 2026



Tell your story through our brands.
Together we reach more than 3 million
garden and outdoor living enthusiasts
in the Netherlands and Belgium!





Find Your Potential Customer!

What do our (newsletter) subscribers and online followers want?

Our garden and outdoor living enthusiasts want to be inspired — to gather ideas for decorating their garden, (roof) terrace, or garden house. Valuable tips and in-depth information play an important role.

Quality and sustainability

The audiences of our brands earn from average to 2.5 times the average income. When making choices for their garden and interior, they focus on quality and sustainability.

Healthy choices for people and the environment

Greening homes and gardens is no longer a trend, but a given. More and more people want to put effort into (h)onest homegrown food or consciously cultivated flowers and appreciate sustainable products.

Complementary target groups

The audiences of TuinSeizoen, LandIdee, TuinOntwerp, De Tuin op Tafel, Tuinen.nl, and Happy Plants complement each other and overlap minimally. We're happy to help you find the right match!



The Power of Cross-Media

Our magazines

...are an important source of inspiration and information for our audiences. Our specialized garden and outdoor living editors are up to date with all trends and developments.

Our websites

.are updated daily. Did you know that, in addition to display advertising, interest in partner content is growing? Editorial blogs boost your visibility and ranking in Google.

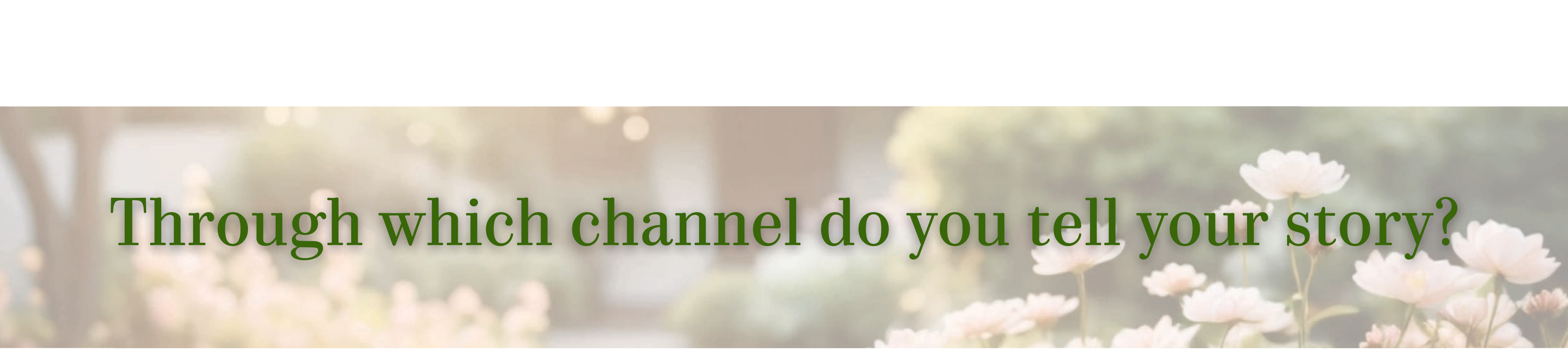


Our newsletters

...are real eye-catchers! Our editors carefully compile the content, and advertising space is limited. The newsletters have an open rate between 40–50%, with an average click-through rate between 1.40–2.76%.

Our social media platforms

...from LandIdee, TuinSeizoen, and De Tuin op Tafel have developed into vibrant communities with tens of thousands of followers — ideal for sharing video content.



Through which channel do you tell your story?

Cross-Media Reaches Everyone

Some audiences are harder to reach online. People over 40 prefer to get their information from magazines and trade journals, while younger audiences are generally more active online.

Enhancing brand perception

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

Storytelling & visual impact

Magazines are perfect for brand stories that include in-depth information about your mission and vision. Photos come across best in print.

A lasting, tangible impression

Print has a longer lifespan, while online banners may generate faster results. Leverage our reach, and let's create your ideal media mix together!

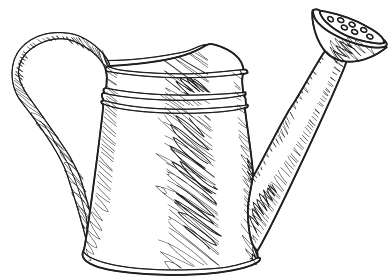
LandIDEE

LandIdee offers tips and ideas for anyone who wants to enjoy country living and the outdoors.

This lifestyle magazine is inspired by the season in which it appears, covering a wide range of topics: nature, animals, feel-good, cultural heritage, gardening, cooking, interior design, health, and day trips.

Channels

- Magazine - 9× per year + 1 Christmas special
- Available digitally via Readly & Tijdschrift.nl
- Reach: 195,000 readers per issue in the Netherlands and Belgium
- 18,950 newsletter subscribers
- 680,000 pageviews per year on www.landidee.nl
- 9,603 social media followers



Reader profile

The LandIdee reader lives rurally and has a large garden. She (70%) earns 2–2.5 times the average income and enjoys making conscious and sustainable choices.

“Our readers are highly educated and broadly interested. LandIdee offers them a moment of peace and inspiration in the field of hobbies and relaxation.”



Editor-in-Chief Jacqueline Leenders

TUINSeizoen

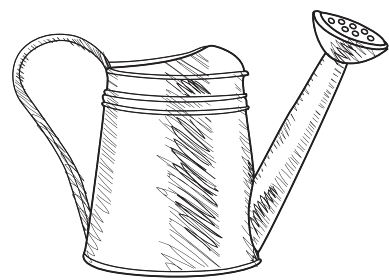


TuinSeizoen inspires readers with broad and in-depth knowledge of gardens and gardening. The platform offers information on ornamental and vegetable gardens, terrace decor, ponds, and other garden topics.

Channels

- Magazine: 10× per year + several specials
- Available digitally via Readly & Tijdschrift.nl
- Reach: 110,000 readers per issue in the Netherlands and Belgium
- 24,147 newsletter subscribers
- 1.7 million pageviews per year on www.tuinseizoen.com
- 13,298 social media followers

Reader profile



These experienced gardening enthusiasts enjoy gardens of at least 100 m². With above-average gardening knowledge, they also spend more than average on their hobby. She (62%) also enjoys DIY, cooking, and nature.

“From plant portraits to border compositions, it’s wonderful to guide our readers through all the seasons and possibilities.”



Deputy Editor-in-Chief
Kristel Engelen

DE TUIN OP TAFEL

De Tuin op Tafel provides extensive information on sowing, growing, harvesting, and preserving vegetables, fruits, and herbs. In addition to beautiful imagery and countless gardening tips & tricks, the platform features fun recipes for original, creative dishes using homegrown produce.

Channels

- Magazine: 4× per year + 1 annual special
- Available digitally via Readly
- Reach: 76,000 readers per issue in the Netherlands and Belgium
- 12,328 newsletter subscribers
- 510,000 pageviews per year on www.detuinoptafel.com
- 12,698 social media followers

Reader profile

his audience is mostly young, eco-conscious gardeners who have their own vegetable or allotment garden. They buy the magazine to discover new gardening trends and creative recipes — gladly investing in a healthy lifestyle.



“More and more people want to live healthily and choose a conscious diet. It’s rewarding to inspire and inform our readers.”



Tess Mutsters
Editor De Tuin op Tafel

TUINOntwerp

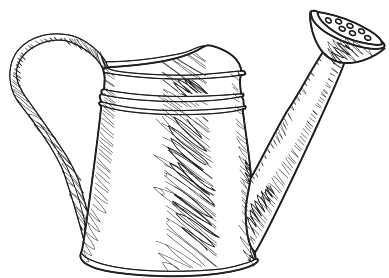
TuinOntwerp offers inspiration for renovating or creating gardens. The magazine features fully developed, contemporary designs for large and small gardens and roof terraces. It's relevant for consumers as well as professionals in the landscaping industry, such as gardeners and designers who want to stay updated on trends and materials.

Channels

- Magazine: 2× per year
- Available digitally via Readly
- Reach: 66,000 readers per issue in the Netherlands and Belgium

Reader profile

This audience — both consumers and professionals — is mostly male, with incomes between 2–2.5 times the average. They turn to TuinOntwerp for the latest ideas and design inspiration.



“TuinOntwerp doesn’t stop at the drawing board — it goes further into details like furniture, lighting, terraces, coverings, ponds, plants, and all the choices involved in a new garden.”



Editor-in-Chief Jacqueline Leenders

HAPPY PLANTS

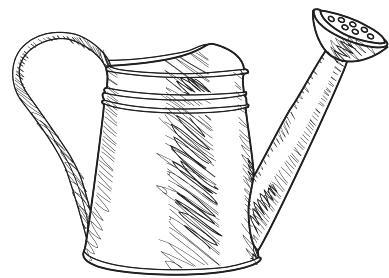
Green indoors is both stylish and healthy. Happy Plants offers inspiration and practical information for both experienced plant lovers and those with less green thumbs who want to beautify their home — from green walls to home offices, from bright bouquets to trendy potted plants.

Channels

- Magazine: 1× per year
- Available digitally via Readly
- Reach: 66,000 readers per issue in the Netherlands and Belgium

Reader profile

This relatively young audience (<35 years) pays a lot of attention to their interior. Their home is a place of rest, health, and harmony. They are inspired by influencers and leading brands.



“With Happy Plants, houseplants and green goodies get the spotlight they deserve. Every year I’m amazed by the variety and creativity in this green world.”



Editor-in-Chief Jacqueline Leenders



Tuinen.nl provides practical tips and advice for designing gardens and caring for plants. Whether you're picking up a shovel for the first time, looking for new ideas, or already an experienced gardener, Tuinen.nl offers inspiration and information for guaranteed gardening pleasure!

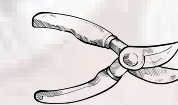
Channels

- 2.3 million pageviews per year on www.tuinen.nl
- 8,825 newsletter subscribers

Reader profile

Beginning garden lovers find guidance on Tuinen.nl for maintaining their gardens. They are enthusiastic but make conscious spending choices, with incomes between average and twice average.

“Practical garden calendars help gardeners through the year — so you never forget a task. Handy when you're just getting started.”



Editor-in-Chief Jacqueline Leenders



Interested in Your Ideal Media Mix?

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