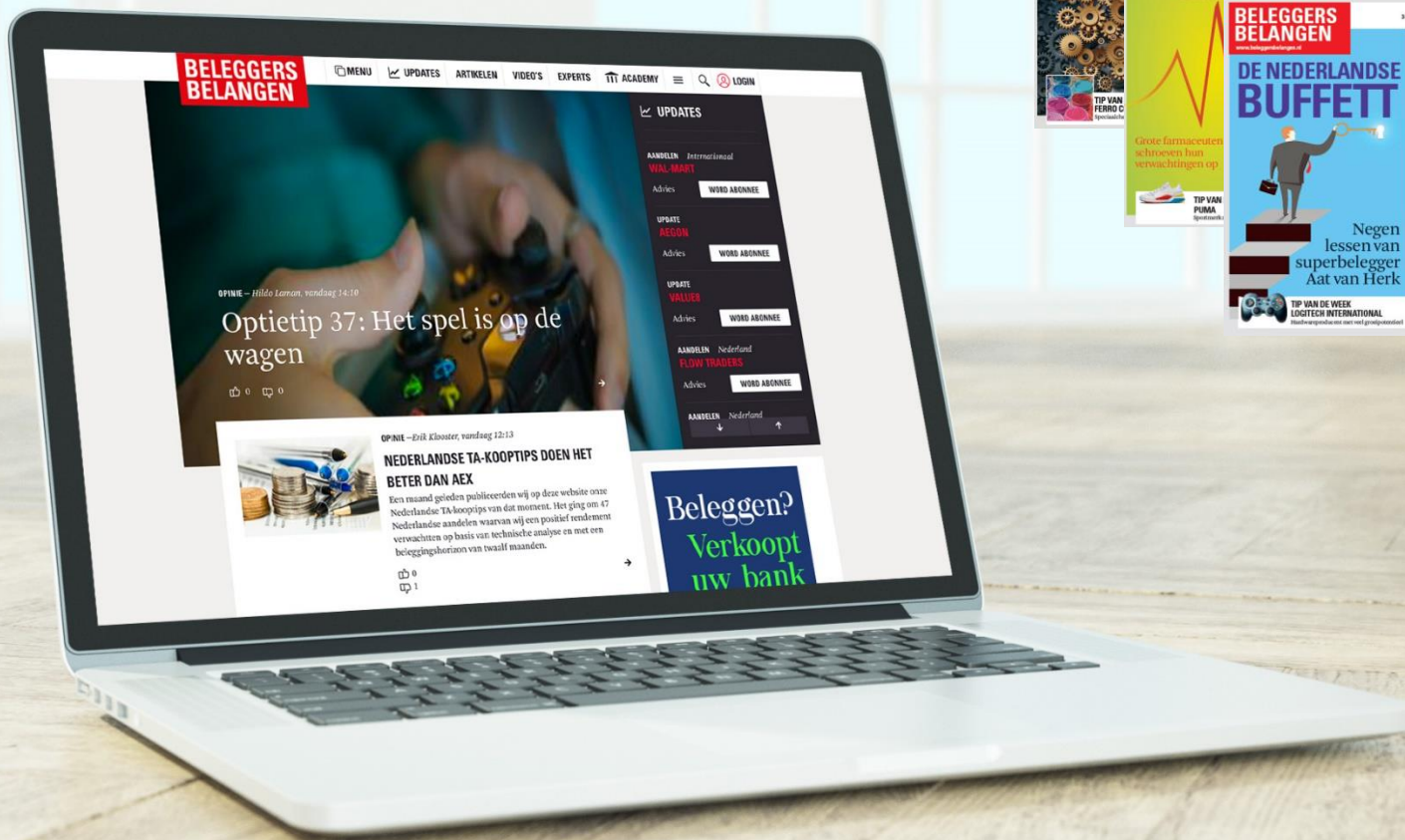


Rate card 2019

Beleggers Belangen





General information

- Title : Beleggers Belangen
- Publisher : ONE Business, part of New Skool Media
- Frequency : weekly (51x a year)
- Publication day : Thursday, dated Friday
- Circulation : 7,531 copies¹

- Advertising department : New Skool Media
 Spaklerweg 53, 1114 AE Amsterdam, The Netherlands
 P.O. Box 11, 1110 AA Diemen, The Netherlands
 T: +31 (0)20 210 5459
www.newskoolmedia.nl
sales@newskoolmedia.nl

- Website : Beleggersbelangen.nl
 pageviews: 248,064 monthly²
 unique visitors: 34,507 monthly²

- Average reach magazine : 70,100 men and women³
 8,600 decision makers³

- Newsletter : daily (Monday-Friday)
- Circulation : 15,000 newsletter subscribers⁴

- Traffic department : T: +31 (0)20 210 5450
traffic@newskoolmedia.nl

- Deadline advertising material : 7 working days prior to publication date
- Reservation advertising space : 2 weeks prior to publication date
- Cancellation deadline : 4 weeks prior to publication date

¹ Source: NOM Dashboard 2018 Q2 – 2019 Q1, Total circulation

² Source: Google Analytics, average 2018 Q2 – 2019 Q1

³ Source: NPM 2019-I and DMS 2019

⁴ Source: NSM, March 2019



Desktop

Beleggersbelangen.nl		
Billboard	970*250	€70.-
Halfpage	300*600	€70.-
Rectangle	300*250	€45.-
Leaderboard	728*90	€45.-
Large Leaderboard	970*90 / 970*70	€70.-
Wide Skyscraper	160*600	€45.-

All rates are in euro's and excl. of VAT
CPM – rates per 1,000 views

Print

Beleggers Belangen	
2/1 page	€ 11,826.-
1/1 page	€ 6,570.-
1/2 page	€ 4,599.-
1/4 page	€ 2,628.-
1/8 page	€ 1,971.-
Inserts, supplements etc.	On request

All rates are in euro's and excl. of VAT and (if applicable) costs for printing and postage

Mobile

Beleggersbelangen.nl - Mobile		
Rectangle	300*250 / 320*250	€45.-
Mobile banner double sized	300*100 / 320*100	€20.-
Mobile banner	300*50 / 320*50	€20.-
Interscroller	320*480	€45.-

All rates are in euro's and excl. of VAT
CPM – rates per 1,000 views

Newsletters

Beleggersbelangen.nl – Daily newsletter		
Newsletter advertorial	Text + visual	€850.-

All rates are in euro's and excl. of VAT

[Specifications Online](#) material you can find on our website.



Technical specifications

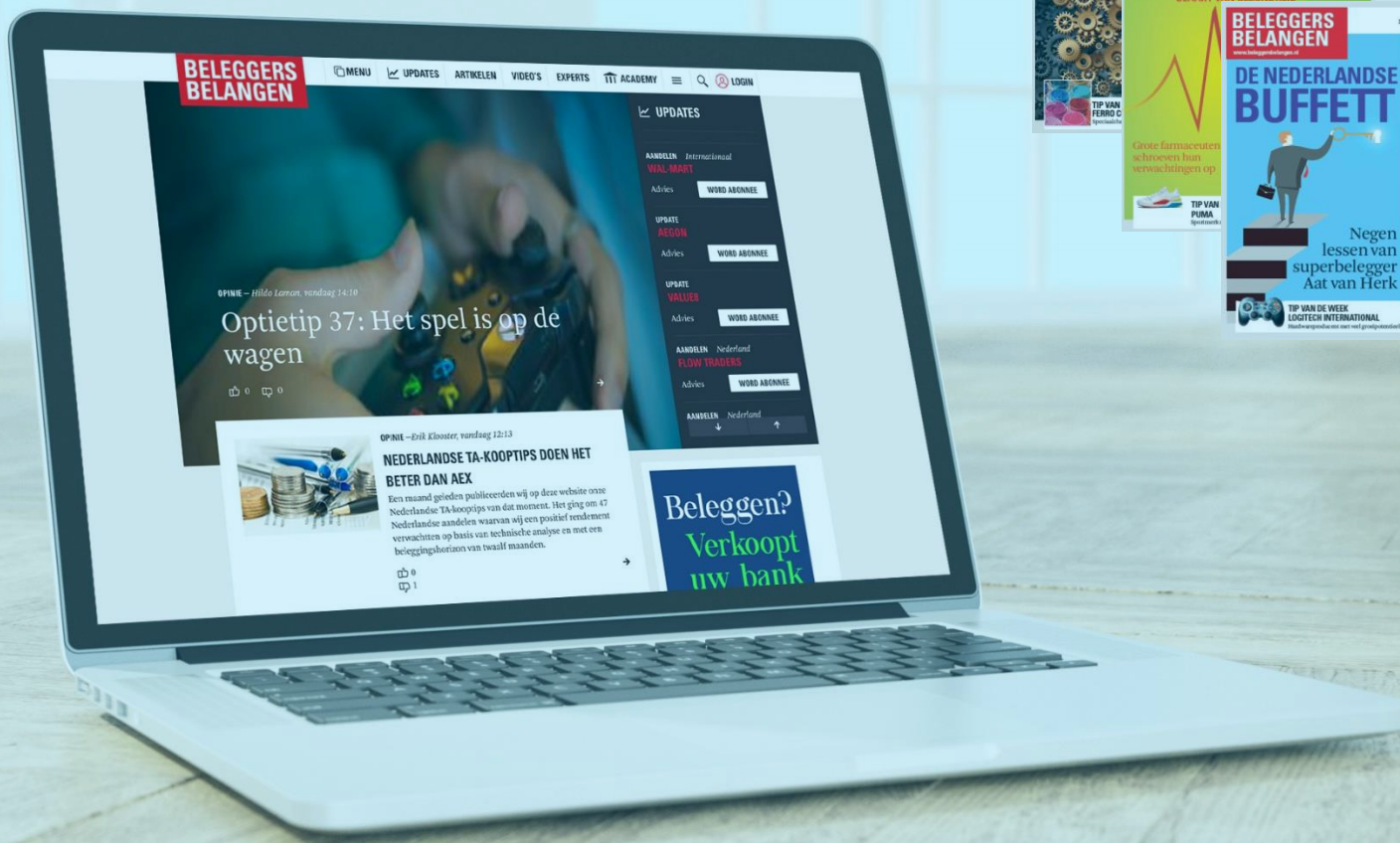
Layout (excl. cut-off)	: 215 x 285 mm
Type area	: 185 x 257 mm
Printing process	: offset
Paper cover	: 80 grs woody mat mc
Paper inside	: 57 grs mfc
Finish	: stapled paperbound

Formats and sizes

Type area	width x height
2/1 page	400 x 257 mm
1/1 page	185 x 257 mm
1/2 page horizontal	190 x 124 mm
1/2 page vertical	92 x 259 mm
1/4 page	92 x 127 mm
1/8 page	46 x 127 mm

Bleed excl. cut-off	width x height
2/1 page	430 x 285 mm
1/1 page	215 x 285 mm
1/2 page horizontal	215 x 138 mm
1/2 page vertical	110 x 285 mm

Please visit [our website](#) for more information.



2019

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