



Rates & formats 2022



Base rate in euro's excl. VAT

1/1 page € 9,944

Format index

1/2 page 63
2/1 page 187

Position index

Preferred position 110
Spread in center 110
1^e page right 110
Cover 2 or 3 120
Opening spread 120
Cover 4 130
Fold out cover* 280

*excl. production cost –
upon request

Formats and measurements (mm)

Format	Width x height
Trim size	
1/2 portrait	98 x 265
1/2 landscape	200 x 126
1/1	200 x 265
2/1	200 x 265 – 200 x 265

+ 3 mm bleed on all sides

Technical specifications

Trim size: 200 x 265 mm
Printing process: offset
Paper
- **cover:** 80 grs woody mat mc
- **inside:** 60 grs UPM Start Matt
Finish: stapled paperbound

Advertisement material:

Please submit your digital ad files as
Certified PDF

Digital

Product		Rate
Banners		
Billboard	(970*250)	€ 36 cpm
Halfpage	(300*600)	€ 36 cpm
Rectangle	(300*250)	€ 25 cpm
Leaderboard	(728*90)	€ 15 cpm
Large Leaderboard	(970*90/70)	€ 36 cpm
Wide Skyscraper	(160*600)	€ 18 cpm
Mobile banners		
Banner	(320*100)	€ 15 cpm
Interscroller	(320*480)	€ 36 cpm
Other		
Newsletter Advertorial		€ 3,500
Branded item		on request
Facebook message		€ 1,500
Native-in Article	p. Quality View	€ 1.25
Production costs *1		
Newsletter Advertorial		€ 175
Facebook message		€ 225