

### PRINT

#### BASE RATE (IN EURO'S EXCL. VAT)

1/1 PAGE € 6,230

#### FORMAT INDEX

1/2 63

2/1 187

#### POSITION INDEX

Preferred position 110

Spread in center 110

1<sup>st</sup> 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

#### TYPE AREA

1/2 portrait 93 x 255

1/2 landscape 186 x 127

#### BLEED

1/2 portrait 110 x 285

1/2 landscape 220 x 142

1/1 220 x 285

2/1 220 x 285 +

220 x 285

+ 3mm cut-off

### DIGITAL

#### PRODUCT

#### RATE

Newsletter advertorial – NBA € 1,000

Facebook Post – FBB € 500

Branded Item – BI € 1,500

BI + FBB € 1,750

BI + NBA € 2,250

BI + FBB + NBA € 2,500

Native-in-Article (cost per Quality View-QV) € 1.25

#### PRODUCTION COST\*1

Newsletter advertorial – NBA € 175

Facebook Post – FBB € 225

Branded Item – BI € 250

#### 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