



## Base rate in euro's excl. VAT

1/1 page € 3,247

## Format index

1/2 page 63  
2/1 page 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
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### Type area

1/2 portrait	92 x 259
1/2 landscape	190 x 124
1/1	185 x 257

### Bleed

1/2 portrait	110 x 285
1/2 landscape	215 x 138
1/1	215 x 285
2/1	215 x 285 – 215 x 285

+ 3 mm cut-off

## Technical specifications

**Type area:** 185 x 257 mm

**Bleed:** 215 x 285 mm

**Printing process:** offset

### Paper

- **cover:** 80 grs woody mat mc

- **inside:** 57 grs mfc

**Finish:** stapled paperbound

## Advertisement material:

Please submit your digital ad files as  
Certified PDF

## Digital

Product	Rate
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### Banners

Billboard	(970*250)	€ 72 cpm
Halfpage	(300*600)	€ 72 cpm
Rectangle	(300*250)	€ 50 cpm
Leaderboard	(728*90)	€ 30 cpm
Large Leaderboard	(970*90/70)	€ 72 cpm
Wide Skyscraper	(160*600)	€ 36 cpm

### Mobile banners

Banner	(320*100)	€ 30 cpm
Interscroller	(320*480)	€ 72 cpm

### Other

Native-in Article	p. quality view	€ 1.25
Newsletter Advertorial		€ 850