



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
1st 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	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
---------	------

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