



Rates & formats 2020

Base rate

in euro's excl. VAT

1/1 page € 10,562

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

Type area

1/2 portrait 88 x 245
1/2 landscape 180 x 116
1/1 180 x 245

Bleed

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 cut-off

Technical specifications

Type Area: 180 x 245 mm

Bleed: 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

Native-in Article p. Quality View € 1.25
Newsletter Advertorial € 3,500