



Rates and formats 2022

Base rate

in euro's excl. VAT

1/1 page € 3,775

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 95 x 263
1/2 landscape 180 x 110
1/1 195 x 265

Trim size

1/2 portrait 105 x 285
1/2 landscape 215 x 130
1/1 215 x 285
2/1 215 x 285 – 215 x 285

+ 3 mm bleed on all sides

Technical specifications

Type area: 195 x 265 mm

Trim size: 215 x 285 mm

Advertisement material:

Please submit your digital ad files as
Certified PDF

Digital

Product Rate

NBA – Newsletter article € 1,750
FBB – Facebook post € 800
BI – Branded Item € 1,750
Instagram Story € 800
BI + FBB € 2,550
BI + NBA € 3,500
BI + NBA + FBB € 4,300
Native-in-Article (Cost p. Quality View – QV) € 1.25

Production cost*¹

Newsletter Article € 175
Facebook post € 225
Branded Item on website € 225
Instagram Story € 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

*¹Based on 2 correction rounds (no discount available)