

FIETS *Actief* | Rate for print 2022

Base rate

(in euro's excl. VAT)

1/1 page	€ 2,920

Format index

1/2 page	63
2/1 page	187

Position index

Preferred position	110
Spread in center	110
1 st page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Fold out cover*	280

*excl. production cost – upon request

Type area

(formats and measurements (mm))

Format	Width x Height
1/2 portrait	98 x 260
1/2 landscape	200 x 128
1/1	200 x 260

Bleed

(formats and measurements (mm))

Format	Width x Height
1/2 portrait	98 x 270
1/2 landscape	210 x 128
1/1	210 x 270
2/1	420 x 270

+ 3 mm cut-off



FIETS *Actief* | Rates for online 2022

Banners	Format	Rate
Billboard	970*250	€ 36cpm
Halfpage	300*600	€ 36cpm
Rectangle	300*250	€ 25cpm
Leaderboard	728*90	€ 15cpm
Large Leaderboard	970*70/90	€ 36cpm
Wide Skyscraper	160*600	€ 18cpm

Mobile banners	Format	Rate
Banner	320*100	€ 15cpm
Interscroller	320*480	€ 36cpm

*Rates are in euro's exclusive of VAT
Cpm: per 1,000 impressions*

Digital product	Rate
NBA – Newsletter Article	€ 1,250
FBB – Facebook Post	€ 800
BI – Branded Item	€ 1,250
BI + FBB	€ 2,050
BI + NBA	€ 2,500
BI + NBA + FBB	€ 3,300
Production cost	
Newsletter advertorial	€ 175
Facebook Post	€ 225
Branded Item	€ 550

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

