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**Base rate**  
in euro's excl. VAT

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1/1 page € 4,440

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**Format index**

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1/2 page 63  
2/1 page 187

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**Position index**

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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

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**Formats and measurements (mm)**

Format width x height

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**Type area**

1/2 portrait 93 x 253  
1/2 landscape 193 x 123,5  
1/1 210 x 270

**Bleed**

1/1 230 x 290  
2/1 230 x 290 – 230 x 290

*+ 3 mm cut-off*

**Technical information**

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**Type area:** 210 x 270 mm  
**Bleed:** 230 x 290 mm

**Advertisement material:**

Please submit your digital ad files as  
Certified PDF

DIFFERENT FORMAT  
- Preview Special 2020  
- Year Overviews 2020

**Bleed**

1/1 210 x 287

*+ 3 mm cut-off*

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**Digital**

Product Rate

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NBA – Newsletter Advertorial € 1,000  
Advertorial on website € 750  
Native-in-Article (Cost p. Quality View – QV) € 1,25

**Production cost\*1**

Newsletter Advertorial € 175  
Facebook post € 225

**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