
Base rate
in euro's excl. VAT

1/1 page € 4,440

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

Trim size

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

+ 3 mm bleed on all sides

Technical information

Type area: 210 x 270 mm
Trim size: 230 x 290 mm

Advertisement material:

Please submit your digital ad files as
Certified PDF

DIFFERENT FORMAT SPECIALS

Trim size

1/1 210 x 287

+ 3 mm bleed on all sides

Digital

Product Rate

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