

PRINT

BASE RATE (IN EURO'S EXCL. VAT)

1/1 PAGE € 6,230

FORMAT INDEX

1/2 63

2/1 187

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 255

1/2 landscape 186 x 127

BLEED

1/2 portrait 107 x 285

1/2 landscape 220 x 142

1/1 220 x 285

2/1 220 x 285 +

220 x 285

+ 3mm cut-off

DIGITAL

PRODUCT

RATE

Newsletter advertorial – NBA € 1,000

Facebook Post – FBB € 800

Branded Item – BI € 1,500

BI + FBB € 2,300

BI + NBA € 2,500

BI + FBB + NBA € 3,300

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

PRODUCTION COST*1

Newsletter advertorial – NBA € 175

Facebook Post – FBB € 225

Branded Item – BI € 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