



RATES PRINT 2020

Base rate in euro's excl. VAT	
1/1 page	€ 3,528
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

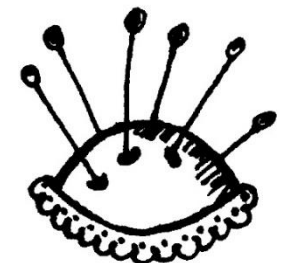
Formats and measurements (mm)	
Format	Width x height
Type area	
1/2 portrait	94 x 257
1/2 landscape	190 x 128
1/1	190 x 257
Bleed	
1/2 portrait	113 x 297
1/2 landscape	230 x 148
1/1	230 x 297
2/1	230 x 297 – 230 x 297
<i>+ 3 mm cut-off</i>	

Technical specifications

Type area: 190 x 257 mm
Bleed: 230 x 297 mm

Advertisement material:

Please submit your digital ad files as
Certified PDF





RATES ONLINE 2020

Digital

Product	Rate
NBA – Newsletter Advertorial	€ 750
FBB – Facebook Post	€ 500
BI – Branded Item	€ 750
BI + FBB	€ 1,000
BI + NBA	€ 1,250
BI + NBA + FBB	€ 1,750
Native-in-Article (Cost p. Quality View –QV)	€ 1.25

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

Production cost*1	Rate
Newsletter Advertorial	€ 175
Facebook Post	€ 225
Branded item on website	€ 250

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



Knipkids.nl

15,456 unique visitors
107,061 pageviews p/m

Knipkids newsletter

18,800 newsletter subscribers
Frequency: every two weeks on Friday (even week numbers)

Knipkids Facebook

13,200+ followers

Knipkids Instagram

3,300+ followers

