



RATES PRINT 2021

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
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 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

+ 3 mm cut-off

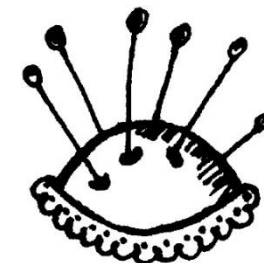
Technical specifications

Type area: 190 x 257 mm

Bleed: 230 x 297 mm

Advertisement material:

Please submit your digital ad files as
Certified PDF





RATES ONLINE 2021

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

75,723 pageviews monthly

Knipkids newsletter

22,500 newsletter subscribers

Frequency: every two weeks on Friday (26x)
(even week numbers)

Knipkids Facebook

13,800+ followers

Knipkids Instagram

4,000+ followers

