



# RATES PRINT

<b>Base rate</b>	
in euro's excl. VAT	
<b>1/1 page</b>	€ 5,655
<b>Formaat index</b>	
1/2 page	63
2/1 page	187
<b>Position index</b>	
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

## Formats and measurements (mm)

Format	Width x height
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### 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

## Digital

Product	Rate
NBA – Newsletter Advertorial	€ 2,750
FBB – Facebook Post	€ 500
BI – Branded Item	€ 1,500
BI + FBB	€ 1,750
BI + NBA	€ 3,750
BI + NBA + FBB	€ 4,000
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* <sup>1</sup>	Rate
Newsletter Advertorial	€ 175
Facebook Post	€ 225
Branded item on website	€ 250

\*<sup>1</sup> based on 2 correction rounds (no discount available)



## KNIPMODE.nl

60,154 unique visitors p/m  
506,944 pageviews p/m

## KNIPMODE Newsletter

51,500 newsletter subscribers  
Every two weeks on Friday (odd week numbers)

## KNIPMODE Facebook

32,400+ followers

## KNIPMODE Instagram

10,500+ followers