

## Base rate

in euro's excl. VAT

**1/1 page** € 3,770

## Format index

1/2 page 63  
2/1 page 187

## Position index

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

### Type area

1/2 portrait 92 x 245  
1/2 landscape 186 x 121  
1/1 186 x 245

### Bleed

1/2 portrait 110 x 285  
1/2 landscape 223 x 141  
1/1 223 x 285  
2/1 223 x 285 – 223 x 285

+ 3 mm cut-off

## Technical specifications

**Type area:** 186 x 245 mm

**Bleed:** 223 x 285 mm

## Advertisement material:

Please submit your digital ad files as  
Certified PDF

## Digital

Product	Rate
NBA - Newsletter	€ 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

### Production cost\*<sup>1</sup>

Newsletter Advertorial	€ 175
Facebook post	€ 225
Branded item on website	€ 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