

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

Trim size

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 bleed on all sides

Technical specifications

Type area: 186 x 245 mm
Trim size: 223 x 285 mm

Advertisement material:

Please submit your digital ad files as Certified PDF

Digital

Product	Rate
NBA - Newsletter	€ 2,000
FBB – Facebook post	€ 500
BI – Branded Item	€ 750
BI + FBB	€ 1,000
BI + NBA	€ 2,500
BI + NBA + FBB	€ 2,750
Native-in-Article (Cost p. Quality View-QV)	€ 1.25

Production cost*¹

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