

## 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

### 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 € 800  
BI – Branded Item € 1,250  
BI + FBB € 2,050  
BI + NBA € 3,250  
BI + NBA + FBB € 4,050  
Native-in-Article (Cost p. Quality View-QV) € 1.25  
Instagram Story € 800

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

Newsletter Advertorial € 175  
Facebook post € 225  
Branded item on website € 250  
Instagram Story € 225

### 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