

SEASONS | Rates & formats 2020

Base rate

in euro's excl. VAT

1/1 page € 5,856

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 97 x 268
1/2 landscape 200 x 131
1/1 200 x 268

Bleed

1/2 portrait 107 x 285
1/2 landscape 220 x 140
1/1 220 x 285
2/1 220 x 285 – 220 x 285

+ 3 mm cut-off

Technical specifications

Type area: 200 x 268 mm
Bleed: 220 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	€ 1,250
BI + FBB	€ 1,500
BI + NBA	€ 3,000
BI + NBA + FBB	€ 3,250
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