

SEASONS | Rates & formats 2022

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

Trim size

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 bleed on all sides

Technical specifications

Type area: 200 x 268 mm
Trim size: 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 € 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*¹

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