



Base rate in euro's excl. VAT	
1/1 page	€ 4,547
Format index	
1/2 page	63
2/1 page	187

Position index	
Preferred position	110
Spread in center	110
1 st 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 staand	98 x 252
1/2 liggend	200 x 124
1/1	200 x 252
Bleed	
1/2 portrait	107 x 285
1/2 landscape	230 x 140
1/1	230 x 285
2/1	230 x 285 – 230 x 285
<i>+ 3 mm cut-off</i>	

Technical specifications

Type area: 200 x 252 mm
Bleed: 230 x 285 mm

Advertisement material:

Please submit your digital ad files as Certified PDF

Digital

Product	Rate
NBA - Newsletter	€ 1,000
FBB – Facebook Post	€ 800
Instagram Story	€ 800
BI – Branded Item	€ 1,500
BI + FBB	€ 2,300
BI + NBA	€ 2,500
BI + NBA + FBB	€ 3,300
Native-in-Article (Cost p. Quality View-QV)	€ 1.25

Production cost*¹

Newsletter Advertorial	€ 175
Facebook Post	€ 225
Instagram Story	€ 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