



# Rates & formats 2020

## Base rate

in euro's excl. VAT

1/1 page € 5,094

## 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

## Type area

1/2 portrait 88 x 230

1/2 landscape 180 x 110

1/1 180 x 230

## Bleed

1/2 portrait 102 x 280

1/2 landscape 210 x 137

1/1 210 x 280

2/1 210 x 280 – 210 x 280

+ 3 mm cut-off

## Technical specifications

**Type area:** 180 x 230 mm

**Bleed:** 210 x 280 mm

## Advertisement material:

Please submit your digital ad files as  
Certified PDF

## Product

## Rate

NBA - Newsletter € 2,000

FBB – Facebook Post € 1,000

BI – Branded Item € 1,250

BI + FBB € 2,000

BI + NBA € 2,750

BI + NBA + FBB € 3,250

Native-in-Article (Cost p. Quality View – QV) € 1.25

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

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) € 22 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