



Rates & formats 2021

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

1st 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

Trim size

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 bleed on all sides

Technical specifications

Type area: 180 x 230 mm

Trim size: 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

Instagram Story € 500

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*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) € 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