

Fietsen123 | Rates and formats 2025

Digital

Product	Rate
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Newsletters

Newsletter Item	€ 2,000
Theme newsletter	€ 5,500
Partnership mailing	€ 3,000

Banners

Leaderboard	(728x90)	€ 12 cpm
Medium rectangle	(300x250)	€ 15 cpm
Halfpage	(300x600)	€ 25 cpm
Billboard	(970x250)	€ 35 cpm
Floorad		€ 35 cpm
Inpage video		€ 20 cpm

Mobile banners

Mobile Leaderboard	(320x50)	€ 10 cpm
Double banner	(320x100)	€ 15 cpm
Halfpage	(320x240)	€ 20 cpm
Medium rectangle	(300x250)	€ 20 cpm
Full banner	(468x60)	€ 10 cpm
Interscroller	only by Just Premium	
Inpage video		€ 20 cpm

cpm: per 1,000 impressions

Digital

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Branded Content

Advertorial	€ 2,000
Native	€ 3,000
Editorial article comm.	€ 2,500
Facebook message	€ 800
Content sponsorship	on request

Production costs*1

Advertorial	€ 175
Facebook message	€ 225

*1 Based on 2 correction rounds
(no discount available)

