



Rates and formats 2025

Base rate
in euro's excl. VAT

1/1 page € 3,775

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
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Trim size

1/2 landscape	210 x 136
1/1	210 x 285
2/1	210 x 285 – 210 x 285

+ 5 mm bleed on all sides

Technical specifications

Trim size: 210 x 285 mm

Advertisement material:

Please submit your digital ad files as
Certified PDF

Podcast

Product	Rate
Pre-/Mid-/Post-roll	€ 1,500
Hostread	€ 2,000
Branded serie (5x)	€ 5,000
Tailor-made	On request

Digital

Product	Rate
NBI – Newsletter Item	€ 1,750
FBB – Facebook post	€ 800
BI – Branded Item	€ 1,750
Instagram Story	€ 800
BI + FBB	€ 2,550
BI + NBI	€ 3,500
BI + NBI + FBB	€ 4,300
Native-in-Article (Cost p. Quality View – QV)	€ 1.25

Production cost*¹

Newsletter Item	€ 175
Facebook post	€ 225
Branded Item on website	€ 225
Instagram Story	€ 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

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