

FIETS *Actief* | Rates and formats 2025



Base rate

in euro's excl. VAT

1/1 page € 2,920.-

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 costs – on request

Formats and measurements (mm)

Format width x height

Trim size

1/1	210 x 270
1/2 landscape	210 x 128
1/2 portrait	98 x 270
2/1	210 x 270 – 210 x 270

+ 5 mm bleed on all sides

Technical specifications

Trim size: 210 x 270 mm (wxh)

Advertisement material:

Please submit your digital ad files as CertifiedPDF.

Digital

Product Rate

NBI – Newsletter Item	€ 1,250
FBB – Facebook Message	€ 800
BI – Branded Item	€ 1,250
Native-in-Article (Cost p. Quality View – QV)	€ 1.25
BI + FBB	€ 2,050
BI + NBI	€ 2,500
BI + FBB + NBI	€ 3,300

Production costs*1

Newsletter Item - NBI	€ 175
Facebook message - FBB	€ 225
Branded Item – BI	€ 550

Banners

Billboard	(970*250)	€ 36 cpm
Halfpage	(300*600)	€ 36 cpm
Rectangle	(300*250)	€ 25 cpm
Leaderboard	(728*90)	€ 15 cpm
Large Leaderboard	(970*70/90)	€ 36 cpm
Wide Skyscraper	(160*600)	€ 18 cpm

Mobile banners

Banner	(320*100)	€ 15 cpm
Interscroller	(320*480)	€ 36 cpm

CPM: per 1,000 impressions

*Top basis van 2 correctieronden (geen korting van toepassing)

Questions about advertising material:
Traffic Department: traffic@roularta.nl

All contracts awarded to us are subject to the advertising terms and conditions,
which can be found on our website <https://roularta.nl/voorwaarden/>