

flow

rates & formats 2025

Digital

Product	Rate
Newsletter	
Newsletter item	€ 2,500.-
Production costs	€ 250.-
Online Package 1	
Branded Article + Facebook booster	€ 2,250.-
Production costs	€ 1,250.-
Online Package 2	
Branded Article + Facebook booster + Newsletter Item	€ 4,500.-
Production costs	€ 1,250.-

Base rate magazine

in euro's excl. VAT

1/1 page € 8,346.-

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 *1	280

*1 excluding production costs, upon request

Branded content*2

1/1 page	€ 9,598.-
2/1 page	€ 17,950.-

*2 Branded Content pages will be written by the editors of Flow and designed in the look & feel of the magazine, based on a well-defined briefing and supplied visuals. Production costs: € 2,622.- per page content creation, visuals and 1 correction round.

Formats and measurements in mm

Format width x height

Trim size Flow

1/1 page	225 x 280
2/1 page	225 x 280 – 225 x 280

+ 5 mm bleed on all sides

Trim size Specials

1/1 page	190 x 245
2/1 page	190 x 245 – 190 x 245

+ 5 mm bleed on all sides

Technical information

Trim size: 225 x 280 mm (wxh)

Advertisement material:

Please submit your digital ad files as CertifiedPDF.

Inserts and supplements:

information on request

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/>