

Base rate

in euro's excl. VAT

1/1 page € 4,440

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

Formats and measurements (mm)

Format width x height

Trim size

1/1 214 x 285
½ landscape 214 x 142
2/1 214 x 285 – 214 x 285

+ 5 mm bleed on all sides

Technical information

Trim size: 214 x 285 mm

Advertisement material:

Please submit your digital ad files
as Certified PDF

Digital

Product Rate

Newsletter Item € 1,000
Advertorial on website € 1,750
Facebook Post € 800
Instagram story € 800
Native-in-Article (Cost p. Quality View – QV) € 1.25

Production cost*¹

Newsletter Item € 175
Facebook post € 225
Instagram story € 225
Advertorial on website € 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)