

happinez

rates & formats 2025

Digital

Product	Rate
Newsletter	
Newsletter item	€ 2,900.-
Production costs	€ 250.-
Branded Content Package	
Online Branded Content Package	€ 6,750.-
Production costs	€ 1,250.-
Booster	
Extra booster package	€ 1,500.-
Production costs	€ 450.-

Online articles part of an Online Branded Content Package will be live for 2 weeks.

KPI's branded content: 2,500 unique views.

Base rate magazine

in euro's excl. VAT

1/1 page € 11,050.-

Format index

1/2 page	63
2/1 page	187

Position index

Preferred position	110
Spread in center	110
1 ^e page right	110
Cover 2 or 3 120	
Opening spread	120
Cover 4	130
Fold out cover *1	280

*1 excluding production costs, on request

Branded content*2

1/1 page	€ 12,708.-
2/1 page	€ 23,765.-

*2 Branded Content pages will be written by the editors of Happinez and designed in the look & feel of the magazine, based on a well-defined briefing and supplied visuals. Production costs: € 2,200.- excl. photography if required.

Formats and measurements in mm

Format width x height

Trim size Happinez

1/1 page	210 x 285
2/1 page	210 x 285 – 210 x 285

+ 5 mm bleed on all sides

Trim size Theme Special

1/1 page	225 x 260
2/1 page	225 x 260 – 225 x 260

Trim size Summerbook

1/1 page	195 x 235
2/1 page	195 x 235 – 195 x 235

Trim size Winterbook

1/1 page	230 x 260
2/1 page	230 x 260 – 230 x 260

+ 5 mm bleed on all sides

Technical information Happinez

Trim size: 210 x 285 mm (wxh)

Advertisement material:

Please submit your digital ad files as Certified PDF

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/>