



Rates & formats 2025

Base rate

in euro's excl. VAT

1/1 page € 6,230.-

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)

Formaat width x height

Trim size

1/1	210 x 285
1/2 landscape	210 x 142
1/2 portrait	105 x 285
2/1	210 x 285 – 210 x 285

+ 5 mm cut-off

Technical information

Trim size: 210 x 285 mm (wxh)

Advertisement material:

Please submit your digital ad files
as Certified PDF.

Digital

Product Rate

NBI – Newsletter Item	€ 1,000
FBB – Facebook Post	€ 800
BI – Branded Item	€ 1,500
Native-in-Article (costs per Quality View – QV)	€ 1.25

BI + FBB	€ 2,300
BI + NBI	€ 2,500
BI + FBB + NBI	€ 3,300

Production costs*¹

Newsletter Item - NBI	€ 175
Facebook Post - FBB	€ 225
Branded Item – BI	€ 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)