

# PSYCHOLOGIE MAGAZINE

## rates & formats 2025

### Digital

| Product                        | Rate      |
|--------------------------------|-----------|
| <b>Newsletter</b>              |           |
| Newsletter item                | € 3,500.- |
| Production costs               | € 250.-   |
| <b>Branded Content Package</b> |           |
| Online Branded Content Package | € 6,500.- |
| Production costs               | € 1,250.- |
| <b>Booster Package</b>         |           |
| Extra booster package          | € 1,500.- |
| Production costs               | € 450.-   |

Online articles part of an Online Branded Content Package will be live for 1 week.

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

### Base rate magazine

in euro's excl. VAT

1/1 page € 9,500.-

### Format index

|          |     |
|----------|-----|
| 1/2 page | 63  |
| 2/1 page | 187 |

### Position index

|                            |     |
|----------------------------|-----|
| Preferred position         | 110 |
| Spread in center           | 110 |
| 1 <sup>st</sup> 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 | € 10,925.- |
| 2/1 page | € 20,430.- |

\*2 Branded Content pages will be written by the editors of Psychologie Magazine 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 Psychologie Magazine

|          |                       |
|----------|-----------------------|
| 1/1 page | 210 x 280             |
| 2/1 page | 210 x 280 – 210 x 280 |

+ 5 mm bleed on all sides

### Trim size Specials

|          |                       |
|----------|-----------------------|
| 1/1 page | 200 x 250             |
| 2/1 page | 200 x 250 – 200 x 250 |

+ 5 mm bleed on all sides

### Technical information Psychologie Magazine

**Trim size:** 210 x 280 mm (wxh)

### Advertisement material:

Please submit your digital ad files as CertifiedPDF