

SEASONS | Rates & formats 2025

Base rate magazine in euro's excl. VAT

1/1 page € 5,856

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
1/2 portrait 103 x 285
1/2 landscape 210 x 140
1/1 210 x 285
2/1 210 x 285 – 210 x 285

+ 5 mm bleed on all sides

Technical specifications

Trim size: 210 x 285 mm

Printing process: Rotation Offset

Paper

- **Cover:** 200 grs, UPMS Fin. Pr. Silk
- **Inside:** 80 grs UPMS Star Silk

Finish: boundless paperbound

Advertisement material:

Please submit your digital ad files as
Certified PDF

Digital

Product	Rate
NBI – Newsletter Item	€ 2,000
FBB - Facebook Post	€ 800
BI - Branded Item	€ 1,250
BI + FBB	€ 2,050
BI + NBI	€ 3,250
BI + NBI + FBB	€ 4,050
Native-in-Article (Cost p. Quality View-QV)	€ 1.25
Instagram Story	€ 800

Production cost*¹

Newsletter Item	€ 175
Facebook Post	€ 225
Branded item on website	€ 250
Instagram Story	€ 225

Banners

Billboard	(970*250)	€ 36 cpm
Halfpage	(300*600)	€ 36 cpm
Rectangle	(300*250)	€ 25 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)