



Rates & formats 2025

Base rate Magazine Enter in euro's excl. VAT		Formats & measurements (mm)		SeniorWeb	
		Format	width x height	Product	Rate
1/1 page	€ 3,500.-	Trim size		Newsletter Item	€ 3,000
		1/1	170 x 240	Advertorial on website	€ 3,500
		2/1	170 x 240 – 170 x 240		
		+ 5 mm bleed on all sides			
Format index		Technical information		Image and text to be supplied by customer. SeniorWeb may, after consultation, change text and form of all advertisements submitted for placement in all fairness.	
2/1 page	187	Trim size: 170 x 240 mm (wxh)			
		Advertisement material:			
		Please submit your digital ad files as CertifiedPDF			
		Inserts, adhesive cards or attachments on request			
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				
*excluding production costs; upon request					





The ad sales is handled by Roularta Media Nederland.