

Base rate magazine in euro's excl. VAT

1/1 page € 5,094

Format index

1/2 page	63
2/1 page	187

Position index

Preferred position	110
Spread in center	110
1 st 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	102 x 280
1/2 landscape	210 x 137
1/1	210 x 280
2/1	210 x 280 – 210 x 280

+ 5 mm bleed on all sides

Technical specifications

Trim size: 210 x 280 mm

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
Instagram Story	€ 800
BI + FBB	€ 2,050
BI + NBI	€ 3,250
BI + NBI + FBB	€ 4,050
Native-in-Article (Cost p. Quality View – QV)	€ 1.25

Production cost*¹

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

Banners

Billboard	(970*250)	€ 36 cpm
Halfpage	(300*600)	€ 36 cpm
Rectangle	(300*250)	€ 22 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)