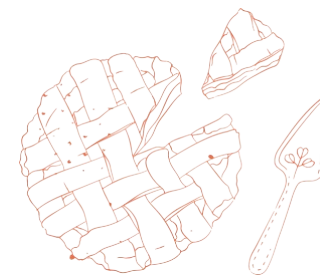


delicious. | RATES & FORMATS 2025



$$\text{BASE RATE} \times \text{FORMAT INDEX} \times \text{POSITION INDEX} = \text{CAMPAIGN RATE}$$

MAGAZINE ADVERTISING RATES

291,000 PRINTREACH

1/1 page base rate € 6,500

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 – upon request

Additional costs

Production costs Advertorial € 950
Production costs in partnership with (1 recipe) 1/1 page € 3,000

delicious.specials rate

1/1 page € 3,800
Cover 4 € 4,940

Pluspropositions

Please contact us for all possibilities

Rates in euro's excl. VAT

DIGITAL PRODUCT ADVERTISING RATES

Newsletter item € 2,000
Branded item € 1,800
Facebook Post € 550
Instagram Post/Story € 550

Production costs *1

Newsletter item € 175
Branded item on website € 550
Facebook Post € 225
Instagram Post/Story € 225
Branded Video Content € 2,500

Banners

970x250 / 300x600 / 728x90 /
300x250 / 320x480 / 300x100 € 20 cpm

Programmatic

Please contact us for all possibilities

*based on 2 correction rounds
(no discount available)



TECHNICAL SPECIFICATIONS

Formats and measurements (wxh)

Trim size + 5 mm overvul

1/2 portrait 103 x 276 mm
1/2 landscape 210 x 136 mm
1/1 210 x 276 mm
2/1 210 x 276 – 210 x 276 mm

Technical information

trim size 210 x 276 mm (wxh)

paper cover 300 grs silk

inside 80 grs UPM star silk

finish perfect binding

advertising material CertifiedPDF

Digital files advertising material

File format .PNG/.JPG/.GIF/

3rd Party Tags/HTML5

Information for submitting material

<https://roularta.nl/adverteren/aanleverspecificaties/>



$$\text{BASE RATE} \times \text{FORMAT INDEX} \times \text{POSITION INDEX} = \text{CAMPAIGN RATE}$$

Explanation of rate calculation, format, position index. All rates are exclusive of VAT and are valid from January 1 to December 31, 2025. The calculation of the campaign price is based on our price formula:

BASE RATE

The base rate is calculated by a number of variables that we re-evaluate annually: for example, circulation and reach development, selectivity and performance.

FORMAT INDEX

For delicious. there are several options regarding formats. The standard index for a 1/1 page is 100. The other formats and their corresponding indexes can be found on the previous page.

POSITION INDEX

delicious. has its own position possibilities. The general advertising page has an index of 100. The other positions with corresponding indexes can be found on the previous page.

