



RATECARD 2025

VARAGIDS

The Advertising exploitation
is handled by Roularta Media



RATES & SPECIFICATIONS 2025

All orders are concluded according to the General Advertising Terms and Conditions of BNNVARA – VARAgids.
For this: bnnvara.nl/varagids/adverteren.

General information

Total circulation:	93,652 (Q4 2024)
Average reach:	309,000 m/w per edition
Publication date:	Weekly on Tuesday
Deadline for submission:	10 days before publication
Cancellation:	4 weeks before publication
Trim size:	202 x 285 mm
Typesetting page:	183 x 256 mm
Printing process:	offset rotation
Type of paper cover:	90 grs LWC extra white
Type of paper inside:	50 grs SC-b
Finish:	Stapled paperbound
Advertisement material:	Certified pdf according to standard guidelines 'Certified PDF magazines in The Netherlands'
Bleed advertising material:	Fitted with cutting marks
Commercial supplements:	On request

Formats & measurements

Typesetting page	width x height in mm
1/1 page	183 x 256
1/2 page portrait	90 x 256
1/2 page landscape	183 x 124
1/4 page portrait	90 x 124
1/4 page portrait	43 x 256
1/4 page landscape	183 x 62
Trim size	width x height in mm
1/1 page	202 x 285
2/1 page	404 x 285
incl. +5 mm bleed on all sides	
'Spot' advertisement	124 x 45

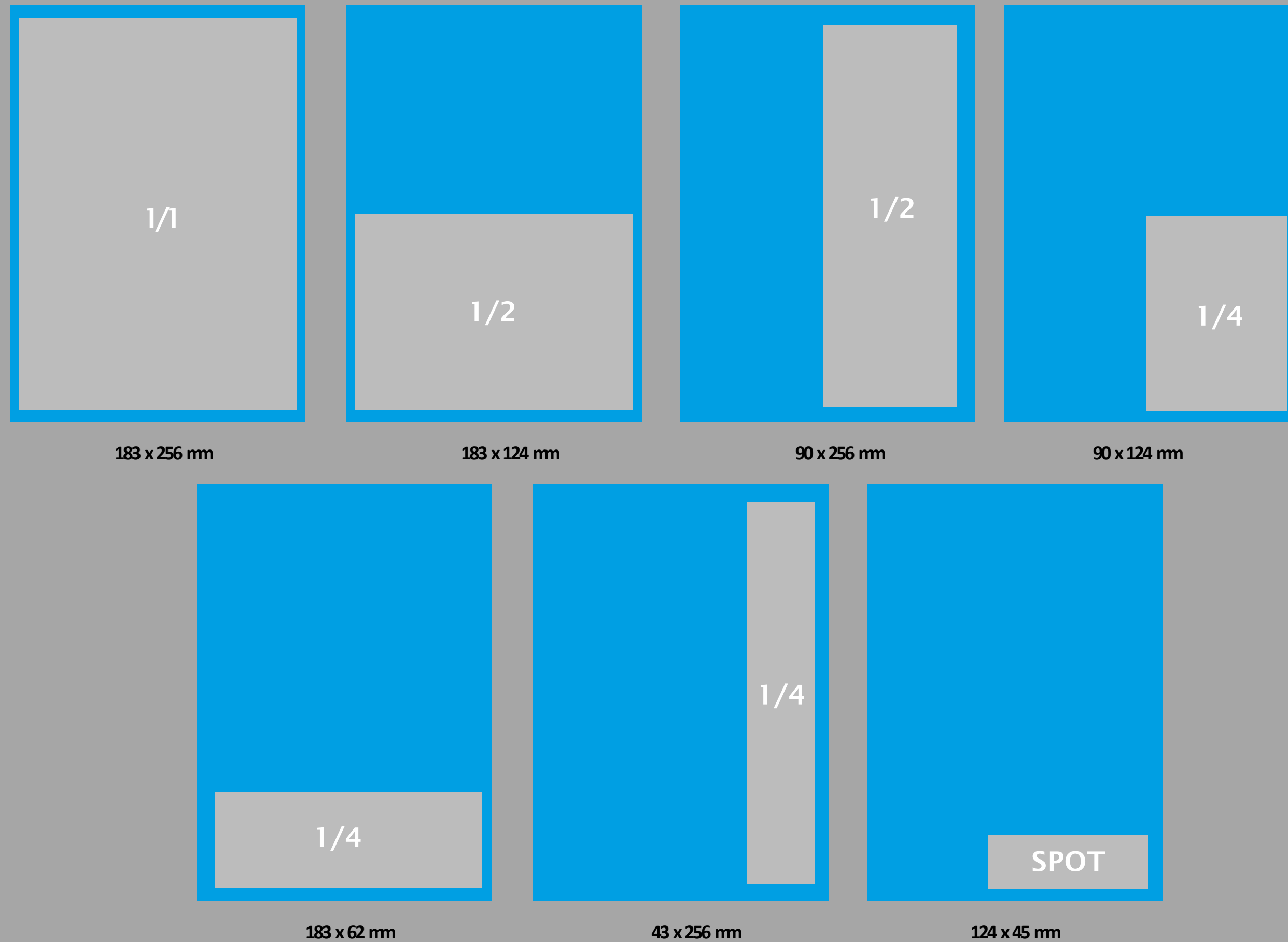
Advertising rates

Individual price for each insertion
in Euro's excl. of V.A.T.

Format	Rate
1/1 page	4,000
1/2 page	2,600
1/4 page	1,600
'Spot' advertisement	1,685
Cover 2 surcharge of 10%	4,400
Cover 3 surcharge of 15%	4,600
Cover 4 surcharge of 20%	4,800
Banner newsletter	
Evening edition	250

Costs caused by delivery of non-certified
advertising material will be charged.

FORMATS & MEASUREMENTS



MORE INFORMATION

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Nederland**

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The VARA Gids is a publication of Omroepvereniging BNNVARA.

 **Roularta
Media Nederland**