



Base rate Print

in euro's excl. VAT

1/1 page	€ 3,775.-
----------	-----------

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

Inserts, Supplements and Paperwrap

On request

Branded Content

1/1 page	€ 4,152.-
2/1 page	€ 7,765.-
Production costs <i>starting at</i> *	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Rates & Formats

Formats and measurements in mm

Format	width x height
--------	----------------

Trim size

1/2 page landscape	210 x 136
1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files
as CertifiedPDF

Newsletters

Newsletter item	€ 1,750.-
-----------------	-----------

Production costs Newsletters *

Newsletter item (direct translation)	€ 250.-
--------------------------------------	---------

* based on 1 correction round (no discount available)

All contracts awarded to us are subject to the advertising terms and conditions, which can be found on our website: roularta-advertising.nl

2026

Digital

Product	Rate
Branded Content publication	€ 1,750.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Podcast	on request

Social Media

Facebook campaign	on request
Instagram campaign	on request

Production costs Digital *

Branded content (standard)	€ 1,000.-
Social Post	€ 250.-
Video and Podcast	on request

Display

	CPM
Billboard	€ 20.-
Halfpage	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Reclangle	€ 20.-
Large Leaderboard	€ 20.-
Wide Skyscraper	€ 20.-
Mobile Interstitial	€ 20.-
Mobile Medium Rectangle	€ 20.-
Mobile Large Banner	€ 20.-
Mobile Banner	€ 20.-
Rich media	on request