

Base rate Print

in euro's excl. VAT

1/1 page Magazine	€ 6,500.-
1/1 page Special	€ 3,800.-

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 <i>excl. production costs</i>	280

Inserts, Supplements and Paperwrap

On request

Branded Content

1/1 page	€ 7,150.-
2/1 page	€ 13,370.-
Production costs starting at *	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format width x height

Trim size delicious.

1/2 page portrait	103 x 276
1/2 page landscape	210 x 136
1/1 page	210 x 276
2/1 page	210 x 276 - 210 x 276

+ 5mm bleed on all sides

Trim size Specials

1/1 page	202 x 276
2/1 page	202 x 276 - 202 x 276

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item € 3,150.-

Production costs Newsletters*

Newsletter item € 250.-

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

Digital

Product	Rate
Branded content	€ 1,800.-
Video	on request

Social Post CPM rate

Facebook Post	€ 12.50
Instagram Post/Story	€ 12.50

Production costs Digital *

Branded content	€ 1,000.-
Social Post	€ 250.-
Video	on request

Display CPM rate

Billboard	€ 20.-
Halfpage	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Rectangle	€ 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

* based on 1 correction round (no discount available)