

# Rates & Formats

2026

## 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 *excl. production costs* 280

## Inserts, Supplements and Paperwrap

On request

## Branded Content

1/1 page € 4,152.-

2/1 page € 7,765.-

Production costs *starting at* \* € 1,500.-

## 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 € 250.-

## Digital

Product Rate

Branded content € 1,750.-

Video on request

Podcast 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 and Podcast 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

Questions about advertising material: [traffic@roularta.nl](mailto:traffic@roularta.nl)

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

\* based on 1 correction round (no discount available)