

Base rate Print

in euro's excl. VAT

1/1 page	€ 4,440.-
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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	€ 4,884.-
2/1 page	€ 9,133.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format width x height

Trim size Magazine + Special

1/2 page landscape	210 x 142
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	€ 1,500.-
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Production costs Newsletters *

Newsletter item	€ 250.-
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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	€ 1,250.-
Social Post	€ 250.-
Video and Podcast	on request
Display CPM rate	
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

* based on 1 correction round (no discount available)

Questions about advertising material: 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