

Rates & Formats

2026

Base rate Print

in euro's excl. VAT

1/1 page € 5,655.-

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 € 6,220.-

2/1 page € 11,633.-

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

Formats and measurements in mm

Format width x height

Trim size

1/2 page portrait 110 x 285

1/2 page landscape 220 x 142

1/1 page 220 x 285

2/1 page 220 x 285 - 220 x 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item € 2,750.-

Production costs Newsletters *

Newsletter item € 250.-

Digital

Product Rate

Branded content Video € 1,500.- 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 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

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

* based on 1 correction round (no discount available)