

# Rates & Formats

2026

## Base rate Print

in euro's excl. VAT

1/1 page	€ 3,770.-
1/1 page Vogelmagazine	€ 2,000.-

## 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	€ 4,147.-
2/1 page	€ 8,010.-
Production costs <i>starting at</i> *	€ 1,500.-

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

## Formats and measurements in mm

Format width x height

### Trim size Roots en Vogelmagazine

1/2 page portrait	104 x 285
1/2 page landscape	210 x 141
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	€ 2,000.-
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### Production costs Newsletters \*

Newsletter item	€ 250.-
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All contracts awarded to us are subject to the advertising terms and conditions, which can be found on our website: [roularta-advertising.nl](http://roularta-advertising.nl)

## Digital

Product Rate

Branded content	€ 1,250.-
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 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)