

Base rate Print

in euro's excl. VAT

1/1 page € 4,547.-

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 € 5,002.-

2/1 page € 9,353.-

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

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format width x height

Trim size Vorsten + Special

1/2 page portrait 98 x 270

1/2 page landscape 210 x 128

1/1 page 210 x 270

2/1 page 210 x 270 - 210 x 270

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

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 € 1,500.-
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 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)