

# Rates & Formats

2026

## Base rate Print

in euro's excl. VAT

1/1 page € 5,094.-

## 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 € 5,603.-  
2/1 page € 10,479.-  
Production costs *starting at* \* € 1,500.-

## Formats and measurements in mm

Format width x height

### Trim size

1/2 page portrait 102 x 280  
1/2 page landscape 210 x 137  
1/1 page 210 x 280  
2/1 page 210 x 280 - 210 x 280

+ 5mm bleed on all sides

## Advertising material

Please submit your digital ad files  
as CertifiedPDF

## Digital

| Product                           | Rate       |
|-----------------------------------|------------|
| Branded content                   | € 1,500.-  |
| Video                             | on request |
| <b>Social Post CPM rate</b>       |            |
| Facebook Post                     | € 12.50    |
| Instagram Post/Story              | € 12.50    |
| <b>Production costs Digital *</b> |            |
| Branded content                   | € 1,000.-  |
| Social Post                       | € 250.-    |
| Video                             | on request |
| <b>Display CPM rate</b>           |            |
| 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](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)