

# Rates & formats

2026

## Base rate Print

in euro's excl. VAT

1/1 page € 14,428.-

## Format index

1/4 page 39  
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 € 15,871.-  
2/1 page € 29,675.-  
Production costs *starting at\** € 1,500.-

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

## Formats and measurements in mm

Format width x height

### Trim size

1/4 page portrait 100 x 132  
1/2 page landscape 99 x 267  
1/2 page landscape 202 x 132  
1/1 page 202 x 267  
2/1 page 202 x 267 - 202 x 267

+ 5mm bleed on all sides

## Advertising material

Please submit your digital ad files as CertifiedPDF

## Newsletters

Newsletter item PlusOnline € 4,250.-  
Newsletter item Plus&Zin Cultuur € 2,000.-  
Theme Newsletter € 12,900.-  
Partnership Newsletter € 8,900.-

### Production costs Newsletters \*

Newsletter item € 250.-  
Theme Newsletter € 1,500.-  
Partnership Newsletter € 550.-

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 € 3,750.-  
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)



# Rates & formats Specials

2026

## Base rate Print

in euro's excl. VAT

1/1 page Plus Gezond	€ 6,120.-
1/1 page Plus Lekker	€ 6,000.-
1/1 page Plus Puzzels	€ 6,120.-

## Format index

2/1 page	187
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## 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. Paperwrap only available for:  
Plus Puzzels and Plus Gezond

## Formats and measurements in mm

Format width x height

### Trim size Plus Gezond, Plus Puzzels

1/1 page	202 x 267
2/1 page	202 x 267 - 202 x 267

+ 5mm bleed on all sides

### Trim size Plus Lekker

1/1 page	220 x 275
2/1 page	220 x 275 - 220 x 275

+ 5mm bleed on all sides

## Advertising material

Please submit your digital ad files  
as CertifiedPDF

## Branded Content

1/1 page Plus Gezond	€ 6,732.-
2/1 page Plus Gezond	€ 12,588.-
1/1 page Plus Lekker	€ 6,600.-
2/1 page Plus Lekker	€ 12,342.-
Production costs <i>starting at*</i>	€ 1,500.-

## Newsletter Plus Gezond

Newsletter item	€ 4,250.-
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### Production costs Newsletter \*

Newsletter item	€ 250.-
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\* based on 1 correction round (no discount available)

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