

Base rate Print

in euro's excl. VAT

1/1 page € 6,829.-

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 € 7,512.-
2/1 page € 14,047.-
Production costs *starting at** € 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format width x height

Trim size Landleven

1/1 page 210 x 285
2/1 page 210 x 285 - 210 x 285

Trim size Specials

1/1 page 180 x 255
+ 5mm bleed on all sides

Type area Landleven

1/4 page portrait 88 x 128
1/4 page landscape 180 x 62
1/2 page portrait 88 x 260
1/2 page landscape 180 x 128

Advertising material

Submit digital ad files as CertifiedPDF

Newsletters

Newsletter item € 2,500.-
Theme Newsletter € 5,500.-
Partnership Newsletter € 5,500.-

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

Digital

Product	Rate
Branded content	€ 2,000.-
Video	on request

Social Post CPM rate

Facebook Post	€ 12.50
Instagram Post/Story	€ 12.50

Production costs Digital *

Branded content	€ 1,250.-
Social Post	€ 250.-
Video	on request

Display CPM rate

Billboard	€ 20.-
Halfpage	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Rectangle	€ 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)

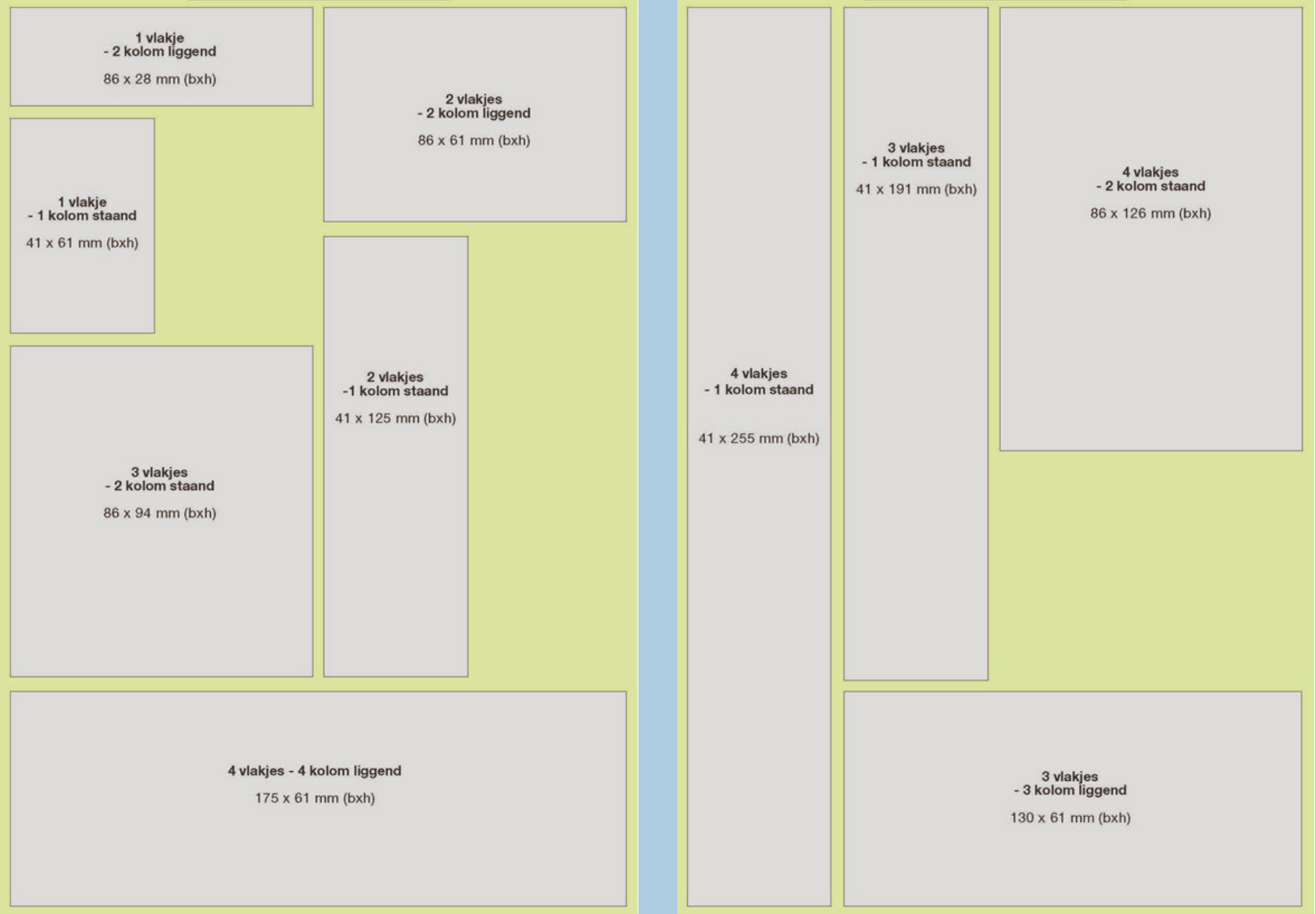
Rates & Formats

Special addresses

2026

Special addresses are advertising pages smaller than 1/4 page.

Special addresses in euro's excl. VAT	Rate 1x per insertion	Rate 3x per insertion
1 box	€ 343.-	€ 326.-
2 boxes	€ 536.-	€ 511.-
3 boxes	€ 717.-	€ 682.-
4 boxes	€ 941.-	€ 892.-



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vlakje = box