

Rates & Formats

2026

Base rate Print

in euro's excl. VAT

1/1 page	€ 3,247.-
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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	€ 3,572.-
2/1 page	€ 6,679.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format	width x height
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Trim size

1/2 page landscape	202 x 128
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	€ 850.-
E-bulletin item	€ 2,500.-

Production costs Newsletters *

Newsletter item (direct translation)	€ 250.-
E-bulletin item	€ 250.-

Digital

Product	Rate
Branded Content publication	€ 2,000.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Podcast	on request

Production costs Digital *

Branded content (standard)	€ 1,000.-
Video and Podcast	on request

Display

Billboard	€ 25.-
Halfpage	€ 25.-
Leaderboard	€ 25.-
Large Rectangle	€ 25.-
Medium Reclangle	€ 25.-
Large Leaderboard	€ 25.-
Wide Skyscraper	€ 25.-
Mobile Interstitial	€ 25.-
Mobile Medium Rectangle	€ 25.-
Mobile Large Banner	€ 25.-
Mobile Banner	€ 25.-
Rich media	on request

* based on 1 correction round (no discount available)

Questions about advertising material: Traffic Afdeling 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