

Base rate Print	
in euro's excl. VAT	
1/1 page Magazine	€ 6,500.-
1/1 page Special	€ 3,800.-
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	€ 7,150.-
2/1 page	€ 13,370.-
Production costs starting at *	
€ 1,500.-	

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm	
Format	width x height
Trim size delicious.	
1/2 page portrait	103 x 276
1/2 page landscape	210 x 136
1/1 page	210 x 276
2/1 page	210 x 276 - 210 x 276
+ 5mm bleed on all sides	
Trim size Specials	
1/1 page	202 x 276
2/1 page	202 x 276 - 202 x 276
+ 5mm bleed on all sides	
Advertising material	
Please submit your digital ad files as CertifiedPDF	
Newsletters	
Newsletter item	€ 3,150.-
Production costs Newsletters*	
Newsletter item (direct translation)	€ 250.-

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 publication	€ 1,800.-
Branded Content campaign	on request
(including a guaranteed number of landings)	
Video	on request
Social Media	
Facebook campaign	on request
Instagram campaign	on request
Production costs Digital *	
Branded content (standard)	€ 1,000.-
Social Post	€ 250.-
Video	on request
Display	
Billboard	CPM € 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)