



Base rate Print

in euro's excl. VAT

1/1 page	€ 9,944.-
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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	€ 10,938.-
2/1 page	€ 20,455.-
Production costs starting at*	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Rates & Formats

Formats and measurements in mm

Format	width x height
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Trim size

1/2 page portrait	99 x 267
1/2 page landscape	202 x 127
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	€ 3,500.-
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Production costs Newsletters *

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

All contracts awarded to us are subject to the advertising terms and
conditions, which can be found on our website: roularta-advertising.nl

2026

Digital

Product	Rate
Branded Content publication	€ 2,500.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Podcast	on request

Social Media

Facebook campaign	on request
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Production costs Digital *

Branded content (standard)	€ 1,000.-
Facebook Post	€ 250.-
Video and Podcast	on request

Display

	CPM
Billboard	€ 25.-
Halfpage	€ 25.-
Leaderboard	€ 25.-
Large Rectangle	€ 25.-
Medium Rectangle	€ 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