



Rates & Formats

2026

Base rate Print

in euro's excl. VAT

1/1 page	€ 8,346.-
2/1 page	€ 15,607.-

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	€ 9,180.-
2/1 page	€ 17,168.-
Production costs <i>starting at</i> *	€ 1,500.-

Formats and measurements in mm

Format width x height

Trim size Flow

1/1 page	225 x 280
2/1 page	225 x 280 - 225 x 280

+ 5mm bleed on all sides

Trim size Flow Specials

1/1 page	190 x 245
2/1 page	190 x 245 - 190 x 245

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files
as CertifiedPDF

Newsletters

Newsletter item	€ 3,100.-
-----------------	-----------

Production costs Newsletters *

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

* 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

Digital

Product Rate

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

Questions about advertising material: traffic@roularta.nl