

Base rate Print	
in euro's excl. VAT	
1/1 page	€ 4,440.-
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	€ 4,884.-
2/1 page	€ 9,133.-
Production costs <i>starting at</i> *	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm	
Format	width x height
Trim size Magazine + Special	
1/2 page landscape	210 x 142
1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285
<i>+ 5mm bleed on all sides</i>	
Advertising material	
Please submit your digital ad files as CertifiedPDF	
Newsletters	
Newsletter item	€ 1,500.-
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	€ 1,750.-
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Podcast	on request
Social Media	
Facebook campaign	on request
Instagram campaign	on request
Production costs Digital *	
Branded content (standard)	€ 1,000.-
Social Post	€ 250.-
Video and Podcast	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