

# Rates & Formats

2026

## Base rate Print

in euro's excl. VAT

|                        |           |
|------------------------|-----------|
| 1/1 page Columbus      | € 5,031.- |
| 1/1 page In Eigen Land | € 4,950.- |

## Format index

|          |     |
|----------|-----|
| 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 |

## Branded Content

|                                       |            |
|---------------------------------------|------------|
| 1/1 page Columbus                     | € 5,534.-  |
| 2/1 page Columbus                     | € 10,349.- |
| 1/1 page In Eigen Land                | € 5,445.-  |
| 2/1 page In Eigen Land                | € 10,175.- |
| Production costs <i>starting at</i> * | € 1,500.-  |

## Formats and measurements in mm

Format width x height

### Trim size Columbus + In Eigen Land

|                                 |                       |
|---------------------------------|-----------------------|
| 1/1 page                        | 210 x 285             |
| 2/1 page                        | 210 x 285 - 210 - 285 |
| <i>+ 5mm bleed on all sides</i> |                       |

## Advertising material

Please submit your digital ad files as CertifiedPDF

## Newsletters Columbus + In Eigen Land

|                        |           |
|------------------------|-----------|
| Newsletter item        | € 2,500.- |
| Partnership Newsletter | € 5,600.- |

## Production costs Newsletters \*

|                                      |         |
|--------------------------------------|---------|
| Newsletter item (direct translation) | € 250.- |
| Partnership Newsletter               | € 550.- |

## Inserts and Supplements

On request

## Digital Columbus

| Product                                                                 | Rate       |
|-------------------------------------------------------------------------|------------|
| Branded Content publication                                             | € 1,800.-  |
| Branded Content campaign<br>(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

|                     | CPM        |
|---------------------|------------|
| Billboard           | € 20.-     |
| Leaderboard         | € 20.-     |
| Mobile Large Banner | € 20.-     |
| Rich media          | on request |

\* based on 1 correction round (no discount available)