



Base rate Print

in euro's excl. VAT

1/1 page	€ 5,655.-
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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	€ 6,220.-
2/1 page	€ 11,633.-
Production costs <i>starting at*</i>	€ 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	110 x 285
1/2 page landscape	220 x 142
1/1 page	220 x 285
2/1 page	220 x 285 - 220 x 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files
as CertifiedPDF

Newsletters

Newsletter item	€ 2,750.-
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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
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Branded Content publication	€ 1,500.-
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Branded Content campaign (including a guaranteed number of landings)	on request
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Video	on request
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Social Media

Facebook campaign	on request
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Instagram campaign	on request
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Production costs Digital *

Branded content (standard)	€ 1,000.-
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Social Post	€ 250.-
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Video	on request
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Display

	CPM
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Billboard	€ 20.-
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Halfpage	€ 20.-
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Leaderboard	€ 20.-
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Large Rectangle	€ 20.-
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Medium Reclangle	€ 20.-
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Large Leaderboard	€ 20.-
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Wide Skyscraper	€ 20.-
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Mobile Interstitial	€ 20.-
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Mobile Medium Rectangle	€ 20.-
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Mobile Large Banner	€ 20.-
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Mobile Banner	€ 20.-
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Rich media	on request
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