

Base rate Print

in euro's excl. VAT

1/1 page	€ 6,829.-
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Format index

1/4 page	39
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	€ 7,512.-
2/1 page	€ 14,047.-
Production costs <i>starting at*</i>	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format	width x height
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Trim size Landleven

1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285

Trim size Specials

1/1 page	180 x 255
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+ 5mm bleed on all sides

Type area Landleven

1/4 page portrait	88 x 128
1/4 page landscape	180 x 62
1/2 page portrait	88 x 260
1/2 page landscape	180 x 128

Advertising material

Submit digital ad files as CertifiedPDF

Newsletters

Newsletter item	€ 2,500.-
Theme Newsletter	€ 5,500.-
Partnership Newsletter	€ 5,500.-

Production costs Newsletters*

Newsletter item (direct translation)	€ 250.-
Theme Newsletter (standard)	€ 1,500.-
Partnership Newsletter (production)	€ 400.-

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
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Branded Content publication	€ 2,000.-
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Branded Content campaign	on request
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(including a guaranteed number of landings)

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.-
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

* based on 1 correction round (no discount available)

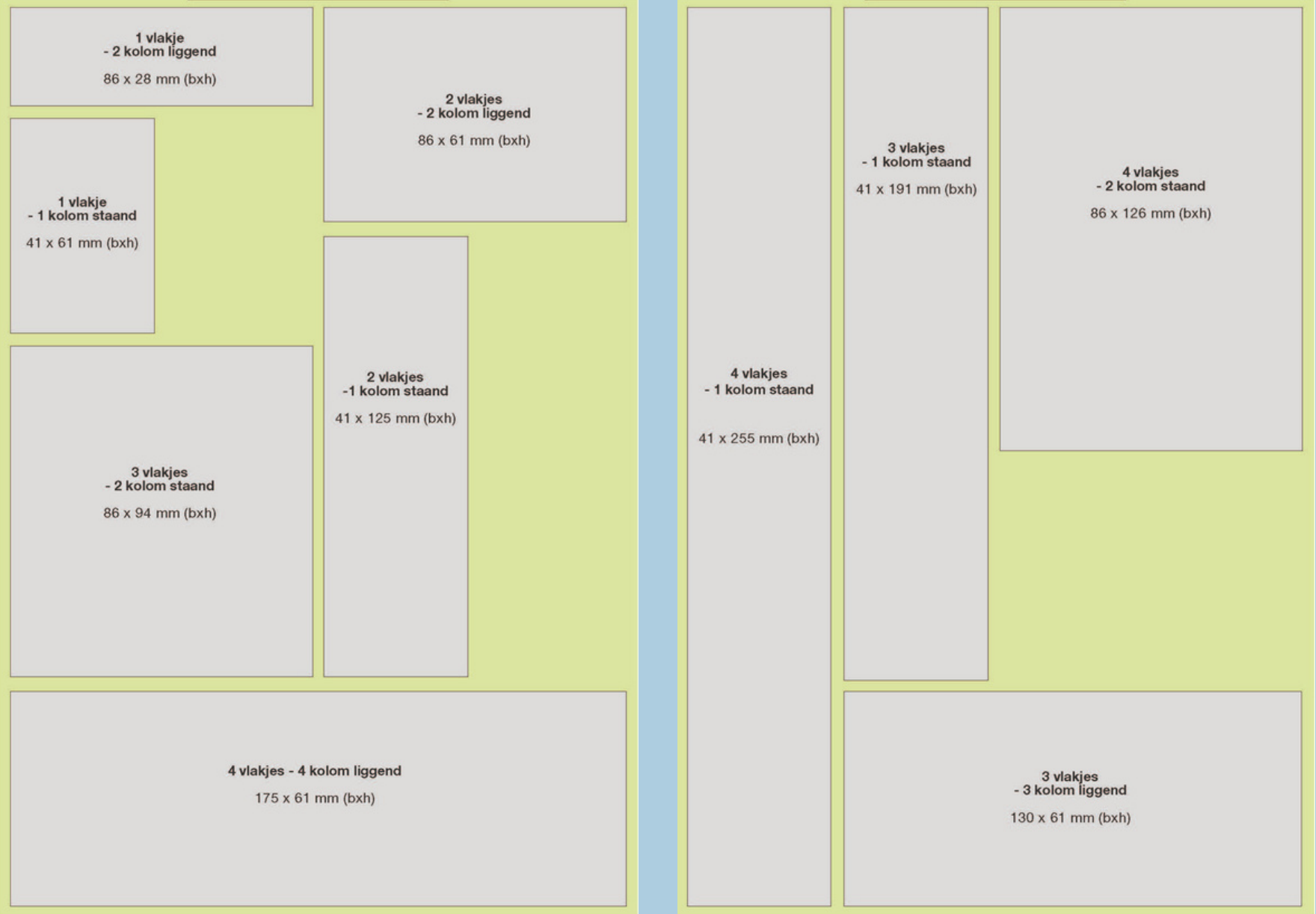
Rates & Formats

Special addresses

2026

Special addresses are advertising pages smaller than 1/4 page.

Special addresses in euro's excl. VAT	Rate 1x per insertion	Rate 3x per insertion
1 box	€ 343.-	€ 326.-
2 boxes	€ 536.-	€ 511.-
3 boxes	€ 717.-	€ 682.-
4 boxes	€ 941.-	€ 892.-



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vlakje = box