



Rates & formats

2026

Base rate Print	
in euro's excl. VAT	
1/1 page	€ 14,428.-
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	excl. production costs 280
Inserts, Supplements and Paperwrap	
On request	
Branded Content	
1/1 page	€ 15,871.-
2/1 page	€ 29,675.-
Production costs	starting at* € 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm	
Format	width x height
Trim size	
1/4 page portrait	100 x 132
1/2 page landscape	99 x 267
1/2 page landscape	202 x 132
1/1 page	202 x 267
2/1 page	202 x 267 - 202 x 267
+ 5mm bleed on all sides	
Advertising material	
Please submit your digital ad files as CertifiedPDF	
Newsletters	
Newsletter item PlusOnline	€ 4,250.-
Newsletter item Plus&Zin Cultuur	€ 2,000.-
Theme Newsletter	€ 12,900.-
Partnership Newsletter	€ 8,900.-
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
Branded Content publication	€ 3,750.-
Branded Content campaign	on request
(including a guaranteed number of landings)	
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	
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

* based on 1 correction round (no discount available)



Rates & formats Specials

2026

Base rate Print

in euro's excl. VAT

1/1 page Plus Gezond	€ 6,120.-
1/1 page Plus Lekker	€ 6,000.-
1/1 page Plus Puzzels	€ 6,120.-

Format index

2/1 page	187
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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. Paperwrap only available for:
Plus Puzzels and Plus Gezond

Formats and measurements in mm

Format width x height

Trim size Plus Gezond, Plus Puzzels

1/1 page	202 x 267
2/1 page	202 x 267 - 202 x 267

+ 5mm bleed on all sides

Trim size Plus Lekker

1/1 page	220 x 275
2/1 page	220 x 275 - 220 x 275

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files
as CertifiedPDF

Branded Content

1/1 page Plus Gezond	€ 6,732.-
2/1 page Plus Gezond	€ 12,588.-
1/1 page Plus Lekker	€ 6,600.-
2/1 page Plus Lekker	€ 12,342.-
Production costs <i>starting at*</i>	€ 1,500.-

Newsletter Plus Gezond

Newsletter item	€ 4,250.-
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Production costs Newsletter *

Newsletter item (direct translation)	€ 250.-
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* based on 1 correction round (no discount available)

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