

Base rate Print

in euro's excl. VAT

1/1 page	€ 3,770.-
1/1 page Vogelmagazine	€ 2,000.-

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	€ 4,147.-
2/1 page	€ 8,010.-
Production costs <i>starting at</i> *	€ 1,500.-

Questions about advertising material: traffic@roularta.nl

Rates & Formats

2026

Formats and measurements in mm

Format width x height

Trim size Roots en Vogelmagazine

1/2 page portrait	104 x 285
1/2 page landscape	210 x 141
1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285

+ 5mm bleed on all sides

Advertising material

Please submit your digital ad files as CertifiedPDF

Newsletters

Newsletter item	€ 2,000.-
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Production costs Newsletters *

Newsletter item (direct translation)	€ 250.-
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Digital

Product	Rate
Podcast	on request

Social Media

Facebook campaign	on request
Instagram campaign	on request

Production costs *

Social Post	€ 250.-
Podcast	on request

* 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