



Direct contact:
One click in the
e-paper takes the
reader directly
to you!

Format	Type Area w x h mm	Trim/Bleed Ads w x h mm	Price
Front page	–	210 x 160 + 3 mm trim right	Fix* € 7,990.--
Inner title	–	210 x 160 + 3 mm trim right	Fix* € 6,050.--
2nd/3rd/4th Cover page	–	210 x 297 + 3 mm trim on all 4 sides	€ 8,870.--
1/1 page	175 x 250	210 x 297	€ 7,560.--
Juniorpage	122 x 175	137 x 197	€ 4,430.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 4,110.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 3,250.--
1/4 page	85 x 122 40 x 250 175 x 58	101 x 145 55 x 297 210 x 85	€ 2,160.--
1/8 page	85 x 58 175 x 28 40 x 122	–	€ 1,460.--

Premium placement

Binding placement	10 %
Placement next to table of contents and editorial	10 %

Colour impact

Euroscale special colours on request

Premium special formats

Special formats (on request)	10 %
For ads across binding and bleed ads (Bleed: 3 mm head trim; 3 mm per edge)	10 %

Discount

In case of acceptance within an insertion year
(within 12 months)

Frequency discounts

	3 times	6 times	9 times	12 times
	5%	10%	15%	20%

Volume discounts*

Discount for purchase within 12 months of at least:

	2 pages	4 pages	8 pages	10 pages
	5%	10%	15%	20%

* Discount does not apply to cover pages or inner titles.

