

Rate card 2018



RATES SANOMA 2018

We would like to inform you about our rates for 2018. In this rate card you will find an overview of our complete portfolio and the advertising opportunities for print, digital, video and events.

The rates are transparently structured. We show how to calculate the rate of your campaign based on the calculation formula, per medium type

Sanoma is ready for the new year.

We're looking forward to successfully work together again in 2018!

s a n o m a

Print

CPM base rate for print is EUR 12.60

CAMPAIGN COST =
(gross, excl. discounts)



Calculation example: 1/1 Page in Ouders van Nu, cover 4 position

CPM base rate € 12.60 × 1.00 (1/1 page) × 1.80 (Ouders van Nu)
× 1.30 (cover 4 surcharge) × 288,100/1.000 (reach) = € 8,3494,34

CPM base rate

The CPM base rate for print is set at € 12.60, per January 1, 2018. Not all advertising formats are available in all titles. Please contact your account manager for all possibilities.

* The rates on this rate card are rounded to whole euros. The invoice amounts are rounded to two decimal places.

** Reach based on NOM Print Monitor 2017 II and NOM Kids Monitor 2017. The rates are set 1x per calendar year based on the most recent NOM and NOM Kids Monitor figures.

Standard formats

	Index		Index		Index
1/8	0.16	3/4	0.96	1 1/2	1.63
1/4	0.32	1/1	1.00	2/1	2.00
1/2	0.63	1 1/4	1.32		
2/3	0.84	1 1/3	1.42		

Title index

	reach**	index	1/1 page*	1/2 page*	1/4 page*	2/1 page*
Ariadne at Home	257,800	2.00	€ 6,497	€ 4,093	€ 2,079	€ 12,993
AutoWeek	602,600	1.05	€ 7,972	€ 5,023	€ 2,551	€ 15,945
Donald Duck	1,801,000	0.55	€ 12,481	€ 7,863	€ 3,994	€ 24,962
Eigen Huis & Interieur	301,600	2.75	€ 10,450	€ 6,584	€ 3,344	€ 20,901
Fashionchick Girls	116,800	2.65	€ 3,900	€ 2,457	€ 1,248	€ 7,800
Flair	399,000	1.10	€ 5,530	€ 3,484	€ 1,770	€ 11,060
Flow	302,900	2.85	€ 10,877	€ 6,853	€ 3,481	€ 21,754
Kek Mama	159,400	3.20	€ 6,427	€ 4,049	€ 2,057	€ 12,854
Libelle	1,626,200	1.05	€ 21,515	€ 13,554	€ 6,885	€ 43,029
Margriet	1,058,700	1.05	€ 14,007	€ 8,824	€ 4,482	€ 28,013
Nouveau	124,900	4.50	€ 7,082	€ 4,462	€ 2,266	€ 14,164
Ouders van Nu	292,800	1.80	€ 6,641	€ 4,184	€ 2,125	€ 13,281
Story	809,500	0.55	€ 5,610	€ 3,534	€ 1,795	€ 11,220
Tina	320,700	1.00	€ 4,041	€ 2,546	€ 1,293	€ 8,082
Totaal TV	118,700	1.50	€ 2,243	€ 1,413	€ 718	€ 4,487
Veronica Magazine	974,800	0.90	€ 11,054	€ 6,964	€ 3,537	€ 22,108
Viva	382,600	1.05	€ 5,062	€ 3,189	€ 1,620	€ 10,124
vtwonen	746,600	1.75	€ 16,463	€ 10,371	€ 5,268	€ 32,925
Zo Zit Dat	84,000	2.20	€ 2,328	€ 1,467	€ 745	€ 4,657

Surcharge index

Weeklies	Index	Monthlies	Index
No selection	1,00	No selection	1,00
Cover 2	1,20	Cover 2	1,30
Cover 3	1,20	Cover 3	1,25
Cover 4	1,25	Cover 4	1,30
Cover 4 Veronica Magazine	1,50	1st spread	1,25
1st spread	1,20	Cover 2 + Page 3	1,30
Cover 2 + page 3	1,20	Page + Cover 3	1,25
Page + cover 3	1,20	1st right page	1,25
1st right page	1,20		

Above rates are gross and exclude VAT and agency discounts.

Digital

Base CPM rate for digital is EUR 22.50

CAMPAIGN COST =
(gross, excl. discounts)



Calculation example:

Interscroller on Margriet.nl, 150,000 impressions with a frequency cap of 3

CPM base rate € 22.50 × 1.60 (Interscroller) × 1.50 (Margriet)
× 1.05 (frequency cap) × 150,000 views/1000 = € 8,505.-

CPM base rate

The CPM base rate for digital is set at € 22.50, per January 1, 2018. Not all advertising formats are available for all titles. Please contact your account manager for all possibilities.

Formaatindex

Basics	Index
Full banner (468x60)	0.25
Standard banner (320x50)	0.25
Small Skyscraper (120x600)	0.45
Wide Skyscraper (160x600)	0.45
Double sized banner (320x100)	0.55
Leaderboard (728x90)	0.55
Large Rectangle (336x280)	1.00
Medium Rectangle (300x250)	1.00

Specials	Index
Commercial post	1.00
Commercial content widget	1.00
Radical	2.35

High Impact	Index
Half page banner (320x240)	1.00
Interscroller	1.60
Transformer	1.60
Billboard (970x250)	1.80
Half page ad (300x600)	1.80
Floor ad	2.00
Substantial	2.00
Skin + Leaderboard	2.00
Skin + Billboard	2.20

Outstream	Index
Outstream in page video	1.00
Outstream video experience	2.20

Above rates are gross and exclude VAT and agency discounts.

Title index

Run of Network	0.70
Site	Index
Autoweek.nl	2.00
Donaldduck.nl	1.00
Fashionchick.nl	2.00
Fashionichickgirls.nl	1.25
Flaironline.nl	2.00
Hartvannederland.nl	1.25
Hettestpanel.nl	1.50
Kekmama.nl	1.75
KIJK.nl	1.00
Libelle.nl	1.50
Margriet.nl	1.50
Net5.nl	1.00
Nouveau.nl	1.50
NU.nl	1.00
NUsport.nl	1.00
Oudersvannu.nl	2.00
Pietsweer.nl	1.25
SBS6.nl	1.00
SBS9.nl	1.00
Scholieren.com	0.75
Schoolbank.nl	0.75
Show.nl	1.25
Startpagina.nl	1.50
Story.nl	2.00
Styletoday.nl	1.50
Superguide.nl	1.00
Tina.nl	1.00
Totaaltv.nl	1.00
Tvgids.nl	1.00
Veronicamagazine.nl	1.00
Veronicatv.nl	1.00
Viva.nl	1.50
vtwonen.nl	2.00
WTF.nl	1.25
Zozitdat.nl	1.25

Channel index

	Index
Automotive	1.25
Business & Finance	1.25
Fashion & Beauty	1.25
Food	1.25
Health	1.25
Home Deco	1.25
Lifestyle, Entertainment & Games	1.25
Men	1.25
Parenting	1.25
Sports	1.25
Telecom	1.25
Travel & Weather	1.25
Women	1.25

Selection index (optional)

Only homepage or section/zone	1.25
Web/app only	1.25

Technical options 1.05

Capping	
Location	
Time	

Demography 1.10

Gender	
15-34	
35-54	
55+	
Social class AB1	
Parents	
Students	

Interests 1.25

Automotive	
Beauty & Fashion	
Business & Finance	
Entertainment	
Food & Health	
Home & Deco	
Sports	
Technology	
Travel	

Intent 1.50

Automotive intenders	
Consumer electronics shoppers	
Fashion shoppers	
Home Deco shoppers	
Telecom	

Programmatic / non guaranteed

		Programmatic Display*		Programmatic audience		
All rates are minimal bid prices		Channel	ROS	Demographics**	Interest/ contextual targeting	Intent
Basic ad formats: Web/Tablet/Mobile	Rectangle 336 x 280 300 x250	€ 3.50	€ 3,00	€ 3.50	€ 4.00	€ 5.00
	Leaderboard 728 x 90	€ 2.00	€ 1,50	€ 2.00	€ 2.50	€ 3.50
	Skyscraper 120 x 600 160 x 600	€ 2.00	€ 1,50	€ 2.00	€ 2.50	€ 3.50
	Full banner 468 x 60	€ 1.50	€ 1,00	€ 1.50	€ 2.00	€ 3.00
	Single/Double banner 320 x 50 320 x100	€ 1.50	€ 1,00	€ 1.50	€ 2.00	€ 3.00
Rich media formats***	Half page banner (mobile web + app) 320x240	€ 3.50	€ 3,00	€ 3.50	€ 4.00	€ 5.00
	Interscroller (mobile web) 320x500	€ 5.50	€ 5,00	€ 5.50	€ 6.00	€ 7.00
	Billboard 970 x250 Half page ad 300 x 600	€ 8.50	€ 8,00	€ 8.50	€ 9.00	€ 10.00
	Floor ad Skin+Leaderboard Substantial (see specs)	€ 11.50	€ 11,00	€ 11.50	€ 12.00	€ 13.00
	Skin + Billboard (970 x1000)	€ 12.50	€ 12,00	€ 12.50	€ 13.00	€ 14.00
Other	Commercial post (see specs)	€ 3.50	€ 3,00	€ 3.50	€ 4.00	€ 5.00
	Commercial content widget	€ 3.50	€ 3,00	€ 3.50	€ 4.00	€ 5.00
	Outstream (see specs)	€ 8.50	€ 7,80	€ 8.50	€ 9.00	€ 10.00
	Outstream video experience	€ 12.50	€ 12,00	€ 12.50	€ 13.00	€ 14.00
	Pre-roll (see specs)	-	€ 13,00	-	-	-
Data only	-	-	€ 1.00	€ 2.00	€ 4.00	

* List of site layout is available on Sanoma.nl or on request via programmatic.nl@sanoma.com.

** The pricing of demographics applies also to a custom audience based on branded content.

*** All rich media formats are Advertiser Paid.

Events

With a.o. Libelle Zomerweek, the Margriet Winter Festival, the Tina-Dag and the vtwonen & design beurs Sanoma is a leading player in the market of consumer events.

Thanks to our great media coverage and the close relationship between the reader / visitor and brand, the events are very successful. In addition, they provide the ideal opportunity to experience live audiences, gain contact moments, build your image, and generate trial.

Event	Maand	Visitors	Rates
Libelle Zomerweek	May	85,000	Stand from ca. € 2,007,- Media package from € 7,000,-
Tina-dag	Sept	25,000	Participation from ca. € 3,500,-
vt wonen&design beurs	Oct	90,000	Stand from 15m2 ca. € 3,000,-
Viva 400	Nov	500	Sponsorship package from ca. € 10,000,-
Margriet Winter Festival*	Nov	75,000	Stand from ca. € 190 per m2 Media package from ca. € 5,800,-

Above rates are gross and exclude VAT and agency discounts.

* Displayed rates are reference rates based on 2017. The definite rates for 2018 will be provided on request.



Online video advertising



CPM base rate

The CPM base rate for Online video advertising is set at € 22.50, per January 1, 2018.

Product index

Product	Index
Video ad	100
Interactive video ad	120
Online video billboard	80
In-Video Overlay*	40

* Cannot be combined with position targeting

Position targeting

Position	Index
Pre Mid Post	100
Pre Mid	120
Pre	130
Mid	125
Post	60

Title targeting

Content	Index
Run of Video network	100
Run of Channel	125
Run of Site	on request

Spot length index

Spotlength	Index
5 till 20 sec.	100
21 till 25 sec.	110
26 till 30 sec.	120
> 30sec	not possible

Selection targeting (optional)

Availability and rates on request.

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