

Rates DPG Media 2020

Calculate campaign costs

Use this module to calculate your print campaign costs. The CPM base rate for print is set at €13.15.

CAMPAIGN COST =
(gross, excl. discounts)

$$\text{Base CPM rate } \text{€13.15} \times \text{Format index} \times \text{Title index} \times \text{Surcharge index} \times \text{Reach /1,000}$$

Title index Belgium

	reach**	Index	1/1 page	1/2 page	1/4 page	2/1 page
Feeling Wonen	138,100	2.25	€ 4,086	€ 2,574	€ 1,308	€ 8,172
Gaël Maison	77,400	2.15	€ 2,188	€ 1,379	€ 700	€ 4,377
Ik Ga Bouwen & Renoveren	95,100	2.70	€ 3,377	€ 2,127	€ 1,080	€ 6,753
Je vais construire	88,700	2.90	€ 3,383	€ 2,131	€ 1,082	€ 6,765
Maisons de Charme	96,300	0.90	€ 1,140	€ 718	€ 365	€ 2,279
Pure Maison	30,100	2.35	€ 930	€ 586	€ 298	€ 1,860
Stijlvol Wonen	123,100	1.40	€ 2,266	€ 1,428	€ 725	€ 4,533
vtwonen	114,400	1.35	€ 2,031	€ 1,279	€ 650	€ 4,062
Wonen Landelijke Stijl	172,200	1.00	€ 2,264	€ 1,427	€ 725	€ 4,529

Surcharge index

Weeklies	Index
No selection	1.00
Cover 2	1.20
Cover 3	1.20
Cover 4	1.25
Cover 4 Veronica Magazine	1.50
1st spread	1.20
Cover 2 + page 3	1.20
Page + cover 3	1.20
1st right page	1.20

* Reach based on NCM Print Monitor 2019 II and NCM Kidsmonitor 2017. The rates are set 1x per calendar year based on the most recent NCM and NCM Kids Monitor figures.

** Reach based on Cim NRS 2017-2018