



Rate card 2020

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Rates Sanoma 2020

We would like to inform you about our rates for 2020. 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 mediu^mtype

Sanoma is ready for the new year. We're looking forward to successfully work together again in 2020!

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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)



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

CPM base rate € 13.15 × 1.00 (1/1 pagina) × 1.80 (Ouders van Nu)
× 1.30 (cover 4 surcharge) × 317,100/1,000 (reach) = € 9,757.48

CPM base rate

The CPM base rate for print is set at € 12,90, per January 1, 2020. Not all advertising formats are available for all titles. Please contact your account manager for all possibilities.

Format index

Format	Index	Format	Index	Format	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 Netherlands

	reach*	index	1/1 page	1/2 page	1/4 page	2/1 page	
Ariadne at Home	190,200	2.00	€ 5,002	€ 3,151	€ 1,601	€ 10,005	
AutoWeek	597,900	0.85	€ 6,683	€ 4,210	€ 2,139	€ 13,366	
Donald Duck	1,832,600	0.55	€ 13,254	€ 8,350	€ 4,241	€ 26,509	
Eigen Huis & Interieur	290,200	2.20	€ 8,395	€ 5,289	€ 2,687	€ 16,791	
Fashionchick Girls	74,000	2.65	€ 2,579	€ 1,625	€ 825	€ 5,157	
Flair	362,500	1.10	€ 5,244	€ 3,303	€ 1,678	€ 10,487	
Flow	299,900	2.00	€ 7,887	€ 4,969	€ 2,524	€ 15,775	
Kek Mama	183,500	2.95	€ 7,118	€ 4,485	€ 2,278	€ 14,237	
Libelle	1,447,500	0.95	€ 18,083	€ 11,392	€ 5,787	€ 36,166	
Margriet	969,700	0.85	€ 10,839	€ 6,828	€ 3,468	€ 21,678	
Nouveau	137,700	2.80	€ 5,070	€ 3,194	€ 1,622	€ 10,140	
Ouders van Nu	317,100	1.80	€ 7,506	€ 4,729	€ 2,402	€ 15,012	
Stijvol Wonen (NL)	123,000	1.85	€ 2,992	€ 1,885	€ 958	€ 5,985	
Story	746,300	0.45	€ 4,416	€ 2,782	€ 1,413	€ 8,832	
Tina	332,300	1.00	€ 4,370	€ 2,753	€ 1,398	€ 8,739	
Totaal TV	110,000	0.75	€ 1,085	€ 683	€ 347	€ 2,170	
Veronica Magazine	844,200	0.70	€ 7,771	€ 4,896	€ 2,487	€ 15,542	
VIVA	315,400	0.85	€ 3,525	€ 2,221	€ 1,128	€ 7,051	
vtwonen	819,300	1.50	€ 16,161	€ 10,181	€ 5,171	€ 32,321	
Wonen Landelijke Stijl (NL)	266,000	0.95	€ 3,323	€ 2,093	€ 1,063	€ 6,646	
Zo Zit Dat	84,000	1.45	€ 1,602	€ 1,009	€ 513	€ 3,203	
	Shopping Trends		1/1 page	1/2 page	1/3 page	1/4 page	2/1 page
VIVA Mama**	€ 1,120	€ 3,499	€ 2,204	€ 1,470	€ 1,120	€ 7,498	

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	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		

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

** This title only has fixed rates because it is not included in NOM.

*** Reach based on Cim NRS 2017-2018

CAMPAIGN COST = (gross, excl. discounts)



Calculation example

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

CPM base rate €23.30 × 1.60 (Interscroller) × 1.50 (Margriet)
× 1.05 (frequency cap) × 150,000 impressies/1,000 = €8,807.40

CPM base rate

The CPM base rate for digital is set at €23.30, per January 1, 2020. Not all advertising formats are available for all titles. Please contact your account manager for all possibilities.

Format index

Basics	Index	High Impact	Index
Full banner (468x60)	0.25	Half page banner (320x240)	1.00
Standard banner (320x50)	0.25	Interscroller	1.60
Small Skyscraper (120x600)	0.45	Midscroller	1.60
Wide Skyscraper (160x600)	0.45	Portrait ad	1.60
Double sized banner (320x100)	0.55	Transformer	1.60
Large Rectangle (336x280)	1.00	Billboard (970x250)	1.80
Medium Rectangle (300x250)	1.00	Half page ad (300x600)	1.80
		Floor ad	2.00
		Cross device header	2.00
		Skin + Leaderboard	2.10
		Skin + Billboard	2.10
		Outstream	Index
		Outstream in page video	1.00
		Outstream video experience	2.20
		Native Outstream	2.00

Above rates are gross and exclude VAT.

Title index

Run of Network	0.70
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Site	Index
Autoweek.nl	2.00
Beslist.nl	1.50
Donaldduck.nl	1.00
Fashionchick.nl	2.00
Fashionchickgirls.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
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
Parents	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
Contextual	1.25

Technical options 1.05

Capping
Location
Time

Demography 1.10

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

Interests 1.25

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

Intent 1.50

Automotive intenders
Consumer electronic shoppers
Fashion shoppers
Home Deco shoppers
Telecom

Programmatic / non guaranteed

		Programmatic Display*		Programmatic audience		
		Channel	ROS	Demo-graphics**	Interest/contextual targeting	Intent
All rates are minimal bid prices						
Basic ad formats: Web/Tablet/Mobile	Rectangle 336 x 280 & 300 x 250	€ 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 x 100	€ 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
	Midscroller (mobile web) 320 x 250	€ 5.50	€ 5.00	€ 5.50	€ 6.00	€ 7.00
	Portrait ad (mobile web) 320 x 400	€ 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
	Cross device header (1800 x 200)	€ 11.50	€ 11.00	€ 11.50	€ 12.00	€ 13.00
	Skin + Billboard/Leaderboard (970 x1000 & 1800x1000))	€ 12.00	€ 11.50	€ 12.00	€ 12.50	€ 13.50
Other	Commercial post (see specs)	€ 3.50	€ 3.00	€ 3.50	€ 4.00	€ 5.00
	Commercial content widget	€ 5.00	€ 4.50	€ 5.00	€ 5.50	€ 6.50
	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
	Native Outstream	€ 10.50	€ 10.00	€ 10.50	€ 11.00	€ 12.00
	Pre-roll (see specs)	-	€ 15.00	-	-	-

* 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.

Programmatic / non guaranteed

Beslist.nl - Programmatic display

	Dekstop/tablet		Mobile
	120x600 / 728x90	970x250	300x250 / 320x240
Beslist.nl ROS	€ 4,00	€ 10,00	€ 4,00
Beslist.nl maincategory (1)****	€ 7,00	€ 12,50	€ 6,00
Beslist.nl maincategory (2)****	€ 9,00	€ 12,50	€ 7,00
Beslist.nl subcategory****	€ 15,00	€ 20,00	€ 10,00

**** Request list of all available categories via programmatic.nl@sanoma.com

**** For possibilities within maincategories 1 & 2, ask your accountmanager.



Display rates (fixed)

Title	Channel	Format	Rate	Per	Web/ App
Autoweek.nl	Homepage	Commercial post	€ 3,500	Week	Web
Autoweek.nl	Position 1	Advertorial	€ 5,280	Week	Web
Autoweek.nl	Position 2	Advertorial	€ 4,620	Week	Web
Autoweek.nl	Position 3	Advertorial	€ 2,650	Week	Web
Autoweek.nl	Position 4	Advertorial	€ 1,500	Week	Web
Autoweek.nl	ROS	Cross-Device Web Header	€ 7,500	Day	Web
Autoweek.nl	ROS	Cross-Device Skin billboard+rect	€ 8,500	Day	Web
Beslist.nl	ROS	All available formats	€ 25	CPM	Web
Beslist.nl	Category	All available formats	€ 50	CPM	Web
Beslist.nl	Subcategory	All available formats	€ 75	CPM	Web
DonaldDuck.nl	Homepage	Highlight	€ 2,500	2 weeks	Web
Women*	ROC	Cross-Device Web Header	€ 20,000	Day	Web
Women*	ROC	Cross-Device Skin billboard+rect	€ 25,000	Day	Web
Parenting**	ROC	Cross-Device Web Header	€ 7,500	Day	Web
Parenting**	ROC	Cross-Device Skin billboard+rect	€ 8,500	Day	Web
Entertainment***	ROC	Cross-Device Web Header	€ 18,000	Day	Web
Entertainment***	ROC	Cross-Device Skin billboard+rect	€ 22,000	Day	Web
GoeieVraag.nl	Homepage	Take-over	€ 10,000	Day	Web
NU.nl	Homepage	Radical	€ 58,500	Day	Web
NU.nl	Homepage	Mobile app take over	€ 55,000	Day	App
NU.nl	Homepage	Tablet app take over	€ 15,000	Day	App
NU.nl	Homepage	Radical + Mobile app take over + Tablet app take over	€ 99,000	Day	Web/ App
NU.nl	Homepage	Billboard	€ 35,000	Day	Web
NU.nl	Homepage	Cross device skin billboard + rect	€ 50,000	Day	Web
NU.nl	Homepage	Cross device skin billboard + rect 4 hours	€ 15,300	Hour	Web
NU.nl	Homepage	Mobile app take over 4 hours	€ 15,300	Hour	App
NU.nl	Homepage	Tablet app take over 4 hours	€ 6,000	Hour	App
NU.nl	Economie Totaal	Cross device skin billboard + rect	€ 10,000	Day	Web
NU.nl	Entertainment Totaal	Cross device skin billboard + rect	€ 12,500	Day	Web
NU.nl	Sport Totaal	Cross device skin billboard + rect	€ 15,000	Day	Web
NU.nl	Tech Totaal	Cross device skin billboard + rect	€ 4,000	Day	Web
NU.nl & Startpagina.nl	Homepage (both)	Radical (NU.nl) + skin leaderboard	€ 79,475	Day	Web
Scholieren.com	Run of Site	Skin	€ 11,000	Day	Web
Startpagina.nl	Homepage	Skin leaderboard	€ 25,000	Day	Web
Startpagina.nl & GoeieVraag.nl	Homepage (both titels)	Combiideal Startpagina (skin leader- board) + GoeieVraag (take over)	€ 30,000	Day	Web

* Libelle - Margriet - Flaironline - VIVA

** Oudersvannu - Kekmama

*** NU/Entertainment - Story - SuperGuide - TotaalTV - Veronica Magazine

Display rates (fixed)

Title	Channel	Format	Rate	Per	Web/App
TVgids.nl	Homepage	Radical	€ 10,000	Day	Web
TVgids.nl	Nu&Straks	Radical	€ 10,000	Day	Web
TVgids.nl	Zenders	Radical	€ 10,000	Day	Web
TVgids.nl	Primetime	Radical	€ 10,000	Day	Web
TVgids.nl	Homepage	Mobile app take over	€ 2,500	Day	App
TVgids.nl	Tvgids	Mobile app take over	€ 2,500	Day	App
TVgids.nl	Nu&Straks	Mobile app take over	€ 5,000	Day	App
TVgids.nl	ROS	Medium rectangle	€ 15	CPM	Web/App
TVgids.nl	ROS	Leaderboard	€ 15	CPM	Web
TVgids.nl	ROS	Skyscraper	€ 15	CPM	Web
TVgids.nl	ROS	Halfpage banner	€ 15	CPM	Web
TVgids.nl	ROS	Double size banner	€ 15	CPM	Web
TVgids.nl	ROS	Fullbanner	€ 15	CPM	Web
TVgids.nl	ROS	Billboard	€ 65	CPM	Web
TVgids.nl	ROS	Halfpage ad	€ 65	CPM	Web
TVgids.nl	ROS	Skin leaderboard	€ 90	CPM	Web
TVgids.nl	ROS	Cross device header	€ 90	CPM	Web
TVgids.nl	ROS	Interscroller	€ 65	CPM	Web
TVgids.nl	ROS	Double Billboard	€ 90	CPM	Web



Online video advertising



Base CPM video

The CPM base rate for Online video advertising is set at € 22.85, per January 1, 2019.

Product index

Product	Index
Video ad	100
Online video billboard	80

Position targeting

Product	Index
Pre-roll	130

Title targeting

Content	Index
Run of Channel Video network	100

Selection targeting (optional)

Availability and rates on request.

Seasonality

Season	Index
Q1	90
Q2	105
Q3	105
Q4	110

Branded content (fixed)

Title	Period	Format	Rate
Ariadneathome.nl	Stays online	Sponsored article	€ 1,875
AutoWeek.nl (position 3)	31 days	Smarticle	€ 6,000
AutoWeek.nl (position 9)	31 days	Smarticle	€ 5,250
Eigenhuiseninterieur.nl	Stays online	Sponsored article	€ 1,875
Fashionchick.nl	Stays online	Sponsored article	€ 1,500
Fashionchick.nl/girls	Stays online	Sponsored article	€ 2,625
Flaironline.nl	Stays online	Sponsored article	€ 3,500
Flowmagazine.nl	Stays online	Sponsored article	€ 1,750
Kekmama.nl	Stays online	Sponsored article	€ 3,750
Libelle.nl	Stays online	Sponsored article	€ 8,000
Margriet.nl	Stays online	Sponsored article	€ 4,000
NU.nl - Cross-device - Frontpage	Day	Themeblock	€ 60,000
NU.nl - Nuweekend - Frontpage	Weekend	Smarticle	€ 57,000
NU.nl - Algemeen - Frontpage	Dag	Smarticle	€ 45,000
NU.nl - Economie - Frontpage	Dag	Smarticle	€ 25,000
NU.nl - Sport - Frontpage	Dag	Smarticle	€ 20,000
NU.nl - Tech - Frontpage	Dag	Smarticle	€ 20,000
NU.nl - Entertainment - Frontpage	Dag	Smarticle	€ 20,000
NU.nl - Uit - Frontpage	Dag	Smarticle	€ 15,000
NU.nl - Dagrubriek - Frontpage	Dag + 6 days	Smarticle	€ 17,500
NU.nl - Algemeen - Extensions	Week	Smarticle	€ 13,000
NU.nl - Economie - Extensions	Week	Smarticle	€ 5,000
NU.nl - Sport - Extensions	Week	Smarticle	€ 7,000
NU.nl - Tech - Extensions	Week	Smarticle	€ 5,000
NU.nl - Entertainment - Extensions	Week	Smarticle	€ 8,000
NU Junior - Belangrijk nieuws	Day	Smarticle	€ 1,750
NU Junior - Overige rubrieken	Day	Smarticle	€ 1,500
Nouveau.nl	Stays online	Sponsored article	€ 2,200
Oudersvannu.nl	Stays online	Sponsored article	€ 6,000
Scholieren.com (blog)	7 days	Sponsored article	€ 2,500
Startpagina.nl (blog)	1 month	Sponsored article	€ 2,000
Stijlvol-wonen.com	Stays online	Sponsored article	€ 1,875
Story.nl	7 days	Sponsored article	€ 1,500
TotaalTV.nl	Stays online	Sponsored article	€ 1,000
Tina.nl	7 days	Sponsored article	€ 750
Veronicamagazine.nl	7 days	Sponsored article	€ 1,000
Vivamama.nl	Stays online	Sponsored article	€ 3,300
Viva.nl	Stays online	Sponsored article	€ 4,600
vtwonen.nl	Stays online	Sponsored article	€ 3,750
Wonenlandelijkestijl.com	Stays online	Sponsored article	€ 1,875

Above rates are gross and exclude VAT. Production costs will be added for branded content campaigns.

Social

Facebook

Title	Post or Video
Ariadneathome.nl	€ 1,500
AutoWeek.nl	€ 2,250
Donaldduck.nl	€ 3,500
Eigenhuiseninterieur.nl	€ 1,500
Fashionchick.nl	€ 750
Fashionchick.nl/girls	€ 1,500
Flaironline.nl	€ 1,400
Flowmagazine.nl	€ 1,500
Kekmama.nl	€ 1,500
Libelle.nl	€ 2,250

Title	Post or Video
Margriet.nl	€ 2,250
Nouveau.nl	€ 1,500
Oudersvannu.nl	€ 1,600
Scholieren.com	€ 750
Stijlvol-wonen.com	€ 1,400
Story.nl	€ 1,250
Viva.nl	€ 1,600
vtwonen.nl*	€ 2,000
Wonenlandelijkestijl.com	€ 1,600

* Only in combination with a sponsored article or blog, displayed rates exclude sponsored article or blog

Instagram

Title	Post, Serie or Video	Story
Ariadneathome.nl	€ 475	€ 450
AutoWeek.nl	€ 500	€ 525
Donaldduck.nl	€ 1,500	€ 1,500
Eigenhuiseninterieur.nl	€ 500	€ 475
Fashionchick.nl	€ 600	€ 800
Flaironline.nl	€ 550	€ 475
Flowmagazine.nl	-	€ 600
Kekmama.nl	€ 550	€ 550
Libelle.nl	€ 575	€ 525
Margriet.nl	€ 550	€ 500

Title	Post, Serie or Video	Story
NU.nl*	-	€ 1,250
checkNU*	-	€ 650
Oudersvannu.nl	€ 700	€ 550
Scholieren.com	€ 750	€ 750
Stijlvol-wonen.com	€ 500	€ 475
Tina.nl	€ 2,000	€ 1,750
Vivamama.nl	€ 500	€ 300
Viva.nl	€ 500	€ 475
vtwonen.nl**	€ 3,500	€ 2,000
Wonen Landelijke Stijl	€ 500	€ 475

* Instagram Story end slide in combination with smarticle or contentblock - last slide of editorial IG Story (including swipe up possibility)

** Only in combination with sponsored article or blog, displayed rates exclude sponsored article or blog

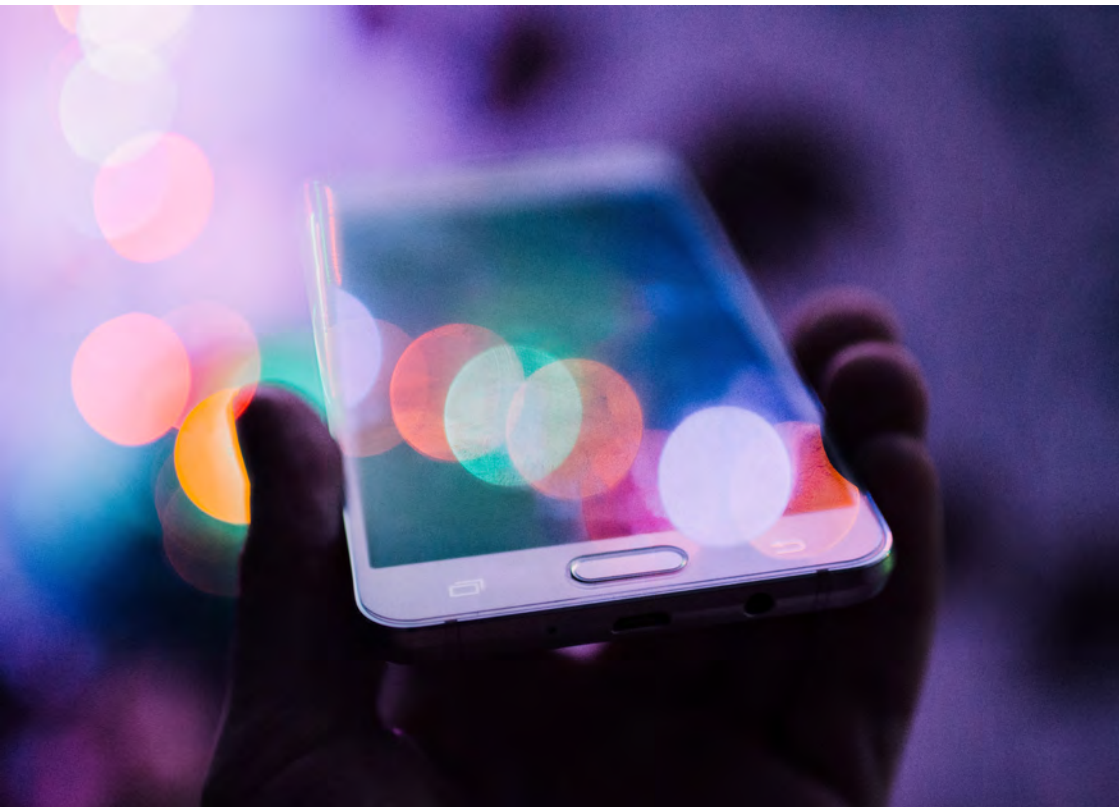
Social

Pinterest

Title	Pin
vtwonen.nl*	€ 2,000

* On request and only in combination with sponsored article or blog, displayed rates exclude sponsored article or blog

All social rates are gross, exclude production costs and exclude VAT.



Podcast

Rate / CPM

Podcast Pre-roll*	€ 50 cpm
Podcast Mid-roll*	€ 50 cpm

NU.nl	Period	Position
Dit wordt het nieuws	Daily	Daypart on frontpage
Week van Nutech	Weekly	Daypart on frontpage
Boardradio (indien GP)	Weekly	Daypart on frontpage
Week van NU	Weekly	Daypart on frontpage
Andermans Zaken	Biweekly	Pre-mid roll

* When using a pre-roll and a mid-roll in one podcast, the expressions must be different from each other.

Branded serie in - podcast

(5 branded stories)

	Period	Format	Rate / CPM
5 branded stories à € 1.500	Daypart	Branded podcast story	€ 7,500 production costs
Bumper ¹	Daypart	Branded podcast story	€ 50 cpm
In-program media value	Daypart	Branded podcast story	€ 100 cpm
Commercial post (in-app) ²	Daypart	Branded podcast story	€ 28,56 cpm

¹ "This podcast is powered by [advertiser]" (required).

² The podcast is boosted with a commercial post on the date of publication (incl. CPM costs for bumper and in-program media value).

Tailor-made format

(starting from 5 episodes)

	Period	Format	Rate / CPM
5 episodes à € 5.750 ³	Daypart	Tailor made format advertiser	€ 28,750 production costs
Commercial post (in-app) ⁴	Daypart	Tailor made format advertiser	€ 28,56 cpm
Distribution ⁵	Daypart	Tailor made i.o.m. advertiser	

³ Each episode is preceded by a bumper "This podcast is sponsored by [advertiser]".

⁴ The podcast is boosted with the commercial post in the week of publication.

⁵ Distribution with tailor-made proposal is made in coordination with the advertiser.

Above rates are gross and exclude production costs and VAT.

Alleen pre-mid roll. Distributie redactioneel op voorpagina. Geen vermelding logo sponsor.

Pre-mid roll only. Distribution editorial on front page. No mention of sponsor logo.

Branded story is placed in editorial podcast / format. This is also distributed on the front page (no mention sponsor).

Newsletter

Title	Rate
Ariadneathome.nl	€ 2,600
AutoWeek.nl (position 1)*	€ 3,000
Donaldduck.nl*	€ 2,000
Eigenhuiseninterieur.nl	€ 2,500
Fashionchick.nl	€ 4,000
Fashionchick.nl/girls	€ 3,125
Flaironline.nl	€ 5,750
Flowmagazine.nl (Dutch)	€ 3,500
Kekmama.nl	€ 6,750
Libelle.nl	€ 12,000
Margriet.nl	€ 6,500
NU.nl algemeen	€ 2,800
NU.nl shop	€ 1,400
NU.nl Formule 1	€ 2,000

Title	Rate
Nu.nl Eredivisie	€ 6,200
Nouveau.nl	€ 2,950
Oudersvannu.nl	€ 11,000
Startpagina.nl	€ 2,250
Stijlvol-wonen.com	€ 1,900
Story.nl	€ 2,500
Tina.nl	€ 1,250
Veronicatv.nl	€ 1,800
Viva.nl	€ 7,100
Vivamama.nl	€ 3,550
Vtwnen.nl	€ 9,100
Wonenlandelijkestijl.com	€ 2,100
ZoZitDat*	€ 1,000

Above rates are gross, including sponsored article (except NU.nl, Autoweek, Donald Duck and ZoZitDat), excluding production costs and excluding VAT.

* For all titles with the exception of Autoweek, Donald Duck & ZoZitDat, this only applies in combination with sponsored article and no direct clickout to advertiser.



Additional

NU.nl	Period	Format	Rate
Sponsored liveblog post	Day	Sponsored post liveblog	€ 9.00 cpm
NUshop - Take-over*	Day	Sponsored article	€ 20,000
NUshop - Frontpage	Day	Sponsored article	€ 4,000
NUfolder - Frontpage	Day	Folder link	€ 1,750 start rate
NUjunior - News quiz sponsored	1 week	News quiz	€ 1,500
NUjunior - Video sponsored	Day	Video	€ 2,000
NUjunior - Video branded video	Day	Video	€ 2,000

* only in combination with sponsored article or blog.

Fashionchick.nl	Period	Format	Rate
Fashionchick.nl	1 week	Category banner	from € 1,000*
Fashionchick.nl	3 days	What to wear app	€ 950
Fashionchick.nl	2 weeks	Schrijf je in en win	€ 1,500

* most cost € 1,500

vtwonen	Period	Format	Rate
Contest	From 4 weeks	Contest	€ 3,750
Sponsored blog + social post on channels blogger	From 4 weeks	Sponsored blog	€ 4,000
Dossier (including 8 articles; extra articles per unit)	From 3 months	Sponsored articles	€ 25,000
Quiz	From 4 weeks	Quiz	€ 5,000
Test panel	From 4 weeks	Test panel	€ 5,000
Customized online video*	On request	Video	€ 4,000
Customized 360 degree tour incl. Facebook post	On request	Video	€ 5,000
Party calendar 2020	December	Contest	€ 2,500

* only in combination with sponsored article or blog.

Title transcending	Period	Format	Rate
Qwiz-Poll	1 week	Poll / contest	€ 750
Qwiz-Quiz	1 month	Kwis	€ 2,500
Qwiz-Speltetje	on request	Tailor made	€ 10,000

Campaign effect measurement

It is possible to do a campaign effect measurement by Panelinzicht. Ask your account manager for the options and rates or visit www.panelinzicht.nl.

All social rates are gross, exclude production costs and exclude VAT.

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	Month	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 Fair*	Nov	75,000	Stand from ca. € 190,- per m2 Media package from ca. € 5,800,-
In de Wolken Festival	Oct	20,000**	Stand from ca. € 149,- per m2 Media package from ca. €5,000,-

Above rates are gross and exclude VAT.

* Displayed rates are reference rates based on 2018. The definite rates for 2019 will be provided on request.

** Expected number of visitors



Creative formulas

Youth magazines

Above inserts in Donald Duck, Katrien, Tina and Zo ZIT DAT the word “advertentie” has to be stated in 12-point capitals.

Sanoma Media has to submit all advertising claims to the Walt Disney Company for approval, before production.

Sealing

It's not possible to distribute loose inserts/samples in the magazine or sealed together with the magazine in the circulation called reading portfolios. The numbers for this specific circulation are provided on request. When adding a sample on the back of the magazine underneath the seal, this page (cover 4) should also be bought by the advertiser providing the sample.

Particularities

See headings for explanation about the services mentioned in the price overview:

- Distribute an insert/leaflet loose: The possibility to distribute these within the magazine, depends on the weight and size of the brochure. Options by request.
- Adding a physical sample to the magazine underneath the seal: Final prices are provided on request.

Pricing for a perfect bound or saddle stitched 2 or 4 page insert including a scent strip are the same as a regular 2 or 4 page insert.

Distribution with subscription circulation

Including creative formula's in partial runs (e.g. subscriptions only) is possible, but a surcharge of 30% will be added to the regular creative formulas rate.

Regional distribution

Regional distribution of Creative Formulas (in the subscriber edition) is - in consultation - with a large number of titles possible. Lower limit is 20,000 copies (with a minimum of 50,000 copies for the broad-casting magazines). For a regional distribution applies a surcharge of 30% on the regular PPP rate.

Shipping costs surcharge

When distributing inserts saddle stitched/perfect bound/sealed within the magazine that weigh more than 50gram, the following surcharges apply to the subscriptions circulation: **surcharge per 1,000 copies excluding VAT.**

50 - 150 grams	€ 25.00
151 - 250 grams	€ 50.00
251 - 350 grams	€ 75.00
351 - 500 grams	€ 150.00

Conditions

All orders are concluded in accordance with the General Advertising Conditions dated November 1, 2019. All creative formulas mentioned in this rate card are calculated based on total print runs. These are provided on request. With samples, reply cards, sachets and folders glued to an advertisement page, at least a 1/1 full page advertisement must be booked. Unless agreed otherwise with the Advertising Care department of Sanoma, the Delivery Conditions Inserts, Sachets, etc. apply for delivery of all creative formulas. Minimum circulation in which a creative formula can be added varies per title and is provided on request.

Contact

For more information about conditions, options, prices and print runs, please contact the ACPrint Support Team. Telephone number: 088-556 5665 | Email address: acprint.nl@sanoma.com

Creative formulas

RATE CREATIVE FORMULAS =
(gross excl. discounts)

$$\text{CPM rate based on 4 pages} \times \text{Page index}$$

Page index

Pages	Index	Pages	Index
2	0.97	24	1.33
4	1.00	28	1.40
6	1.04	32	1.44
8	1.10	36	1.49
12	1.18	40	1.55
16	1.23	44	1.61
20	1.28	48	1.67

Title	Flyer insert separately	Flyer attached inside	Flyer sticked	Flyer insert separately with seal
vtwonen NL / BE*	€ 211	€ 181	€ 106	€ 241
Stijlvol Wonen NL / BE / Pure Maison*	€ 211	€ 181	€ 106	€ 241
Wonen Landelijke Stijl NL / BE / Maisons de Charme*	€ 211	€ 181	€ 106	€ 241
Eigen Huis & Interieur	€ 148	€ 127	€ 74	€ 169
Feeling Wonen / Gael Maison*	€ 148	€ 127	€ 74	€ 169
Kek mama	€ 148	€ 127	€ 74	€ 169
Ouders van Nu	€ 148	€ 127	€ 74	€ 169
Ariadne at Home	€ 116	€ 100	€ 58	€ 133
Flow	€ 116	€ 100	€ 58	€ 133
Nouveau	€ 116	€ 100	€ 58	€ 133
Donald Duck	-	€ 129	-	€ 172
Tina	€ 140	€ 129	€ 75	€ 172
AutoWeek	€ 112	€ 103	€ 60	€ 138
Flair	€ 112	€ 103	€ 60	€ 138
Ik ga Bouwen & Renoveren / Je vais Construire*	€ 112	€ 103	€ 60	€ 138
Libelle	€ 112	€ 103	€ 60	€ 138
Margriet	€ 112	€ 103	€ 60	€ 138
Story	-	€ 103	€ 60	€ 138
Viva	€ 112	€ 103	€ 60	€ 138
Zo Zit Dat	€ 112	€ 103	€ 60	€ 138
Totaal TV	-	€ 103	€ 60	€ 205
Veronica Magazine	-	€ 103	€ 60	€ 205

Creative formulas

Index sample laying and sealing

Number	Index								
Sample 1	1.00								
Sample 2	1.08								
Sample 3	1.12								
Title	Sticking a creditcard	Flowpack	Reply card	Stick card	Sachets	Leaflet	Sealing an envelope	Samples laying and sealing	
vtwonen NL / BE*	€ 92	€ 245	€ 40	€ 41	€ 161	€ 139	€ 269	€ 316	
Stijlvol Wonen NL / BE / Pure Maison*	€ 92	€ 245	€ 40	€ 41	€ 161	€ 139	€ 269	€ 316	
Wonen Landelijke Stijl NL / BE / Maisons de Charme*	€ 92	€ 245	€ 40	€ 41	€ 161	€ 139	€ 269	€ 316	
Eigen Huis & Interieur	€ 64	€ 172	€ 28	€ 29	€ 113	€ 97	€ 188	€ 221	
Feeling Wonen / Gael Maison*	€ 64	€ 172	€ 28	€ 29	€ 113	€ 97	€ 188	€ 221	
Kek mama	€ 64	€ 172	€ 28	€ 29	€ 113	€ 97	€ 188	€ 221	
Ouders van Nu	€ 64	€ 172	€ 28	€ 29	€ 113	€ 97	€ 188	€ 221	
Ariadne at Home	€ 51	€ 135	€ 22	€ 23	€ 89	€ 76	€ 148	€ 174	
Flow	€ 51	€ 135	€ 22	€ 23	€ 89	€ 76	€ 148	€ 174	
Nouveau	€ 51	€ 135	€ 22	€ 23	€ 89	€ 76	€ 148	€ 174	
Donald Duck	-	-	€ 29	-	-	-	€ 192	€ 226	
Tina	€ 66	€ 175	€ 29	€ 29	€ 115	€ 99	€ 192	€ 226	
AutoWeek	€ 53	€ 140	€ 23	€ 23	€ 92	€ 79	€ 154	€ 181	
Flair	€ 53	€ 140	€ 23	€ 23	€ 92	€ 79	€ 154	€ 181	
Ik ga Bouwen & Renoveren / Je vais Construire*	€ 53	€ 140	€ 23	€ 23	€ 92	€ 79	€ 154	€ 181	
Libelle	€ 53	€ 140	€ 23	€ 23	€ 92	€ 79	€ 154	€ 181	
Margriet	€ 53	€ 140	€ 23	€ 23	€ 92	€ 79	€ 154	€ 181	
Story	€ 53	€ 140	€ 23	€ 23	€ 92	€ 79	€ 154	€ 181	
Viva	€ 53	€ 140	€ 23	€ 23	€ 92	€ 79	€ 154	€ 181	
Zo Zit Dat	€ 53	€ 140	€ 23	€ 23	€ 92	€ 79	€ 154	€ 181	
Totaal TV	€ 53	€ 140	€ 23	€ 23	€ 92	€ 41	€ 154	€ 205	
Veronica Magazine	€ 53	€ 140	€ 23	€ 23	€ 92	€ 41	€ 154	€ 205	

Sealing is always in consultation. Cost per 1000 copies of print run in Euros excluding VAT. incl. adhesive / lumbeck and sticking costs, excl. printing costs. Except errors and omissions.

* Reservations and information regarding Stijlvol Wonen, Wonen Landelijke Stijl and the Belgian titles via cindy.verwilt@sanoma.

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