



# Rate card 2019

s a n o m a

# Rates Sanoma

## 2019

We would like to inform you about our rates for 2019. 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 mediumtype

Sanoma is ready for the new year. We're looking forward to successfully work together again in 2019!

s a n o m a

## Coverpas and Pluspropositions

Ask your accountmanager for the current rates of the covercard. Do you want to know more about the plus propositions? Go to: [www.sanoma.nl/pluspropositie](http://www.sanoma.nl/pluspropositie)

## Calculate campaign costs

Use this module to calculate your print campaign costs. The CPM base rate for print is set at € 12,90.

CAMPAIGN COST=  
(gross, excl. discounts)



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

CPM base rate € 12.90 × 1.00 (1/1 page) × 1.80 (Ouders van Nu)  
× 1.30 (cover 4 surcharge) × 321,000/1.000 (reach) = € 9,689,71

## CPM base rate

The CPM base rate for print is set at € 12.90, per January 1, 2019. 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 2018 II and NOM Kidsmonitor 2017. The rates are set 1x per calendar year based on the most recent NOM and NOM Kids Monitor figures.

## Format index

	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	235,000	2.00	€ 6,063	€ 3,820	€ 1,940	€ 12,126
AutoWeek	636,000	1.05	€ 8,615	€ 5,427	€ 2,757	€ 17,229
Donald Duck	1,798,000	0.55	€ 12,757	€ 8,037	€ 4,082	€ 25,514
Eigen Huis & Interieur	282,000	2.75	€ 10,004	€ 6,302	€ 3,201	€ 20,008
Fashionchick Girls	100,000	2.65	€ 3,419	€ 2,154	€ 1,094	€ 6,837
Flair	396,000	1.10	€ 5,619	€ 3,540	€ 1,798	€ 11,238
Flow	288,000	2.85	€ 10,588	€ 6,671	€ 3,388	€ 21,177
Kek Mama	182,000	3.20	€ 7,513	€ 4,733	€ 2,404	€ 15,026
Libelle	1,626,000	1.05	€ 22,024	€ 13,875	€ 7,048	€ 44,048
Margriet	1,003,000	1.05	€ 13,586	€ 8,559	€ 4,347	€ 27,171
Nouveau	133,000	3.50	€ 6,005	€ 3,783	€ 1,922	€ 12,010
Ouders van Nu	321,000	1.80	€ 7,454	€ 4,696	€ 2,385	€ 14,907
Story	811,000	0.55	€ 5,754	€ 3,625	€ 1,841	€ 11,508
Tina	316,900	1.00	€ 4,088	€ 2,575	€ 1,308	€ 8,176
Totaal TV	101,000	1.50	€ 1,954	€ 1,231	€ 625	€ 3,909
Veronica Magazine	945,000	0.90	€ 10,971	€ 6,912	€ 3,511	€ 21,943
Viva	344,000	1.05	€ 4,659	€ 2,935	€ 1,491	€ 9,319
vtwonen	810,000	1.75	€ 18,286	€ 11,520	€ 5,851	€ 36,572
Zo Zit Dat	84,000	2.20	€ 2,384	€ 1,502	€ 763	€ 4,768

## 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. Production costs will be added for branded content campaigns.

# Digital

CAMPAIGN COST =  
(gross, excl. discounts)



## Calculation example

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

CPM base rate € 22.85 × 1.60 (Interscroller) × 1.50 (Margriet)  
× 1.05 (frequency cap) × 150,000 views/1000 = € 8,637.30

## CPM base rate

The CPM base rate for digital is set at € 22.85, per January 1, 2019. Not all advertising formats are available for all titles. Please contact your account manager for all possibilities.

## Format index

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
Large Rectangle (336x280)	1.00
Medium Rectangle (300x250)	1.00

Specials	Index
Commercial post	1.00
Commercial content widget	1.50
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.

## Title index

Run of Network	0,70
----------------	------

Site	Index
Autoweek.nl	2.00
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
	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 x 1000)	€ 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	€ 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
	Pre-roll (see specs)	-	€ 15.00	-	-	-
	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](mailto: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.

# Display rates (fixed)

Title	Channel	Format	Rate	Per
Autoweek.nl	Homepage	Billboard	€ 10,000	DAY
Autoweek.nl	Homepage	Commercial post	€ 3,500	WEEK
Autoweek.nl	Homepage	Radical	€ 17,500	DAY
Autoweek.nl	Homepage	Take-over	€ 13,000	DAY
Fashionchick.nl	Homepage	Billboard	€ 1,000	DAY
Fashionchick.nl	Run of Site	Billboard	€ 4,000	DAY
NU.nl	Algemeen	Cross device skin billboard + rect	€ 25,000	DAY
NU.nl	Economie Totaal	Cross device skin billboard + rect	€ 7,000	DAY
NU.nl	Entertainment Totaal	Cross device skin billboard + rect	€ 12,500	DAY
NU.nl	Homepage	Billboard	€ 35,000	DAY
NU.nl	Homepage	Mobile app take over	€ 55,000	DAY
NU.nl	Homepage	Radical	€ 58,500	DAY
NU.nl	Homepage	Cross device skin billboard + rect	€ 50,000	DAY
NU.nl	Homepage	Tablet app take over	€ 15,000	DAY
NU.nl	Homepage	Radical 4 hour	€ 18,000	HOOR
NU.nl	Sport Totaal	Cross device skin billboard + rect	€ 15,000	DAY
NU.nl	Tech Totaal	Cross device skin billboard + rect	€ 4,000	DAY
NU.nl + Startpagina.nl	Both homepages	Radical (NU.nl) + Skin leaderboard	€ 79,475	DAY
Scholieren.com	Highseizoen	Header	€ 5,375	WEEK
Scholieren.com	Lowseizoen	Header	€ 1,250	WEEK
Startpagina.nl	Homepage	Skin leaderboard	€ 25,000	DAY
Tvgids (tablet)	Run of Site	Gridboard	€ 1,500	DAY
Tvgids.nl	Homepage	Contentblock	€ 1,000	DAY
Tvgids.nl	Homepage	Radical	€ 10,000	DAY
Veronica Superguide.nl	Run of Site	Take-over	€ 5,000	DAY
Viva.nl	VIVA 400	Billboard	€ 1,800	DAY



# Online video advertising



## CPM base rate

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

## Product index

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

## Position targeting

Position	Index
Pre   Mid	120
Pre	130

## Title targeting

Content	Index
Run of Video network	100
Run of Channel	125

## 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

## Seasonality

Season	Index
Q1	90
Q2	105
Q3	105
Q4	110

# Branded content (fixed)

Title	Period	Formaat	Rate
Ariatne at Home	Stays online	Sponsored article	€ 750
Autoweek.nl (position 3)	31 days	Smarticle	€ 5,250
Autoweek.nl (position 9)	31 days	Smarticle	€ 4,375
Donaldduck.nl	7 days	Sponsored article	€ 1,875
Eigen Huis & Interieur	Stays online	Sponsored article	€ 750
Fashionchick.nl	Stays online	Sponsored article	€ 3,750
Fashionchick Girls	Stays online	Sponsored article	€ 2,625
Flaironline.nl	Stays online	Sponsored article	€ 2,500
Flowmagazine.nl	Stays online	Sponsored article	€ 3,500
Kekmama.nl	Stays online	Sponsored article	€ 3,000
Libelle.nl	Stays online	Sponsored article	€ 7,000
Margriet.nl	Stays online	Sponsored article	€ 4,000
NU.nl - Cross-device - Frontpage	Day	Themeblock	€ 50,000
NU.nl - Nuweekend - Frontpage	Weekend	Smarticle	€ 47,500
NU.nl - Algemeen - Frontpage	Day	Smarticle	€ 40,000
NU.nl - Economie - Frontpage	Day	Smarticle	€ 22,500
NU.nl - Sport - Frontpage	Day	Smarticle	€ 20,000
NU.nl - Tech - Frontpage	Day	Smarticle	€ 20,000
NU.nl - Entertainment - Frontpage	Day	Smarticle	€ 17,500
NU.nl - Uit - Frontpage	Day	Smarticle	€ 15,000
NU.nl - Dagrubriek - Frontpage	Day +6 days	Smarticle	€ 17,500
Nushop - Frontpage	Day	Shoplink	€ 4,000
NU.nl - Algemeen - Extensions	Week	Smarticle	€ 15,000
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
Nouveau.nl	Stays online	Sponsored article	€ 1,875
Oudersvannu.nl	Stays online	Sponsored article	€ 6,000
Scholieren.com (blog)	7 days	Sponsored article	€ 1,875
Stijlvol Wonen	Stays online	Sponsored article	€ 750
Story.nl	7 days	Sponsored article	€ 1,500
Styletoday.nl	Stays online	Sponsored article	€ 3,000
Tina.nl	7 days	Sponsored article	€ 1,250
Veronicemagazine.nl	7 days	Sponsored article	€ 1,000
VIVA MAMA	Stays online	Sponsored article	€ 3,000
Viva.nl	Stays online	Sponsored article	€ 4,000
vtwonen.nl	31 days	Sponsored Story	€ 3,750
Wonen Landelijke Stijl	Stays online	Sponsored article	€ 750

# Newsletter

Title	Rate
Ariadne at home	€ 2,100
AutoWeek (position 1)	€ 3,500
Donaldduck.nl	€ 3,000
Eigen Huis & Interieur	€ 950
Fashionchick.nl	€ 3,500
Fashionchick Girls	€ 1,700
Flaironline.nl	€ 2,250
Flowmagazine.nl (Dutch)	€ 1,750
Kekmama.nl	€ 2,750
Libelle.nl	€ 6,500
Margriet.nl	€ 3,250

Title	Rate
NU.nl	€ 2,200
Nouveau.nl	€ 500
Oudersvannu.nl	€ 10,000
Stijvol Wonen	€ 300
Story.nl	€ 750
Styletoday.nl	€ 2,250
Tina.nl	€ 1,000
Viva.nl	€ 2,500
vtwonen.nl*	€ 10,000
Wonen Landelijke Stijl	€ 725
ZoZitDat	€ 1,000

\* i.c.m sponsored article



# Social

## Facebook Only (Post or Video)

Title	Rate	Title	Rate
Ariadne at home	€ 1,500	Margriet	€ 2,250
AutoWeek	€ 1,750	Nouveau	€ 1,500
Donald Duck	€ 2,000	Ouders van Nu	€ 1,600
Eigen Huis & Interieur	€ 1,500	Stijlvol Wonen	€ 1,400
Fashionchick	€ 1,750	Story	€ 1,250
Fashionchick Girls	€ 1,500	STYLETODAY	€ 1,600
Flaironline	€ 1,400	Viva	€ 1,600
Flow Magazine	€ 1,500	vtwonen*	€ 10,000
Kek Mama	€ 1,500	Wonen Landelijke Stijl	€ 1,600
Libelle	€ 3,000		

\* Only in combination with an editorial

## Instagram

Title	Rate Post, Serie or Video*	Rate Story*
Ariadne at Home	€ 475	€ 450
AutoWeek	€ 500	€ 525
Donald Duck	€ 700	€ 550
Eigen Huis & Interieur	€ 500	€ 475
Fashionchick	€ 650	€ 525
Flow Magazine	€ 1,025	€ 600
Kek Mama	€ 550	€ 550
Libelle	€ 575	€ 525
Margriet	€ 550	€ 500
NU.nl*	-	€ 525
Ouders van Nu	€ 700	€ 550
Scholieren.com	€ 525	€ 525
Stijlvol Wonen	€ 500	€ 475
STYLETODAY	€ 550	€ 475
Tina	€ 850	€ 600
Wonen Landelijke Stijl	€ 500	€ 475
vtwonen	€ 1,350	€ 750

\* In combination with smarticle or contentblok – last slide of editorial IG Story (including swipe up possibility)

Production costs are included in price. Production costs Video on request.

# 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



# Contact Sanoma

## Sanoma Sales

088 556 77 77

[sales.nl@sanoma.com](mailto:sales.nl@sanoma.com)

[www.sanoma.nl](http://www.sanoma.nl)

## Sanoma Advertising Care

Advertising Care Support

088 556 56 65

[acprint.nl@sanoma.com](mailto:acprint.nl@sanoma.com)

## Visiting address Sanoma

Capellalaan 65

2132 JL Hoofddorp

Ad Operations Digital

088 556 95 45

[traffic.nl@sanoma.com](mailto:traffic.nl@sanoma.com)