

Rates online advertising 2018



Rates display- & non-banner advertising websites and newsletters WPG Media

CPM rates display-ads*	Leaderboard (728 x 90)	Large rectangle (336 x 280)	Billboard (970 x 250)	Half page (300 x 600)	Website Take-Over ROS (per wk)	Video/ Pre-roll/ In article	Mobiele Banner
happinez.nl					at request	-	€ 30
psychologiemagazine.nl	€ 20	€ 30	€ 40	€ 40			€ 30
yogaonline.nl	€ 16.50	€ 25	€ 40	€ 40	€ 2,500	€ 40	€ 30
runnersweb.nl	€ 20	€ 30	€ 40	€ 40	€ 4,500	€ 60	€ 30
bicycling.nl	€ 15		€ 35	€ 40		€ 60	€ 25
vrij nederland (vn.nl)	€ 15						

* surcharge expandable ad € 5,-

** in consultation with editorial

Rates non-banner ads per week	Website advert ROS	Website advert ROS + landing page	Website landing page on site	Newsletter advertorial	Branded Content Package	
					Medium	DeLuxe
happinez.nl *				€ 3,500	€ 4,500	€ 7,500
psychologiemagazine.nl	€ 5,000			€ 2,750	€ 4,000	€ 7,000
yogaonline.nl	€ 2,000	€ 3,000	€ 1,000	€ 1,750	€ 2,500	€ 4,000
runnersweb.nl	€ 3,500	€ 4,500	€ 1,000	€ 2,750	€ 3,500	€ 6,000
bicycling.nl			€ 750	€ 575	€ 2,000	€ 3,500
vrij nederland (vn.nl)				€ 1,000	€ 2,000	€ 3,500

* production costs longread € 750,-

Statistieken	Visitors (reach abs)	Pageviews	Newsletter subscribers	Facebook likes	Twitter followers	Instagram followers
happinez.nl	317,000	1,162,000	140,000	184,200	27,100	40,700
psychologiemagazine.nl	405,000	1,350,000	130,000	171,000	8,800	6,200
yogaonline.nl	54,000	250,000	60,000	59,000	1,300	13,000
runnersweb.nl	204,000	1,090,000	80,000	76,500	39,800	21,600
bicycling.nl	26,000	75,000	2,200	6.900	930	1,600
vrij nederland (vn.nl)	413,000	724,000	38,000	55,800	71,300	

Google Analytics

Tripolis Mail, Jan 2018

January 2018

January 2018

January 2018

Above figures are indicative. Always check the actual figures!

Additional terms

- Rates display ads based on CPM.
- Non-banner rates based on a insertion periode of one week.
- Rates newsletters based on single insertion
- Non-banner ads link to an external landing page unless an additional landing page on site is purchased
- Variant insertion periode or frequency in consultation
- Website statistics may vary by month. All figures are indicative.
- Mentioned website statistics / distribution figures are therefore not legally binding.

Specifications

For material specifications please contact our Traffic department, phone +31 20 55 18 543.

Information

For more information about the online advertising options such as Mail & Winmail, poll- & testsponsoring and technical specifications, please contact WPG Media, phone +31 20 55 18 538.

