

**GENERAL INFORMATION**

title : HAPPINEZ  
 published by : WPG Media  
 frequency : 8x a year  
 day of publication : wednesday

advertising : WPG Media  
 Wibautstraat 133, 1097 DN Amsterdam  
 Postbus 2994, 1000 CZ Amsterdam  
 003 20 551 85 38  
 media@weekbladpers.nl  
 www.wpgmedia.nl

traffic : Jur Anepool  
 0031 20 551 85 43  
 jur.anepool@weekbladpers.nl

material : happinez.adv@gmail.com  
 closing date : see publication and closing dates  
 cancellation : 6 weeks prior to publication

annual subscription : € 49.50  
 cover price : € 6.75

general terms and conditions : see www.wpgmedia.nl



**TECHNICAL INFORMATION**

trim area : 230 x 297 mm  
 type area : 200 x 265 mm  
 printing process : offset  
 paper : cover: 200 gr/m<sup>2</sup>  
 inside: 90 gr/m<sup>2</sup>  
 advertising material : material to be digitally provided according to the 'Certified PDF tijdschriften Nederland' (www.tijdschriften.nl). Extra costs caused by submission of unfinished material will be charged.

circulation : 150,168  
 (NOM 2016Q4 - 2017Q3)  
 reach : 398,000 readers  
 (NOM 2017Q4)

**SIZES & MEASUREMENTS**

| size       | width x height<br>in mm |
|------------|-------------------------|
| type area  |                         |
| 1/4        | 95 x 130                |
| 1/2        | 95 x 265                |
| 1/2        | 200 x 130               |
| 1/1        | 200 x 265               |
| 2/1**      | 430 x 265               |
| bleed-off* |                         |
| 1/2        | 230 x 148               |
| 1/1        | 230 x 297               |
| 2/1        | 460 x 297               |

\* add 3 mm overfill  
 \*\* back 2 x 3 mm

**small advertisements**

|      |          |
|------|----------|
| 1/20 | 45 x 50  |
| 2/20 | 94 x 50  |
| 2/20 | 45 x 104 |
| 3/20 | 143 x 50 |
| 3/20 | 45 x 158 |
| 4/20 | 94 x 104 |

We are happy to create the small ad for you for € 50.

Shopping page 95 x 130

**ADVERTISING RATES**

| rates excl. tax             |          |
|-----------------------------|----------|
| 1/4 page                    | € 3,480  |
| 1/2 page                    | € 6,630  |
| 1/1 page                    | € 11,050 |
| 2/1 page                    | € 22,100 |
| Shopping page               | € 3,150  |
| <b>small advertisements</b> |          |
| 1/20 page                   | € 400    |
| 2/20 page                   | € 800    |
| 3/20 page                   | € 1,200  |
| 4/20 page                   | € 1,600  |

**specials**  
 1/1 page € 6,000

**additions**

|    |                |
|----|----------------|
| 4% | 2 publications |
| 5% | 4 publications |
| 6% | 6 publications |
| 7% | 8 publications |

**additions**

|            |     |
|------------|-----|
| back page  | 25% |
| cover 2    | 25% |
| preference | 10% |

**PUBLICATION & CLOSING DATES 2018**

| issue | publication  | closing date | closing date<br>small ads |
|-------|--------------|--------------|---------------------------|
| 01    | 24 january   | 18 december  | 04 december               |
| 02    | 07 march     | 05 february  | 22 january                |
| 03    | 18 april     | 19 march     | 05 march                  |
| 04    | 30 may       | 30 april     | 16 april                  |
| 05    | 18 july      | 18 june      | 04 june                   |
| 06    | 05 september | 06 august    | 23 july                   |
| 07    | 24 october   | 24 september | 10 september              |
| 08    | 05 december  | 05 november  | 22 october                |

**SPECIALS 2018\***

|                         | publication | closing date |
|-------------------------|-------------|--------------|
| Special 01 happi.kidz   | 21 march    | 19 february  |
| Special 02 happi.health | 03 october  | 03 september |

\*specials have different measurements and rates than the regular edition, see www.wpgmedia.nl

**special positions**

Requests for a special position cannot be accepted as condition for an order. Bound reply cards € 52 per thousand copies printed (consultation in advance is necessarily, as well as delivery of 5 test copies). A minimum placement of a full page ad is required for reply cards. For bound, glued or loose supplements: quotation on request. For special advertising see: www.wpgmedia.nl

WPG Media publishes Happinez, Psychologie Magazine, Yoga Magazine, Runner's World, Bicycling, Vrij Nederland, and WPG Kindermedia.

