

GENERAL INFORMATION

title : PSYCHOLOGIE MAGAZINE
 published by : WPG Media
 frequency : 11x a year (+ 2 specials)
 publication day : thursday

advertising : WPG Media
 Wibautstraat 133, 1097 DN Amsterdam
 Postbus 2994, 1000 CZ Amsterdam
 0031 20 551 85 38
 media@weekbladpers.nl
 www.wpgmedia.nl

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

material : psychologie.adv@gmail.com
 closing date : see publication and closing dates
 cancellation : 4 weeks prior to publication

annual subscription : € 72.50
 cover price : € 5.95

general conditions : see www.wpgmedia.nl



TECHNICAL INFORMATION

trim area : 210 x 280 mm
 type area : 180 x 250 mm
 printing process : offset-rotation-heatset
 paper : cover: 170 gr/m²
 inside: 80 gr/m²
 finishing : lumbeck
 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 : 74,849
 (NOM 2016Q4 - 2017Q3)
 reach : 370,000
 (NOM 2017Q4)

SIZES & MEASUREMENTS

| sizes | | width x height in mm |
|------------|---|-------------------------|
| type area | | |
| 1/8 | | 85 x 60 |
| 1/4 | □ | 85 x 125 |
| 1/4 | — | 175 x 60 |
| 1/2 | | 85 x 250 |
| 1/2 | — | 175 x 122 |
| 1/1 | | 180 x 250 |
| bleed-off* | | |
| 1/1 | | 210 x 280 |
| 2/1 | | 420 x 280 |

* add 3 mm overfill

ADVERTISING RATES

| rates excl. tax | |
|-----------------|------------|
| size | fullcolour |
| 1/8 page | € 1,099* |
| 1/4 page | € 2,019* |
| 1/2 page | € 5,700 |
| 1/1 page | € 9,500 |
| 2 x 1/2 page | € 11,400 |
| 2/1 page | € 19,000 |
| shopping | € 3,167 |
| * small ads | |

CONTRACT DISCOUNT

| | |
|----|-----------------|
| 1% | 2 publications |
| 2% | 3 publications |
| 3% | 4 publications |
| 4% | 5 publications |
| 5% | 6 publications |
| 6% | 9 publications |
| 7% | 12 publications |
| 8% | 18 publications |
| 9% | 24 publications |

PUBLICATION & CLOSING DATES 2018

| issue | publication | closing date |
|----------------------------|--------------|--------------|
| 01 | 14 december | 21 november |
| 02 | 18 january | 21 december |
| 03 | 15 february | 23 january |
| 04 | 15 march | 20 february |
| 05 Special Live light | 15 march | 20 february |
| 06 | 26 april | 20 march |
| 07 | 24 may | 24 april |
| 08 | 21 june | 22 may |
| 09 Summer book | 21 june | 22 may |
| 10 | 02 august | 03 july |
| 11 | 06 september | 07 august |
| Special Positive education | 20 september | 21 august |
| 12 | 11 october | 11 september |

Special position

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

