

GENERAL INFORMATION

title : RUNNER'S WORLD
 published by : WPG Media
 frequency : 11x a year
 publication day : thursday

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

traffic : Jur Anepool
 0031 20 551 85 43
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material : runners.nederland.adv@gmail.com
 closing date : see publication and closing dates
 cancellation : 4 weeks prior to publication

annual subscription : € 61.95
 cover price : € 5.99 (edition 07/08: € 6.99)

general conditions : see www.wpgmedia.nl



TECHNICAL INFORMATION

trim area : 200 x 267 mm
 type area : 174 x 241 mm
 printing process : cover: sheet-offset
 inside: offset-rotation-heatset
 paper : cover: 250 gr/m²
 inside: 70 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 : 38,839
 (NOM 2016Q4 - 2017Q3)
 reach : 174,000
 (NOM 2017Q4)

SIZES & MEASUREMENTS

size		width x height in mm
type area		
1/4	□	85 x 118
1/3		55 x 241
1/3	—	174 x 78
1/2		85 x 241
1/2	—	174 x 118
2/3		114 x 241
1/1		174 x 241
2/1		375 x 241
bleed-off*		
1/2		95 x 267
1/2	—	200 x 130
2/3		127 x 267
1/1		200 x 267
2/1		400 x 267

* add 3 mm overfill

ADVERTISING RATES

Rates excl. tax	
size	fullcolour
1/4 page	€ 2,134
1/3 page	€ 2,674
1/2 page	€ 3,206
2/3 page	€ 3,709
1/1 page	€ 4,500
2/1 page	€ 9,000
shopping	€ 2,825

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	21 december	01 december
02	25 january	05 january
03	22 february	02 february
04	22 march	02 march
05	26 april	06 april
06	24 may	04 may
07/08	21 june	01 june
09	23 august	03 august
10	27 september	07 september
11	25 october	05 october
12	22 november	02 november

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

