

GENERAL INFORMATION

title : YOGA MAGAZINE
 published by : WPG Media
 frequency : 6x a year
 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 : yoga.yoga.adv@gmail.com
 closing date : zie verschijnings- en sluitingsdata
 cancellation : 4 weeks prior to publication

annual subscription : € 42.50
 cover price : € 6.10

general conditions : see www.wpgmedia.nl



TECHNICAL INFORMATION

trim area : 210 x 280 mm
 type area : 190 x 260 mm
 printing process : offset-rotation-heatset
 paper : cover: 150 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 : 45,908
 (NOM 2016Q4 - 2017Q3)
 reach : 116,000
 (NOM 2017Q4)

SIZES & MEASUREMENTS

size		width x height in mm
type area		
1/8	□	94 x 65
1/4	□	94 x 129
1/4	—	190 x 65
1/2		94 x 260
1/2	—	190 x 129
1/1		190 x 260
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	€ 494*
1/4 page	€ 988*
1/2 page	€ 2,790
1/1 page	€ 4,650
2/1 page	€ 9,300
shopping page	€ 1,860

*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	01 february	08 january
02	05 april	12 march
03	07 june	14 may
04	02 august	09 july
05	04 october	10 september
06	06 december	12 november
Special	25 october	01 october

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

text advertisements

Text advertisements consist of text and cost € 25,- per line (28 characters), with a minimum of three lines. Text ads can be entered through: www.yogaonline.nl/regeladvertenties