

CPM - rates per 1.000 impressions

DESKTOP

| | |
|------------------|-----|
| Leaderboard | CPM |
| Medium rectangle | CPM |
| Half-page ad | CPM |
| Billboard | CPM |
| 3D-Cube | CPM |
| Roadblock XL | CPM |
| Takeover | CPM |

MOBILE

| | |
|------------------------|-----|
| Halfpage banner | CPM |
| Mobile button | CPM |
| Full page to half page | CPM |
| Portrait ad | CPM |
| Interscroller | CPM |

RESPONSIVE

| | |
|------------------|-----|
| Inpage video | CPM |
| The Hero | CPM |
| SUPERHero | CPM |
| Marque | CPM |
| Fullpage overlay | CPM |

CONTENT package 1

| | |
|---------------------------------|-----------|
| Advertorial / Video advertorial | Fixed p/w |
| Facebookpost | |
| Newsletter* | |

CONTENT package 2

| | |
|--------------------------------------|-----------|
| Sponsored Story (written by editors) | Fixed p/w |
| Facebookpost | |
| Newsletter* | |

| | |
|---|-------|
| <i>Social post (Instagram/Youtube)</i> (only in consultation with the editors) | Fixed |
| Dedicated mailing | Fixed |
| Quest Test | |
| 1x Newsletter +3x FB post + 3x Twitter post | Fixed |

Luxury

| | ELLE | VOGUE | Harper's Bazaar | JAN | Run of Luxury |
|---|---------|---------|-----------------|---------|---------------|
| Leaderboard | € 25 | € 25 | € 25 | € 25 | € 20 |
| Medium rectangle | € 40 | € 40 | € 40 | € 40 | € 35 |
| Half-page ad | € 50 | € 50 | € 50 | € 50 | € 45 |
| Billboard | € 55 | € 55 | € 55 | € 55 | € 50 |
| 3D-Cube | € 60 | € 60 | € 60 | € 60 | € 55 |
| Roadblock XL | € 75 | € 75 | € 75 | € 75 | € 70 |
| Takeover | € 80 | € 80 | € 80 | € 80 | € 75 |
| Halfpage banner | € 35 | € 35 | € 35 | € 35 | € 30 |
| Mobile button | € 40 | € 40 | € 40 | € 40 | € 35 |
| Full page to half page | € 45 | € 45 | € 45 | € 45 | € 40 |
| Portrait ad | € 55 | € 55 | € 55 | € 55 | € 50 |
| Interscroller | € 55 | € 55 | € 55 | € 55 | € 50 |
| Inpage video | € 35 | € 35 | € 35 | € 35 | € 30 |
| The Hero | € 55 | € 55 | € 55 | € 55 | € 50 |
| SUPERHero | € 65 | € 65 | € 65 | € 65 | € 60 |
| Marque | € 80 | € 80 | € 80 | € 80 | € 75 |
| Fullpage overlay | € 70 | € 70 | € 70 | € 70 | € 65 |
| Advertorial / Video advertorial | € 6.500 | € 6.500 | € 5.000 | € 5.500 | - |
| Facebookpost | | | | | |
| Newsletter* | | | | | |
| Sponsored Story (written by editors) | € 8.500 | € 8.500 | € 7.000 | € 7.500 | - |
| Facebookpost | | | | | |
| Newsletter* | | | | | |
| <i>Social post (Instagram/Youtube)</i> (only in consultation with the editors) | € 1.500 | € 1.500 | € 1.500 | € 1.500 | - |
| Dedicated mailing | € 2.000 | € 2.000 | € 2.000 | € 2.000 | - |
| Quest Test | | | | | |
| 1x Newsletter +3x FB post + 3x Twitter post | | | | | |

Millennial

| | Glamour | Cosmo | Women's Health | Designer Vintage | Run of Millennial |
|---|---------|---------|----------------|------------------|-------------------|
| Leaderboard | € 20 | € 20 | € 20 | € 20 | € 15 |
| Medium rectangle | € 35 | € 35 | € 35 | € 35 | € 30 |
| Half-page ad | € 45 | € 45 | € 45 | € 45 | € 40 |
| Billboard | € 50 | € 50 | € 50 | € 50 | € 45 |
| 3D-Cube | € 55 | € 55 | € 55 | € 55 | € 50 |
| Roadblock XL | € 70 | € 70 | € 70 | € 70 | € 65 |
| Takeover | € 75 | € 75 | € 75 | € 75 | € 70 |
| Halfpage banner | € 30 | € 30 | € 30 | € 30 | € 25 |
| Mobile button | € 35 | € 35 | € 35 | € 35 | € 30 |
| Full page to half page | € 40 | € 40 | € 40 | € 40 | € 35 |
| Portrait ad | € 50 | € 50 | € 50 | € 50 | € 45 |
| Interscroller | € 50 | € 50 | € 50 | € 50 | € 45 |
| Inpage video | € 35 | € 35 | € 35 | € 35 | € 30 |
| The Hero | € 50 | € 50 | € 50 | € 50 | € 45 |
| SUPERHero | € 60 | € 60 | € 60 | € 60 | € 55 |
| Marque | € 75 | € 75 | € 75 | € 75 | € 70 |
| Fullpage overlay | € 65 | € 65 | € 65 | € 65 | € 60 |
| Advertorial / Video advertorial | € 5.500 | € 5.500 | € 5.500 | - | - |
| Facebookpost | | | | | |
| Newsletter* | | | | | |
| Sponsored Story (written by editors) | € 7.500 | € 7.500 | € 7.500 | - | - |
| Facebookpost | | | | | |
| Newsletter* | | | | | |
| <i>Social post (Instagram/Youtube)</i> (only in consultation with the editors) | € 1.500 | € 1.500 | € 1.500 | € 1.500 | - |
| Dedicated mailing | € 2.000 | € 2.000 | € 2.000 | € 2.000 | - |
| Quest Test | | | | | |
| 1x Newsletter +3x FB post + 3x Twitter post | | | | | |

Men's Finest

| | QUOTE | Esquire | Men's Health | Run of Men |
|---|---------|---------|--------------|------------|
| Leaderboard | € 20 | € 20 | € 20 | € 15 |
| Medium rectangle | € 35 | € 35 | € 35 | € 30 |
| Half-page ad | € 45 | € 45 | € 45 | € 40 |
| Billboard | € 50 | € 50 | € 50 | € 45 |
| 3D-Cube | € 55 | € 55 | € 55 | € 50 |
| Roadblock XL | € 70 | € 70 | € 70 | € 65 |
| Takeover | € 75 | € 75 | € 75 | € 70 |
| Halfpage banner | € 30 | € 30 | € 30 | € 25 |
| Mobile button | € 35 | € 35 | € 35 | € 30 |
| Full page to half page | € 40 | € 40 | € 40 | € 35 |
| Portrait ad | € 50 | € 50 | € 50 | € 45 |
| Interscroller | € 50 | € 50 | € 50 | € 45 |
| Inpage video | € 25 | € 25 | € 25 | € 20 |
| The Hero | € 45 | € 45 | € 45 | € 40 |
| SUPERHero | € 55 | € 55 | € 55 | € 50 |
| Marque | € 70 | € 70 | € 70 | € 65 |
| Fullpage overlay | € 60 | € 60 | € 60 | € 55 |
| Advertorial / Video advertorial | € 5.500 | € 5.000 | € 5.500 | - |
| Facebookpost | | | | |
| Newsletter* | | | | |
| Sponsored Story (written by editors) | € 6.500 | € 6.500 | € 6.500 | - |
| Facebookpost | | | | |
| Newsletter* | | | | |
| <i>Social post (Instagram/Youtube)</i> (only in consultation with the editors) | € 1.500 | € 1.500 | € 1.500 | - |
| Dedicated mailing | € 2.000 | € 2.000 | € 2.000 | - |
| Quest Test | | | | |
| 1x Newsletter +3x FB post + 3x Twitter post | | | | |

Special-Interest

| | Quest | National Geo | Fiscalert | ELLE Eten | ELLE Deco |
|---|---------|--------------|-----------|-----------|-----------|
| Leaderboard | € 20 | - | € 20 | € 20 | € 20 |
| Medium rectangle | € 35 | - | € 35 | € 35 | € 35 |
| Half-page ad | € 45 | - | € 45 | € 45 | € 45 |
| Billboard | € 50 | - | € 50 | € 50 | € 50 |
| 3D-Cube | € 55 | - | € 55 | € 55 | € 55 |
| Roadblock XL | € 70 | - | € 70 | € 70 | € 70 |
| Takeover | € 75 | - | € 75 | € 75 | € 75 |
| Halfpage banner | € 30 | - | € 30 | € 30 | € 30 |
| Mobile button | € 35 | - | € 35 | € 35 | € 35 |
| Full page to half page | € 40 | - | € 40 | € 40 | € 40 |
| Portrait ad | € 50 | - | € 50 | € 50 | € 50 |
| Interscroller | € 50 | - | € 50 | € 50 | € 50 |
| Inpage video | € 35 | - | € 35 | € 35 | € 35 |
| The Hero | € 50 | - | € 50 | € 50 | € 50 |
| SUPERHero | € 60 | - | - | € 60 | € 60 |
| Marque | € 75 | - | - | € 75 | € 75 |
| Fullpage overlay | € 65 | - | € 65 | € 65 | € 65 |
| Advertorial / Video advertorial | € 5.000 | € 5.000 | € 4.500 | € 5.000 | € 5.000 |
| Facebookpost | | | | | |
| Newsletter* | | | | | |
| Sponsored Story (written by editors) | € 6.000 | € 6.000 | € 5.500 | € 6.000 | € 6.000 |
| Facebookpost | | | | | |
| Newsletter* | | | | | |
| <i>Social post (Instagram/Youtube)</i> (only in consultation with the editors) | - | - | - | € 1.000 | € 1.500 |
| Dedicated mailing | € 2.000 | € 2.000 | € 2.000 | - | € 2.000 |
| Quest Test | | | | | |
| 1x Newsletter +3x FB post + 3x Twitter post | € 9.500 | - | - | - | - |

* Except for Cosmopolitan and Women's Health

Please note:

Other rates and options on request
 Rates advertorial, video advertorial, sponsored story & newsletter are excluding € 250 production costs with the exception of tailor made production
 5% surcharge for geographic and location targeting or capping
 Sponsored story takes place in consultation with the editors. Editors are responsible for the creative content / interpretation
 Social post can only be deployed in combination with a sponsored topic with the exception of ELLE Eten, ELLE Decoration & Women's Health
 Social ignition is required with a minimum of € 150 and depending on the KPI's