



Ratecard magazines 2024

Version 1
Last update: Monday 20 November 2023

Introduction



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Explanation of rate calculation, format position, and market index.

The rates mentioned are exclusive of VAT and valid from 1 January to 31 December 2024*.

The campaign price is calculated based on our price formula:



Page price

The page price is determined by a number of variables that we reassess each year: think of circulation and reach development, selectivity and performance.

Format index

There are different format options for each magazine. In the Campaign Planner (campagneplanner.dpgmedia.nl) you can see which formats can be used per title.

| Formats | Index |
|------------|-------|
| 1/1 SPREAD | 2,00 |
| 1/1 | 1,00 |
| 1/2 | 0,69 |
| 1/4 | 0,37 |

Position index

Each magazine has its own position options. These can be found per title in the campaign planner (campagneplanner.dpgmedia.nl). We use the following factors to calculate the rate.

| Position | Index |
|----------------------------|-------|
| General advertisement page | 1,00 |
| Branded content | 1,15 |
| Cover 2 | 1,20 |
| Cover 3 | 1,20 |
| Cover 4 (back page) | 1,20 |

Market index

In certain periods of the year we use an extra factor.

| Weeklies | | |
|-----------------------|--------------------------|--------|
| Period | Date | Factor |
| Easter | 25 March - 30 March | 1,15 |
| Pentecost | 13 May - 18 May | 1,15 |
| Summer | 1 July - 31 August | 0,90 |
| Autumn | 1 November - 8 December | 1,10 |
| Christmas | 9 December - 31 December | 1,15 |
| Home deco magazines** | | |
| Period | Date | Factor |
| Spring | 25 March - 30 April | 1,15 |
| Summer | 1 July - 31 August | 0,90 |
| Living month | 1 September - 31 October | 1,15 |

* Price changes reserved

** VTwonen, Ariadne at Home, Ariadne at Home Brocante Living, Eigen Huis & Interieur, Stijlvol Wonen and Wonen Landelijke Stijl

| Code | Package | Rate 1/1 page |
|-------|--|---------------|
| DPGVM | DPG Media Vrouwen Week Magazines * (*Libelle, Margriet, Flair) | € 36.839,50 |
| Code | Title | Rate 1/1 page |
| ARIAD | Ariadne at Home | €5.356,75 |
| ARIBR | Ariadne at Home Brocante Living | €1.966,50 |
| AUTOW | AutoWeek Magazine | €6.836,75 |
| CLATR | AutoWeek Classics | €1.682,25 |
| DONAL | Donald Duck Weekblad | €14.454,00 |
| DONJR | Donald Duck Juneor | €3.179,25 |
| DONEX | Donald Duck Extra | €3.745,75 |
| EIGEN | Eigen Huis & Interieur | €8.919,25 |
| FLAIR | Flair | €6.228,75 |
| FLOW | Flow | €8.345,75 |
| KATRI | Katrien Duck | €4.067,00 |
| KWE | Kidsweek | €5.695,25 |
| LIBEL | Libelle | €19.911,50 |
| MARGR | Margriet | €10.699,25 |
| NOUVE | Nouveau | €4.452,75 |
| STORY | Story | €5.083,00 |
| TINA | Tina | €3.444,75 |
| TTATV | Totaal TV | €625,50 |
| VRONI | Veronica Superguide | €5.332,75 |
| SVWON | Stijlvol Wonen (NL editie) | €5.466,75 |
| WLSTY | Wonen Landelijke Stijl (NL editie) | €8.321,25 |
| VTWON | vtwonen | € 16881,25 |
| ZOZIT | Zo Zit Dat | €2.402,00 |
| ZWAOV | Zwanger magazine | € 15.288,- |
| BABYM | Baby magazine | € 8.281,- |

Branded content Print

With our magazines it is possible to tell your story through Branded content. DPG Media will look at a good story together with you and ensure that it fits exactly with the title. For more information about this, please contact your account manager.

The price of Branded content consists of two parts: Media Value + Production Cost.

- A surcharge of 1,15 is added to the base price for the **media value**. The rates in the overview below include this surcharge.
- The **production costs*** for all titles are € 2.622,-. The rates in the overview below include these product costs.

Media value of branded content

| Code | Titel | Rate 1/1 page | Rate Spread (2/1) | Production costs |
|-------|------------------------|---------------|-------------------|------------------|
| ARIAD | Ariadne at Home | €6.160,26 | €12.320,53 | €2.622 |
| AUTOW | AutoWeek Magazine | €7.862,26 | €15.724,53 | €2.622 |
| DONAL | Donald Duck Weekblad | €16.622,10 | €33.244,20 | €2.622 |
| DONEX | Donald Duck Extra | €4.307,61 | €8.615,23 | €2.622 |
| EIGEN | Eigen Huis & Interieur | €10.257,14 | €20.514,28 | €2.622 |
| FLAIR | Flair | €7.163,06 | €14.326,13 | €2.622 |
| FLOW | Flow | €9.597,61 | €19.195,23 | €2.622 |
| LIBEL | Libelle | €22.898,23 | €45.796,45 | €2.622 |
| MARGR | Margriet | €12.304,14 | €24.608,28 | €2.622 |
| NOUVE | Nouveau | €5.120,66 | €10.241,33 | €2.622 |
| STORY | Story | €5.845,45 | €11.690,90 | €2.622 |
| TINA | Tina | €3.961,46 | €7.922,93 | €2.622 |
| TTATV | Totaal TV | €719,33 | €1.438,65 | €2.622 |
| VRONI | Veronica Superguide | €6.132,66 | €12.265,33 | €2.622 |
| VTWON | vtwonen | €19.413,44 | €38.826,88 | €2.622 |
| ZOZIT | Zo Zit Dat | €2.762,30 | €5.524,60 | €2.622 |
| MARSP | Margriet Extra | €5.039,30 | €10.078,60 | €2.622 |
| LIBSP | Libelle Specials | €7.881,24 | €15.762,48 | €2.622 |
| ZWAOV | Zwanger magazine | € 15.288,- | €30.576,00 | €2.622 |
| BABYM | Baby magazine | € 8.281,- | €16.562,00 | €2.622 |

* With these costs we cover: content creation, visual material and revision rounds. For larger productions, the additional costs are added on top of this. Think of costs for photography, make-up, rent of location.

| Code | Packages | Reach |
|-------|------------------------------------|-----------|
| DPGVM | DPG Media Vrouwen Week Magazines * | 1.947.000 |

* Libelle, Margriet, Flair

| Code | Title | Reach |
|-------|------------------------------------|-----------|
| ARIAD | Ariadne at Home | 112.000 |
| AUTOW | AutoWeek Magazine | 431.000 |
| CLATR | AutoWeek Classics | 101.000 |
| EIGEN | Eigen Huis & Interieur | 159.000 |
| FLAIR | Flair | 286.000 |
| FLOW | Flow | 189.000 |
| LIBEL | Libelle | 1.125.000 |
| MARGR | Margriet | 536.000 |
| NOUVE | Nouveau | 80.000 |
| OUDER | Ouders van Nu | 231.000 |
| STORY | Story | 509.000 |
| TTATV | Totaal TV | 67.000 |
| VRONI | Veronica Superguide | 358.000 |
| SVWON | Stijlvol Wonen (NL editie) | 100.000 |
| WLSTY | Wonen Landelijke Stijl (NL editie) | 136.000 |
| VTWON | vtwonen | 467.000 |

| Code | Kids title | Reach |
|-------|-----------------------------|-----------|
| DONAL | Donald Duck Weekblad | 1.531.000 |
| DONJR | Donald Duck Juneor | 214.000 |
| DONEX | Donald Duck Extra | 192.000 |
| TINA | Tina | 237.000 |
| ZOZIT | Zo Zit Dat | 112.000 |
| KWE | Kidsweek (inclusief Samsam) | 236.000 |

Source mention:

NMO 2023 I + Kids Monitor 2023 (6 till 12 jaar)