



# VOGUE

NL

*RATE CARD 2022*



## *PRINT PAGES*

|          |          |
|----------|----------|
| 1/1 page | € 12.500 |
| 2/1 page | € 25.000 |

## *ADVERTORIAL PAGES*

|          |          |
|----------|----------|
| 1/1 page | € 13.750 |
| 2/1 page | € 27.500 |

## *PREMIUM POSITIONS*

|                |          |
|----------------|----------|
| Opening spread | € 38.000 |
| Back cover     | € 17.500 |
| 2nd spread     | € 29.500 |
| 3rd spread     | € 29.000 |
| Closing spread | € 28.000 |

## *OTHER PREMIUM POSITIONS*

|                                   |          |
|-----------------------------------|----------|
| Page facing editor's letter (lhp) | € 18.500 |
| Page facing contributors (rhp)    | € 18.500 |
| Page facing colophon (rhp)        | € 18.500 |
| Page facing content (lhp)         | € 18.500 |

## *SIZE*

|                           |
|---------------------------|
| 1/1 page 220 x 285        |
| 2/1 pages 2 x (220 x 285) |

## *BRANDED CONTENT*

Costs are made up of a space rate as above plus a net production charge from € 2500 per page for a *Vogue* shoot or € 1500 per page with supplied assets. Special terms and conditions apply. For individual costing and creative ideas, please contact the *Vogue* team. In this kind of advertisement the term 'Advertorial' is always mentioned on the top of the page.

|                                         | <i>tarief</i>          | <i>productiekosten</i>       |
|-----------------------------------------|------------------------|------------------------------|
| <i>ADVERTORIALS</i>                     | € 3.500                | € 500                        |
| <i>VOGUE-LIJSTJES</i>                   | € 1.000                | € 250                        |
| <i>VOGUE PANEL</i>                      |                        |                              |
| Thuis                                   | € 6.000                | € 1.000                      |
| Vogue Friends                           | p.o.a.                 | p.o.a.                       |
| <i>SOCIAL</i>                           |                        |                              |
| Stories                                 | € 2.500                | € 250                        |
| Feed-post                               | € 4.000                | € 500                        |
| Interactieve stories                    | <i>op maat</i>         |                              |
| <i>SPOT</i>                             |                        |                              |
| Billboard                               | 45 <i>cpm</i>          |                              |
| Half Page ad                            | 45 <i>cpm</i>          |                              |
| Medium Rectangle                        | 25 <i>cpm</i>          |                              |
| Mobile Rectangle                        | 25 <i>cpm</i>          |                              |
| Homepage Take Over                      | € 1.000 <i>per dag</i> |                              |
| <i>WIN-ACTIES*</i>                      |                        |                              |
| Social                                  | € 4.000                | € 500                        |
| Redactioneel                            | € 1.500                | € 500                        |
| <i>VOGUE &amp; VOGUE.NL COMBIPAKKET</i> | <del>€ 20.500</del>    | € 15.000                     |
| 1x online advertorial - 1 week ROS      |                        | <i>incl. productiekosten</i> |
| 1x aanjaging via Instagram story        |                        |                              |
| 1x medium rectangle 50.000 impressies   |                        |                              |
| 1x 1/1 advertentiepagina in Vogue       |                        |                              |

# *RELEASE DATES* *2022*

VOGUE

Issue 1 March  
*DEADLINE RESERVATION*

February 17  
January 13

Issue 2 April  
*DEADLINE RESERVATION*

March 17  
February 10

Issue 3 May  
*DEADLINE RESERVATION*

April 21  
March 17

Issue 4 June  
*DEADLINE RESERVATION*

May 19  
April 15

Issue 5 July/Aug  
*DEADLINE RESERVATION*

June 30  
May 26

Issue 6 September  
*DEADLINE RESERVATION*

August 25  
July 21

Issue 7 October  
*DEADLINE RESERVATION*

September 22  
August 25

Issue 8 November  
*DEADLINE RESERVATION*

October 20  
September 15

Issue 9 December  
*DEADLINE RESERVATION*

November 17  
October 13

Issue 10 January/February  
*DEADLINE RESERVATION*

December 22  
November 17

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FREQUENCY 10 times a year reservation 5 weeks before release date

CANCELLATION at least 6 weeks before release date in writing to Nieke or Marissa

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