



VOGUE

RATE CARD 2023

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>APPROVED BY VOGUE</i>	€ 7.500	<i>vanaf</i> € 6.000
<i>SOCIAL</i>		
Stories	€ 2.500	€ 250
Feed-post	€ 4.000	€ 500
Interactieve stories	<i>op maat</i>	
<i>SPOT</i>		
Billboard	<i>45 cpm</i>	
Half Page ad	<i>45 cpm</i>	
Medium Rectangle	<i>25 cpm</i>	
Mobile Rectangle	<i>25 cpm</i>	
Homepage Take Over	€ 1.000 <i>per dag</i>	
Native Post	<i>30 cpm</i>	
Site Take-over	€ 4.500 <i>fixed per dag</i>	
<i>WIN-ACTIES*</i>		
Social	€ 4.000	€ 500
Redactioneel	€ 1.500	€ 500
 <i>VOGUE & VOGUE.NL COMBIPAKKET</i>	 € 21.250	 € 16.000 <i>incl. productiekosten</i>
1x online advertorial		
1x aanjaging via Instagram story		
1x aanjaging via nieuwsbrief		
1x medium rectangle 50.000 impressies		
1x 1/1 advertentiepagina in Vogue		

**in overleg*

RELEASE DATES *2023*

VOGUE

Issue 3 March
DEADLINE RESERVATION

February 16
January 13

Issue 4 April
DEADLINE RESERVATION

March 16
February 10

Issue 5 May
DEADLINE RESERVATION

April 20
March 17

Issue 6 June
DEADLINE RESERVATION

May 18
April 15

Issue 7/8 July/Aug
DEADLINE RESERVATION

June 29
May 26

Issue 9 September
DEADLINE RESERVATION

August 24
July 21

Issue 10 October
DEADLINE RESERVATION

September 21
August 25

Issue 11 November
DEADLINE RESERVATION

October 19
September 15

Issue 12 December
DEADLINE RESERVATION

November 16
October 13

Issue 1/2 January/February
DEADLINE RESERVATION

December 21
November 17

CONTACT

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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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