

MEDIA FACTS 2026

PRINT ADVERTISING

2/1 Spread: €11.000
1/1 Pagina: €9.000
1/1 Cover 3: €10.250
1/1 Cover 4: €14.500
Gatefold 2/1 + 2/1: €32.000
Insert: On request
Magazine Seal: On request
Content creation: On request

SPECS
Format: 250 mm × 320 mm
Bleed: 3 mm on all sides
Resolution: 300 dpi (CMYK colour mode)
File format: PDF (preferably with embedded fonts)
Submission deadline: Minimum 4 weeks prior to publication date

SPECIAL FORMATS (GATEFOLDS, INSERTS, ETC.)
Size & specifications: Custom; specific details available on request
Material: High-quality paper recommended
Submission deadline: Minimum 6 weeks prior to publication date

INSERTS / SUPPLEMENTS
Format: Dependent on insert type (details on request)
Paper weight: recommended 120–160 gsm
File format: PDF (preferably with embedded fonts)
Submission deadline: Minimum 6 weeks prior to publication date

DIGITAL & SOCIAL

Sponsored Post: €6.525
Influencer/Ambassadorship 3 months / 3 posts p.m.: €19.425
Product Placement in Stories: €3.375
Giveaway/Competition: €6.750
Sponsored Stories: €3.375
Affiliate Marketing: €5.625
Live-Stream Sponsorship: €9.000
Social Media Takeover: €11.250
Custom Content Creation: €4.950

SPECS
Social Media Content Images: JPEG or PNG
Recommended resolution – Instagram feed: 1 080 × 1080 px
Stories & TikTok: 1920 × 1080 px
Videos: MP4 or MOV
Max. duration: 60 sec (Instagram), 90 sec (TikTok)
Audio for podcasts: MP3 or WAV (bitrate 128 kbps or higher)

Text limit: Max. 150 characters (for X/Twitter)
Hashtags: Max. 5 brand- or campaign-focused hashtags

DIGITAL
Articles: Word document or Google Docs
Images: High-resolution JPEG/PNG (minimum 1200 px width)

Videos: MP4 or MOV (max file size: 200 MB)
Submission deadline: Minimum 3 weeks in advance

EVENTS

Shop Opening / Presentation: from €30,000
Exclusive Sponsor: from €50,000
Main Sponsor: from €45,000
Sponsor: from €18,000
Contributor: On request

SPECS
Logo: High-resolution PNG (transparent background) or vector file (AI, EPS)
Banners & flyers: 300 dpi (PDF format recommended for print)
Social media assets: JPEG/PNG (minimum 1200 px width for Instagram)
Videos: MP4 or MOV (max file size 200 MB)
Submission deadline: Minimum 3 weeks in advance

* All rates are excluding VAT.