

## 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: 1080 × 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.*