



CO-MAILINGS / INSERTS

VALID FROM 01/01/2021

WWW.ROULARTAMEDIA.BE

ROULARTAMEDIA RATES 2021

In EUR. Rate CPM (cost /,000) (printing and VAT not included).

The CPM cost always comes with a technical cost, which varies depending on whether the co-mailing is stapled/glued/blown in/blistered...

These rates are valid only if the inserts are delivered in their entirety.

	SAMPLES	<30G	30-50G	50-80G	80-100G	100-130G	130-150G	150-180G	180-200G	200-230G	230-250G
B2C MAGAZINES											
Knack	on request	204	209	214	219	226	233	240	247	254	262
Knack Bodytalk/Le Vif Bodytalk	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request
Knack Extra	on request	204	209	214	219	226	233	240	247	254	262
Knack Focus	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request
Knack Weekend	91	204	209	214	219	226	233	240	247	254	262
Knack Weekend (fashion, beauty, interior)	n/a	159	163	167	171	176	182	187	193	198	205
Le Vif/L'Express	on request	250	255	260	265	273	282	290	299	308	317
Le Vif Extra	on request	250	255	260	265	273	282	290	299	308	317
Le Vif Focus	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request
Le Vif Weekend	on request	250	255	260	265	273	282	290	299	308	317
Le Vif Weekend (fashion, beauty, interior)	n/a	188	191	195	199	205	211	218	224	231	238
Plus Magazine D/F	74	147	158	168	179	184	190	195	201	207	213
Sport/Voetbalmagazine / Sport/Foot Magazine	on request	128	133	138	143	147	152	156	161	166	171
Trends / Trends-Tendances	on request	404	410	415	420	433	446	459	473	487	502
Trends Style D/F	103	303	307	311	315	325	334	344	355	365	376
B2B MAGAZINES											
Data News D/F	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request
Grafisch Nieuws / Nouvelles Graphiques	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request
M&C D/F	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request
Packaging & Label Magazine D/F	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request	on request

Technical costs are net net costs on which no commercial discounts are applicable. 5 dummies always have to be delivered at least 5 weeks before publication and they have to be accompanied with a transportation document. Co-mailing is only possible with subscriptions, not with bookshop issues who usually are not sold under blister. Circulation varies, contact us to know the latest circulation figures. Above 250 gr, rate on demand.

WOMEN MAGAZINES	SAMPLES	2 PAGES	4 PAGES	6 PAGES	8 PAGES	10 PAGES	12 PAGES	14 PAGES	16 PAGES	18 PAGES	20 PAGES	22 PAGES	24 PAGES
GLUED/STAPLED INSERTS/BLOW-IN (C/,000)*													
Feeling/GAEL		127	155	168	182	196	210	224	238	253	267	281	295
BLOW-IN (C/,000) (INSIDE THE MAGAZINE)													
Flair D/F - Libelle/Femmes d'Aujourd'hui		95	100	106	111	117	122	128	133	140	148	155	162
CO-MAILING (LOOSE INSERT)													
Feeling/GAEL		149	170	180	190	201	211	224	238	253	267	281	295
Flair D/F - Libelle/Femmes d'Aujourd'hui		114	120	126	131	137	142	148	153	159	164	170	175
CENTRAL INSERT OR EN CART A CHEVAL (C/,000)*													
Flair D/F - Libelle/Femmes d'Aujourd'hui		81	89	96	103	111	119	126	133	140	148	155	162
GLUED OR STAPLED INSERT + SAMPLES/SCENTSEAL/LIPSEAL													
Feeling/GAEL	103	163	191	204	217	232	246	260	274	288	302	317	331
Flair D/F - Libelle/Femmes d'Aujourd'hui	93	112	120	127	134	142	150	157	164	172	179	186	194

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