



# CPM FOR PRINTING YOUR FOLDER IN OUR MAGAZINES

VALID AS FROM 01/01/2019

WWW.ROULARTAMEDIA.BE

ROULARTAMEDIA RATES 2019

CPM PRINTING FOLDERS		8 PAGES		16 PAGES		CIM AUDIENCES
	COPIES	CPM	BUDGET	CPM	BUDGET	MPX CONTACTS
<b>News &amp; Business magazines (Men 1-4)</b>						News & Business Magazines/ <b>Men 1-4*</b>
Sport/Voetbalmagazine / Sport Foot Magazine	55,500	130	7,215.00 €	148	8,214.00 €	340,086
Knack / Le Vif/L'Express	176,000	130	22,880.00 €	148	26,048.00 €	583,094
Trends-Trends/Tendances	65,000	130	8,450.00 €	148	9,620.00 €	186,791
<b>Total News &amp; Business magazines</b>	<b>296,500</b>	<b>130</b>	<b>38,545.00 €</b>	<b>148</b>	<b>43,882.00 €</b>	<b>1,109,970</b>
<b>Women magazines (MRP 25-54 y)</b>						Women Magazines/ <b>MRP 25-54 y*</b>
Flair D/F	78,900	108	8,521.00 €	138	10,888.00 €	397,282
Libelle / Femmes d'Aujourd'hui	267,600	108	28,901.00 €	138	36,929.00 €	602,019
Plus Magazine D/F	140,500	108	15,174.00 €	138	19,389.00 €	87,002
<b>Total Women magazines</b>	<b>487,000</b>	<b>108</b>	<b>52,596.00 €</b>	<b>138</b>	<b>67,206.00 €</b>	<b>1,086,303</b>

\*CIM NRS 17-18 Paper + digital

#### Advantages:

- No printing costs
- No postage costs
- No environmental taxes
- Folder is printed in a qualitative editorial environment

#### Requirements:

- Maximum 1 folder per edition
- Provide a label 'advertising leaflet' at the top of the first page of the folder
- The folder has different pagenumbers than the magazine
- Always subject to the approval of the editor
- Placement is determined by the editor
- Reservation 6 weeks before publication
- 10 days before publication delivered by the advertiser according to the technical specifications
- Pages must be delivered in the correct format of the relevant magazine and per page or per spread (not in one file)
- 5% combination discount on the CPM if several national titles are combined