

Rate card 2019

Elsevier Weekblad



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General information



Title	: Elsevier Weekblad
Publisher	: ONE Business part of New Skool Media
Frequency	: weekly (51x a year)
Publication day	: Thursday, dated Saturday
Circulation	: 66,071 copies ¹
Advertising department	: New Skool Media Spaklerweg 53, 1114 AE Amsterdam, The Netherlands P.O. Box 11, 1110 AA Diemen, The Netherlands T: +31 (0)20 210 5459 www.newskoolmedia.nl sales@newskoolmedia.nl
Website	: Elsevierweekblad.nl pageviews: 2,256,948 monthly ² unique visitors: 351,001 monthly ²
Average reach magazine	: 376,400 men and women ³ 37,100 decision makers ³
Newsletter	: daily; early edition and lunch edition
Circulation	: 85,000 newsletter subscribers ⁴
Traffic department	: T: +31 (0)20 210 5450 traffic@newskoolmedia.nl
Deadline advertising material	: 8 working days prior to publication date
Reservation advertising space	: 9 working days prior to publication date
Cancellation deadline	: 4 weeks prior to publication date



¹ Source: NOM Dashboard 2018Q1-2018Q4, Total distribution

² Source: Google Analytics, average 2018 Q2 – 2019 Q1

³ Source: NPM 2018-IV and DMS 2017

⁴ Source: NSM, March 2019



Magazine

Elsevier Weekblad	
2/1 page	€ 26,991.-
1/1 page	€ 14,995.-
2/3 page	€ 11,996.-
1/2 page	€ 10,497.-
1/3 page	€ 9,876.-
1/4 page	€ 5,998.-
Inserts, supplements etc.	On request

All rates are in euro's and excl. of VAT and (if applicable) costs for printing and postage

Desktop

Elsevierweekblad.nl		
Billboard	970*250	€35.-
Halfpage	300*600	€30.-
Rectangle	300*250	€20.-
Leaderboard	728*90	€20.-
Large Leaderboard	970*90 / 970*70	€25.-
Wide Skyscraper	160*600	€25.-
Video	16:09 outstream	€35.-

Mobile

Elsevierweekblad.nl - Mobile		
Rectangle	300*250 / 320*250	€25.-
Mobile banner double sized	300*100 / 320*100	€14.-
Mobile banner	300*50 / 320*50	€14.-
Interscroller	320*480	€35.-
Inarticle Mobile Video	16:09 outstream	€25.-

All rates are in euro's and excl. of VAT
CPM – rates per 1,000 views

Newsletters

Elsevierweekblad.nl – Daily newsletter		
Newsletter advertorial	Text + visual	€3,500.-

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[Specifications Online](#) material you can find on our website.

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Technical specifications

Layout (excl. cut-off)	: 200 x 265 mm
Type area	: 180 x 245 mm
Printing process	: offset
Paper cover	: 80 grs woody mat mc
Paper inside	: 60 grs UPM Start Matt
Finish	: stapled paperbound

Formats and sizes

Type area	width x height
2/1 page	382 x 245 mm
1/1 page	180 x 245 mm
2/3 page	120 x 245 mm
1/2 page horizontal	180 x 114 mm
1/2 page vertical	88 x 245 mm
1/3 page vertical	57 x 245 mm
1/4 page	88 x 116 mm

Bleed (excl. cut-off)	width x height
2/1 page	400 x 265 mm
1/1 page	200 x 265 mm
2/3 page	124 x 265 mm
1/2 page horizontal	200 x 124 mm
1/2 page vertical	97 x 265 mm
1/3 page vertical	66 x 265 mm

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