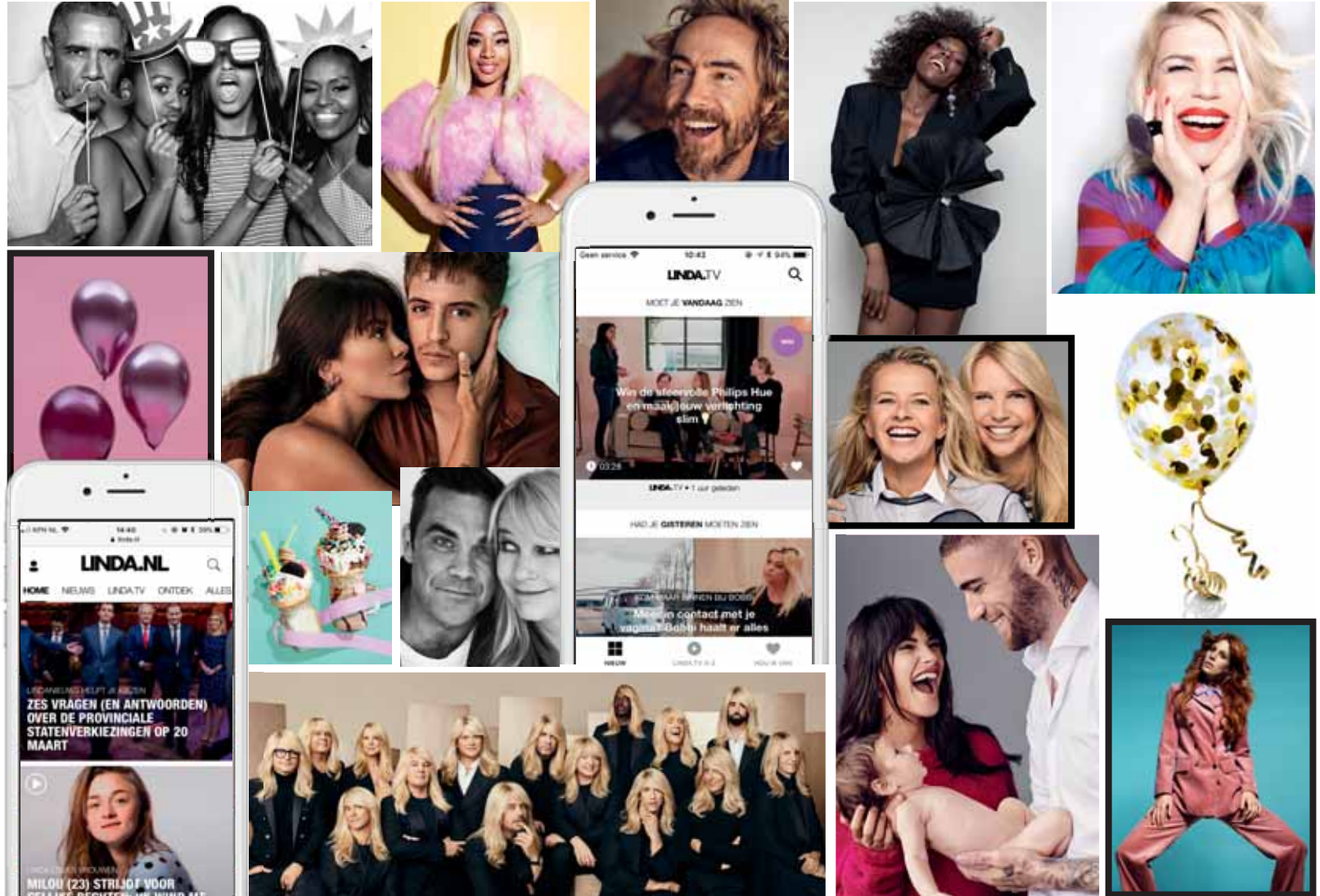


LINDA.
SALESKIT



saleskit



LINDA. INTRODUCTION

PRINT

LINDA.
LINDA.MEIDEN
LINDA.MODE
LINDA.LOVES
LINDA.MAN
L'HOMO.

DIGITAL

LINDA.NL
LINDA.TV
LINDA.HET BUREAU

APPENDICES

LINDA. IN NUMBERS
LINDA.NL SNACK PACKS
LINDA.LAB
LINDA. ADDITIONAL PROPOSITIONS
CALENDAR

LINDA. is the 360-degree media brand that focuses its content on the most fun-loving women in the Netherlands. With audacity, love and humour and without taboos. This extremely strong formula, clear design and opinionated, obstinate tone of voice are what make LINDA. an ongoing success. In addition to social media and the digitally interactive platform LINDA.nl, there are the print titles LINDA., LINDA.meiden and the specials LINDA. mode, LINDA.man and L'HOMO. This year, two new specials will be released as well: LINDA.loves and LINDA.vakantieboek.



Linda de Mol and general Editor in Chief Jildou van der Bijl won the Mercur Award for 'Chief Editor of the Year' in 2011. At the end of 2013, and for the second time, LINDA. was proclaimed 'Mercur magazine of the year', the most important magazine award in the Netherlands.

Jildou van der Bijl won the 'Mercur d'OR/LOF' lifetime achievement award in 2015. LINDA. was awarded prizes in 2016 with two Cross Media Awards and one Spin Award.

At the Dutch Interactive Awards, the publisher took home a silver 'Company of the year' award.

At the 2016 Mercurus, LINDA. won in the new category of 'Media brand of the year' and 'Mercur Brand innovation of the year' for LINDA.tv.

In 2017, LINDA. won a silver Dutch Interactive Award for the TAART. campaign which celebrated HEMA's 90th anniversary. For this case LINDA. also won a silver Cross Media Award (Cross Media Case of the year category). The book 'Spiegelzaal van onze tijd' (Hall of Mirrors of our Age) by scientist Chris van der Heijden, about the influence of LINDA. on Dutch society, was published in 2017.

In 2018, LINDAnieuws.nl was named lifestyle website of the year and Chief Editor LINDAnieuws.nl Jossine Modderman won the Mercur Award for 'Chief Editor of the Year'.

LINDA.

LINDA. is the personality magazine of Linda de Mol. Always innovative – and provocative for 15 years and counting! Every month, there are impressive interviews with renowned and unknown people, unique stories, familiar columns and the latest fashion and beauty news. 12 issues a year + 1 LINDA. vakantieboek.



FACTS & FIGURES

223,145 PAID CIRCULATION
300,000 PRINT RUN
130,000 SUBSCRIBERS
12 ISSUES A YEAR + **1 LINDA. VAKANTIEBOEK**

RATES

€13,499 1 PAGE
€13,199 2 PAGES
€12,999 3 PAGES
€12,799 4 PAGES
€12,599 5 PAGES
€12,299 6 PAGES

COVER CARD **€40,000**
SALES COUPON: ENTIRE CIRCULATION **€25,000**
SALES COUPON: SUBSCRIPTION BASE **€12,500**
ADDITIONAL PROPOSITIONS
SEE ATTACHMENT

2019 PUBLICATION DATES:

LINDA.175 16 JANUARY
LINDA.176 20 FEBRUARY
LINDA.177 20 MARCH
LINDA.178 16 APRIL
LINDA.179 15 MAY
LINDA.180 19 JUNE
LINDA.VAKANTIEBOEK 26 JUNE
LINDA.181 17 JULY
LINDA.182 14 AUGUST
LINDA.183 18 SEPTEMBER
LINDA.184 16 OCTOBER
LINDA.185 20 NOVEMBER
LINDA.186 18 DECEMBER

LINDA. meiden

LINDA.meiden is the magazine for the most fun-loving young women in the Netherlands (18-28 years) from the creators of LINDA. and Editor in Chief, Yara Michels. Opinionated, daring, personal, honest and sincere: LINDA.meiden is the voice of the millennial. 6 issues a year (4x LINDA.meiden + a summer book and a winter book).



FACTS & FIGURES

66,200 PAID CIRCULATION
85,000 PRINT RUN
23,000 SUBSCRIBERS
6 ISSUES A YEAR
IN STORES FOR **8-10 WEEKS**
16,700 YOUTUBE SUBSCRIBERS
56,200 INSTAGRAM FOLLOWERS
6,500 NEWSLETTER SUBSCRIBERS

RATES: PRINT

1 PAGE **€7,920**
2/1 PAGE **€15,840**
1/1 ADVERTORIAL PAGE **€8,712***
2/1 ADVERTORIAL PAGE **€17,424***
*EXCLUDING PRODUCTION COSTS
STARTING AT **€2,500**

ADDITIONAL PROPOSITIONS:

PRINT SALES COUPON €10,000

COVER CARD **€12,500**
INCLUDING 1/1 MARKETING PAGE AND
CONTENT VIA SOCIAL MEDIA

SACHET **€90** COST PER 1,000
AND EX. 2% OVERPLUS

INSERT BOOKLET STARTING AT **€125**
PER 1,000 AND EX. 2% OVERPLUS
FOR SUBSCRIBERS 23,500 COPIES

BOUND INSERT STARTING AT **€125**
PER 1,000 AND EX. 2% OVERPLUS

RATES: SOCIAL AND ONLINE

INSTAGRAM STORY **€750***
WINSTAGRAM (POST) **€750***
*EXCLUDING €250 NET PRODUCTION
COSTS
YOUTUBE **CUSTOM**
NEWSLETTER **€1,000***
*EXCLUDING €500 NET PRODUCTION
COSTS

LINDA.
meiden

LAB TEST BOXES

We surprise girls with a LINDA.meiden Test Box: a beautifully designed parcel, delivered at home. There's a must-have product in the box. What's in the box is a surprise every time. The contents of the box need to be tested. The Test Box testers place their findings in text and images on their own Social Media channels and send everything to the LINDA. editors, who produce a beautiful compilation.



CONTENTS

- Invitation advertorial LINDA.nl/ LINDAMEIDEN
- Cross-placement invitation on Facebook and LINDA.meiden Instagram
- Results of advertorial (video) LINDA.nl/LINDAMEIDEN
- Cross-placement results on Facebook and LINDA.meiden Instagram (15 sec. video)
- Cross-placement on LINDA.meiden YouTube
- Regram post by testers on LINDA.meiden Instagram

RATE

€7,500 (PACKAGE RATE)
+ €2,500 PRODUCTION COSTS

*CAN BE EXPANDED TO INCLUDE VARIOUS PRINT PROPOSITIONS FOR LINDA.MEIDEN. CALL OR E-MAIL YOUR ACCOUNT MANAGER TO DISCUSS THE OPTIONS.

LINDA.
mode

The fashion magazine with a twist, from the creators of LINDA. The most important trends, inspiring fashion reports and interviews with Dutch celebrities, interspersed with witty columns and wonderful familiar stories in which we never take fashion or ourselves too seriously.
1 issue a year.



FACTS & FIGURES

56,000 PAID CIRCULATION

85,000 PRINT RUN

23,000 SUBSCRIBERS

1 ISSUE A YEAR

IN STORES FOR **6 WEEKS**

2019 PUBLICATION DATES

LINDA.MODE 20 5 MARCH

RATES: PRINT

1 PAGE **€7,920**

2/1 PAGE **€15,840**

1/1 ADVERTORIAL PAGE **€8,712***

2/1 ADVERTORIAL PAGE **€17,424***

*EXCLUDING PRODUCTION COSTS
STARTING AT **€2,500**

COVER CARD **€15,000**

SALES COUPON **€10,000**

ADDITIONAL PROPOSITIONS

SEE ATTACHMENT

LINDA. **LOVES**

The semi-annual lifestyle book from the makers of **LINDA.** is your guide to the world of lovely things. **LINDA.** loves gives you clarity, inspiration, energy and **TIME.** It's all about having, keeping, doing and doing away with when it comes to living, fashion, beauty, travel and food. One issue per year, and two issues a year as of next year.



FACTS & FIGURES

85,000 PRINT RUN
21,000 SUBSCRIBERS
1 ISSUE A YEAR
IN STORES FOR **6 WEEKS**

2019 PUBLICATION DATES:
LINDA.LOVES 17 SEPTEMBER

RATES: PRINT

1 PAGE **€7,920**
2/1 PAGE **€15,840**
1/1 ADVERTORIAL PAGE **€8,712***
2/1 ADVERTORIAL PAGE **€17,424***
*EXCLUDING PRODUCTION COSTS
STARTING AT **€2,500**

COVER CARD **€15,000**
SALES COUPON **€10,000**

ADDITIONAL PROPOSITIONS
SEE ATTACHMENT

LINDA. man

For all men who always secretly read their girlfriend's, mother's or sister's LINDA., there's LINDA.man, a men's magazine with balls and content. A varying Dutch male celebrity acts as Editor in Chief of each edition with a great mix of beautiful women, inspiring men and fascinating stories.
1 issue a year.



FACTS & FIGURES

64,000 PAID CIRCULATION
100,000 PRINT RUN
23,500 SUBSCRIBERS
1 ISSUE A YEAR
IN STORES FOR **6 WEEKS**

2019 PUBLICATION DATE
LINDA.MAN 5 NOVEMBER

RATES: PRINT

1 PAGE **€7,920**
2/1 PAGE **€15,840**
1/1 ADVERTORIAL PAGE **€8,712***
2/1 ADVERTORIAL PAGE **€17,424***
*EXCLUDING PRODUCTION COSTS
STARTING AT **€2,500**

COVER CARD **€15,000**
SALES COUPON **€10,000**

ADDITIONAL PROPOSITIONS
SEE ATTACHMENT

L'HOMO.

Universal and gender-free. For the entire LGBTQIA+ community. Positive, but always with the distinctive LINDA. edge. The title of the future – journalism, progressive, social, personal, visible and above all: perceptive. For everyone with a heart. Love for each other, and for the world. And all of it tongue in cheek. 1 issue a year.



FACTS & FIGURES

51,000 PAID CIRCULATION
60,000 PRINT RUN
11,000 SUBSCRIBERS
1 ISSUE A YEAR
IN STORES FOR **6 WEEKS**

2019 PUBLICATION DATE
L'HOMO. 16 APRIL

RATES: PRINT

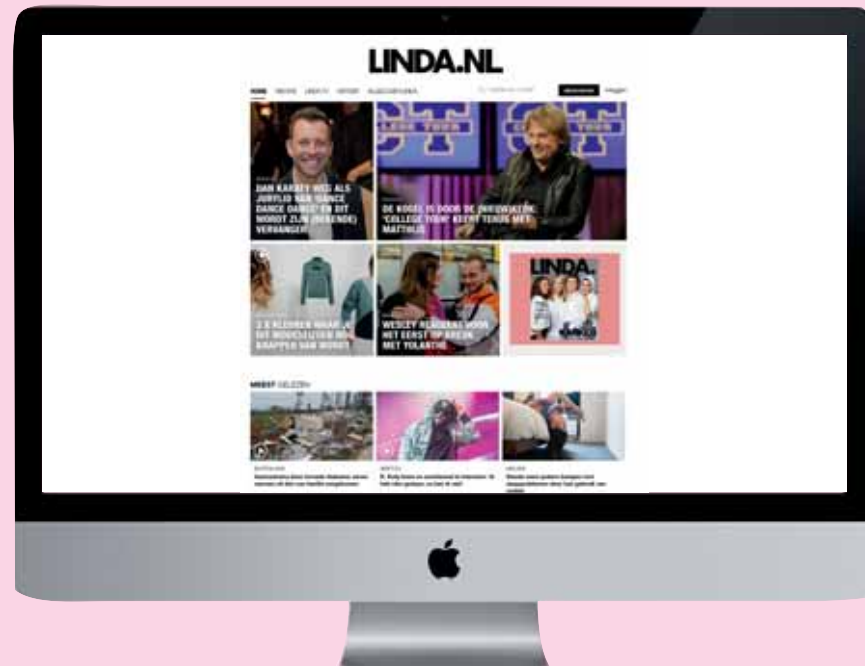
1 PAGE **€7,920**
2/1 PAGE **€15,840**
1/1 ADVERTORIAL PAGE **€8,712***
2/1 ADVERTORIAL PAGE **€17,424***
*EXCLUDING PRODUCTION COSTS
STARTING AT **€2,500**

COVER CARD **€15,000**
SALES COUPON **€10,000**

ADDITIONAL PROPOSITIONS
SEE ATTACHMENT

LINDA.NL

LINDAnieuws and LINDA.tv are coming together under one roof: LINDA.nl. One major digital platform for all LINDA. content. LINDA.nl is fast and personal. As a visitor, you won't want to miss a thing. The platform offers a mix of soft and hard news, with specific LINDA.smoel content in text, images, audio and video.



ADVERTORIALS

LINDA.nl editors write an advertorial in the LINDA. look & feel, based on a clear briefing and supplied images. Optional: cross-placement in the LINDAapp. NEW! Advertorial+. This advertorial has larger dimensions with a clear call-to-action button. Also NEW! AdvertorialRits, a collection of at least four cross-placement advertorials in one series including recognisable branding from the advertiser.

NEWSLETTER ADVERTORIAL

The LINDA. newsletter is distributed twice a week, on Tuesdays and on Thursdays. And the win-win newsletter is distributed on Fridays every other week.

LINDA.LAB

The LINDA. test panel comprises more than 10,000 women who give their honest opinions on the latest products. From beauty articles, food, drinks, vacuum cleaners, and mobile phones to corrective underwear and cars. Including: An invitation advertorial, mailing database, result advertorials, newsletter cross-placement and app cross-placement.

SPONSORING MORNING NEWS

Over 100,000 people get their morning news from LINDAnieuws every day. From the newsletter, website or social media. Every weekday. Be part of the success for a month. Sponsoring: period of 1 month, Insta Stories 3x per week, main image/GIF with name placement, co-branded morning news banner/medium rectangle 200,000 impressions, ROS advertorial.

LINDA.NL

2,400,401
VISITORS
PER MONTH

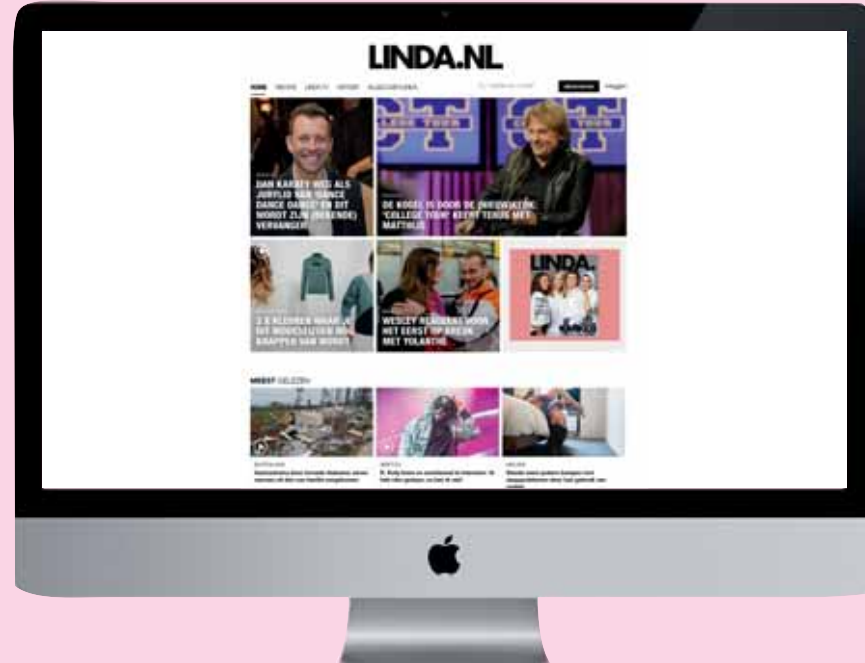
15,058,036
PAGE VIEWS
PER MONTH

02:04
MINUTES
ONLINE

568,935
FACEBOOK
LIKES

422,789
INSTAGRAM
FOLLOWERS

MARCH 2019*



SPONSORING CALENDAR

Open a digital box to find a surprise every day for one month! With inspiration, smiles, items to win and handy tips. Editorial content interspersed with advertorials and content present throughout the entire LINDA.nl platform.

SPONSORING PILLAR

Sponsored advertising for at least one month in a standard pillar on LINDA.nl. Gezond&Gezellig, Lekker Kijken, Mode, Reizen etc. Visibility at the top of the category, including social, advertorials and bannering content.

ACTION PAGE

Your own branded platform in a LINDA.nl pillar including social, advertorials and bannering content.

LINDA QUIZ (SMALL OR BIG)

One or two week-long quizzes together with the most fun-loving women in the Netherlands; Interaction and brand experience with LINDA. readers in a fun and playful way with the recognisable LINDA. twist. There are various playing options: quiz, poll, memory or game elements. Including a complete quiz, an advertorial on LINDA.nl, advertorial in the newsletter and in the LINDA.nieuws app + a social post. Optional: co-branding banner for extra content.

SOCIAL

A contest or Instagram story on LINDA. instagram.

DISPLAY/VIDEO

Connect your brand to the LINDA. content using bannering or video advertising.



LINDA.NL

RATE

PRODUCTION COSTS

	RATE	PRODUCTION COSTS
Advertorials ROS ex. LINDA tv	€4,000	€500
Video advertorial ROS including LINDA.tv	€4,500	€500
Video advertorial ROC LINDA.tv	€1,500	€500
Newsletter Tuesday or Thursday	€3,250	€500
Advertorial+	€5,000	
Cross-placement advertorial RITS	€2,500	€500
LINDA.lab	€13,500	€500
LINDA.live lab	€13,500	€2000
LINDA.quiz small	€7,000	CUSTOM
LINDA.quiz big	€15,000	€2,000
Sponsoring morning news – 1 month	€8,000	€3,000
Sponsoring calendar – 1 month	€40,000	€1,500
Sponsoring pillar – 1 month	STARTING AT €15,000	€8,000
Action page – runtime: at least 1 month	STARTING AT €15,000	STARTING AT €3,000
Win-win newsletter	€1,000	STARTING AT €3,000
Medium Rectangle/Half page banner	€25 CPM	€500
Skyscraper	€35 CPM	
Cube	€35 CPM	
HPA	€45 CPM	
Billboard	€45 CPM	
Roadblock (billboard + medium rectangle)	€65 CPM	
Roadblock (billboard + HPA)	€85 CPM	
Skin + billboard	€90 CPM	
In-Page video	€34 CPM	
Video advertising	€32 CPM	
LINDA. Instagram story	€2,000	
LINDA. Winstagram (post)	€2,000	€250
YouTube	CUSTOM	€250

LINDA.TV

LINDA.tv, which can be viewed on LINDA.nl, makes you laugh, sometimes cry and often amazes. A great mix of reality, drama and lifestyle programmes, but all straight from the heart. We allow people to show their unique sides and take a peek into the lives of Dutch celebrities. LINDA.tv is free, fast and convenient to watch on LINDA.nl on your smartphone, tablet and computer.



1 ADVERTORIAL

Video advertorials on LINDA.tv (ROC) appear for a week between all editorial content on the timeline. The editors use a briefing including video and image material to write an advertorial in the look & feel of LINDA.

2 BOLLBOARDING

An editorial format can be claimed in a unique way, using the visual design from the familiar full-stop in the LINDA. logo, known as 'bollboarding'.

3 IN-PROGRAMME

A product appears in the video, in consultation with the editors.

4 BRANDED FORMAT

A tailor-made branded video format including 'bollboarding', activation bumper and an in-programme moment. Concept, strategy and production by LINDA.het bureau, based on a client briefing. The format will be launched on LINDA.nl before being shared via the LINDA. social media and possible external channels (in consultation)

5 PROMOS

A 15- to 20-second promo on LINDA.tv and LINDAnieuws to promote a format.

6 DISPLAY AND VIDEO ADVERTISING

Connect your brand to the LINDA. content using bannering or video advertising.

LINDA.TV

863,910
STREAM STARTS
PER MONTH

68%
WATCHES AN AVER-
AGE OF 75% OF
A BRANDED
CONTENT VIDEO

74,174
FACEBOOK
LIKES

38,840
INSTAGRAM
FOLLOWERS



MARCH 2019

		RATE	PRODUC- TION COSTS
Bollboarding	Sponsor mention in preview Bollboarding (logo + packshot) Bollboarding + in-programme	€2,000 P.A.	€200
Bollboarding + in-programme	Sponsor mention in preview Bollboarding (logo + packshot) In-programme moment Activation bumper + name in credits on LINDA.tv format	€3,500 P.A.	€200
Custom made branded LINDA.tv format		PRICE AVAILABLE ON REQUEST	
Instagram story LINDA.tv		€750	€250
Winstagram (post) LINDA.tv		€750	€250

LINDA. HET BUREAU

LINDA. het bureau assists brands in promotion and conversion. We do so by developing creative and effective campaigns, from the creators of LINDA. With the proven narrative power of LINDA., we mobilise women without being dependent on a platform. In stores and outdoors, on instagram, YouTube, TV and print and - oh right! if it really benefits the campaign, on LINDA. platforms too.

LINDA.



LINDA.



LINDA.



LINDA.



LINDA.



**E-MAIL YOUR ACCOUNT
MANAGER TO DISCUSS THE
OPTIONS**

PRICE AVAILABLE ON REQUEST

LINDA.LAB

The LINDA. test panel comprises more than 10,000 women who give their honest opinions on the latest products. From beauty products, food, drinks, vacuum cleaners, and mobile phones to corrective underwear and cars. And much more.



PHASE 1

- Invitation op LINDA.nl (Advertorial+)
- Invitation via email using a database
- Number of testers in consultation
- Selection based on criteria

PHASE 2

- Receipt of product or live testing of this
- Accompanying letter
- Duration of test period in consultation
- Survey at end of the test period

PHASE 3

- Results of advertorial on LINDA.nl
- Results of advertorial in the LINDA.nl app
- Cross-placement of results in newsletter
- Presentation of results to customer

RATE

Standard LINDA.LAB **€13,500**
exposure value (excluding €2,000
production costs)
LINDA.LAB live price available on
request

colophon

Editors in Chief

Linda de Mol, Jildou van der Bijl
Deputy Editor Ellen Litz

Art Director Monique Bleeker

Executive Editor Margot Jamnisek

Text Editing Rianne Meijer

Executive Image Editor
Karen Schoolland

Image editor Susan Polman

Design Maaike Hengeveld, Iris Leepel,
Jane Vittali of Studio Room

Producers Amber Kuijjer, Marloes Roks
(senior producer), Annemarie van Ulden

Sections Djamilla van Brussel (chef),
Jill van Ruiten

Final Editing Jan Willem Papo,
Louki Verschuren

MOOD FOR MAGAZINES

Business Director Marielle Arts
Creative Director Jildou van der Bijl

LINDA.NL

Executive Editor Jossine Modderman
Chef Madelijne Daub

Digital Design Lilian Bardelmeijer
of Studio Room

News Editing Tim van Erp, Eline van
der Haar, Boris Lemereis

Social Editing Gaby Boterkooper,
Merel Boudrie

LINDA.TV

Executive Editor Jossine Modderman
Final Editor Margot Jamnisek

Branded Content Editor
Lotte Bastiaansen

Producers Puck Teulings

Content Editors

Manouk da Graca, Carlijn van Loenen
(editing-assistent)



Development & Data Manager

Nienke Faber

Product Managers

Kelly van Hal, Jip Stultiens

SALES

Director B2B Caren Wassink

Sales Manager Sophie Lamkin

Account Managers Céline Franken,
Joanne Lagerweij,

Vera Loos, Susan van Malssen, Kelly
Rijnsenbrij, Claudia van der

Tas-Paulusse, Caroline Witkamp

Project Managers Sonja Garenfeld,
Saskia Geesink, Sandra Schijf,

Renske Worries

Sales Support Joanne Lagerweij,
Denise van Doorn

LINDA.HET BUREAU

Manager Robbert Elderenbosch

Senior content creative

Amy Barratt-Jones

MARKETING

Marketing Manager Madelon Smit

Marketeers Laura van der Kamp,

Renske Karel, Maud Moonen,

Ilse Nikken, Loes van Pieterse,
Billie Jean van de Ven, Odette van
Wageningen

Finance Thijs van Weezenbeek

Secretariat Sonja Arendse,

Monique Geesink, Jacqueline Leger,
Holanda Sprangers-Lazic

LINDA.FOUNDATION

Manager

Jocelyn Nassenstein-Brouwer

Employees Marjo Hageraats, Helena
van Hes, Maarten Withoos

Founding Editor

Rozemarijn de Witte

SALESKIT
APPENDICES

LINDA. IN NUMBERS

LINDA. CIRCULATION	SUBSCRIBERS	NEWSSTAND SALES	PAID TARGETED CIRCULATION	DISTRIBUTED CIRCULATION
2016	123,687	104,779	233,466	236,216
2017	122,901	101,999	231,100	232,275
2018	120,807	92,738	223,145	224,650

CIRCULATION FOR OTHER MAGAZINES	PAID TARGETED CIRCULATION 2016	PAID TARGETED CIRCULATION 2017	PAID TARGETED CIRCULATION 2017 Q3 - 2018 Q2	COSTS P/1000 PAID TARGETED CIRCULATION 2018 RATE
LINDA.	233,466	230,100	223,145	€ 1,031.17
Beau Monde	35,370	32,635	30,535	€ 1,068.77
Cosmopolitan	65,806	54,397	30,535	€ 1,781.46
Elle	64,962	54,352	43,109	€ 1,260.80
Glamour	75,006	60,929	52,299	€ 1,165.01
Happinez	136,146	130,118	125,250	€ 1,038.87
JAN	66,669	63,721	63,685	€ 1,000.57
Marie Claire	26,094	23,812	22,062	€ 1,079.32
Vogue	65,151	65,405	59,523	€ 1,098.82

LINDA.

IN NUMBERS

AVERAGE REACH PER ISSUE 2019

	ABSOLUTE	% OF NL	COSTS PER 1,000
LINDA.	1,222,000	8.40%	€ 11.05
Beau Monde	183,000	1.30%	€ 32.26
Cosmopolitan	294,000	2.00%	€ 35.71
Elle	181,000	1.30%	€ 60.50
Glamour	204,000	1.40%	€ 59.07
Happinez	412,000	2.90%	€ 26.82
JAN	225,000	1.60%	€ 41.11
Marie Claire	95,000	0.70%	€ 82.91
Vogue	258,000	1.80%	€ 48.45

AVERAGE REACH AMONG MEN PER ISSUE 2019

	ABSOLUTE	% OF NL	COSTS PER 1,000
LINDA.	283,000	4%	€ 47.70
Elsevier	240,000	3%	€ 62.48
HP/De Tijd	70,000	1%	€ 45.71
Quest	530,000	7.40%	€ 23.11
Quote	163,000	2%	€ 42.02
TopGear	232,000	3.30%	€ 25.86
Vrij Nederland	73,000	1%	€ 85.34

LINDA.

IN NUMBERS

M/F	WOMEN ABSOLUTE	MEN ABSOLUTE	WOMEN % OF NL	MEN % OF NL
LINDA.	939,000	283,000	12.80%	4.00%
Beau Monde	133,000	50,000	1.80%	0.70%
Cosmopolitan	225,000	69,000	3.10%	1%
Elle	139,000	42,000	1.90%	0.60%
Glamour	172,000	32,000	2.30%	0.40%
Happinez	307,000	105,000	4.20%	1.50%
JAN	167,000	59,000	2.30%	0.80%
Marie Claire	72,000	23,000	1%	0.30%
Vogue	197,000	62,000	2.70%	0.90%

LINDA. IN NUMBERS

AGE GROUPS	AGE GROUPS				
	13 - 19 YEARS OLD	20 - 34 YEARS OLD	35 - 49 YEARS OLD	50 - 64 YEARS OLD	65 AND OLDER
LINDA.	128,000	262,000	358,000	311,000	162,000
Beau Monde	14,000	37,000	64,000	39,000	29,000
Cosmopolitan	71,000	108,000	45,000	44,000	27,000
Elle	40,000	46,000	35,000	37,000	23,000
Glamour	52,000	82,000	36,000	23,000	11,000
Happinez	36,000	81,000	106,000	131,000	58,000
JAN	22,000	39,000	67,000	62,000	35,000
Marie Claire	8,000	24,000	27,000	23,000	15,000
Vogue	74,000	68,000	34,000	48,000	35,000

WEALTH GROUPS	WEALTH GROUPS			
	W 1 (HIGH)	W 2	W 3	W 4 + W 5
LINDA.	366,000	202,000	294,000	361,000
Beau Monde	45,000	28,000	39,000	71,000
Cosmopolitan	65,000	43,000	91,000	95,000
Elle	41,000	20,000	53,000	67,000
Glamour	41,000	26,000	68,000	68,000

N.B. WEALTH PARTITIONING IS A COMBINATION OF EDUCATION AND INCOME

LINDA. IN NUMBERS

GEOGRAPHIC DISTRIBUTION

	3 MAJOR CITIES	REST OF WEST	NORTH	EAST	SOUTH
LINDA.	195,000	449,000	109,000	254,000	260,000
Beau Monde	37,000	67,000	15,000	31,000	41,000
Cosmopolitan	54,000	95,000	35,000	63,000	68,000
Elle	32,000	50,000	15,000	29,000	38,000
Glamour	43,000	62,000	15,000	35,000	41,000
Happinez	57,000	135,000	34,000	84,000	89,000
JAN	49,000	91,000	11,000	34,000	45,000
Marie Claire	22,000	30,000	8,000	19,000	20,000
Vogue	50,000	81,000	19,000	44,000	56,000

BREADWINNER/ MONEY SPENT ON CLOTHING/ CHILDREN*

	MAIN BREAD- WINNER	€50 - €100 MONEY SPENT ON OWN CLOTHING PER MONTH	€100 - €200 MONEY SPENT ON OWN CLOTHING PER MONTH	HOUSEHOLD WITH CHILDREN
LINDA.	544,000	421,000	131,000	694,000
Beau Monde	94,000	59,000	27,000	95,000
Cosmopolitan	122,000	107,000	36,000	183,000
Elle	75,000	53,000	24,000	85,000
Glamour	71,000	69,000	29,000	116,000
Happinez	195,000	119,000	37,000	196,000
JAN	115,000	74,000	37,000	124,000
Marie Claire	48,000	32,000	*19,000	49,000
Vogue	104,000	83,000	31,000	146,000

LINDA.ADDITIONAL PROPOSITIONS

NUMBER OF PAGES LEAFLET INSERT LEAFLET IN ADHESIVE BINDING

2 PAGES	€125	€125
4 PAGES	€150	€150
6 PAGES	€160	€160
8 PAGES	€165	€165
12 PAGES	€175	€175
16 PAGES	€185	€185
20 PAGES	€200	€200
24 PAGES	€205	€205
32 PAGES	€225	€225

SALES COUPON PRICE AVAILABLE ON REQUEST*

ADHESIVE CARD STARTING AT €65

SACHET STARTING AT €90

ADDITIONAL PROPOSITION LINDA.SPECIAL

PRICE AVAILABLE ON REQUEST

ALL RATES QUOTED ARE APPROXIMATE

*PURCHASE IN CONJUNCTION WITH A FULL-PAGE AD AND A MAXIMUM OF 2 SALES CARDS PER ISSUE

COSTS

- Costs per 1,000 copies, including extra paste costs
- Excluding VAT and printing costs
- Technical costs from €31 per 1,000 copies, at insert leaflet

INSERT SPECIFICATIONS

The bullet points below provide an explanation of a specific product and are listed in the rate chart on the previous page.

- Minimum purchase is the current subscription base. A 15% surcharge applies if there is a drop in the subscription base.
- Inserts should always be smaller than the magazine size (230 x 275mm).
- Prices are approximate; we can quote a final rate after we have received a mock-up.
- Loose leaflets can be inserted into unsealed magazines provided their weight allows this.
- MfM is not liable for any expenses incurred by the customer, unless MfM has agreed to this in writing.
- Deadline for cancellation should be set at least 2 months before the closing date

SHIPPING FEE

Subscriptions-only extra services such as perfect bound (Lumbeck), pasting or inserting nonstandard advertising materials with a weight **exceeding 25 grams** are subject to the following surcharges:

Allowance per 1,000 copies ex VAT
(no discounts apply to shipping charges)

25 – 50	€10
51 – 75	€16
76 – 100	€26
101 – 125	€35
126 – 150	€43
151 – 175	€52
176 – 200	€61
201 – 225	€69

GENERAL INFORMATION

All assignments are completed in accordance with the General Advertising Terms and Conditions dated the 1st of January 2019. All nonstandard advertising materials stated in the rate card will be calculated based on the printed circulation number, which is available on request. At least 1/1 page should be purchased for sachets and adhesive cards. For the delivery of non-standard advertising materials, Terms of Delivery apply to inserts, sachets, etc. unless otherwise agreed with the Sales Support department.

LINDA.NL SNACK PACKS

MEDIUM - 1 WEEK

- ADVERTORIAL LINDA.NL
- ADVERTORIAL NEWSLETTER
- MEDIUM RECTANGLE OF HALFPAGE BANNER
150,000 VIEWS
- INSTAGRAM STORY

€ 8,750

- EXCLUDING PRODUCTION COSTS € 750

LARGE - 2 WEEKS

- ADVERTORIAL LINDA.NL
- ADVERTORIAL NEWSLETTER
- HALF PAGE MOBILE BANNER
150.000 VIEWS
150,000 VIEWS
- ROADBLOCK (BILLBOARD + HALF PAGE AD)
85,000 VIEWS
- INSTAGRAM STORY

€ 14,000

- EXCLUDING PRODUCTION COSTS € 750

X-LARGE - 1 MONTH

- 2X ADVERTORIAL LINDA.NL
- 2X ADVERTORIAL NEWSLETTER
- HALF PAGE MOBILE BANNER
150,000 VIEWS
- ROADBLOCK (BILLBOARD + HALF PAGE AD)
85,000 VIEWS
- 2 X INSTAGRAM STORY
- VIDEO ADVERTISING
250,000 VIEWS

€ 27,000

- EXCLUDING PRODUCTION COSTS € 1,500

LINDA.CALENDAR

EDITION

LINDA.MEIDEN 24
LINDA.175
LINDA.176
LINDA.MODE 20
LINDA.MEIDEN 25
LINDA.177
L'HOMO.11
LINDA.178
LINDA.MEIDEN 26
LINDA.179
LINDA.180
LINDA.MEIDEN SUMMER BOOK
LINDA.VAKANTIEBOEK
LINDA.181
LINDA.182
LINDA.MEIDEN 27
LINDA.LOVES
LINDA.183
LINDA.184
LINDA.MAN 4
LINDA.MEIDEN WINTER BOOK
LINDA.185
LINDA.18

PUBLICATION DATE

08 JANUARY 2019
16 JANUARY 2019
20 FEBRUARY 2019
05 MARCH 2019
05 MARCH 2019
20 MARCH 2019
16 APRIL 2019
16 APRIL 2019
30 APRIL 2019
15 MAY 2019
19 JUNE 2019
25 JUNE 2019
26 JUNE 2019
17 JULY 2019
14 AUGUST 2019
03 SEPTEMBER 2019
17 SEPTEMBER 2019
18 SEPTEMBER 2019
16 OCTOBER 2019
05 NOVEMBER 2019
12 NOVEMBER 2019
20 NOVEMBER 2019
18 DECEMBER 2019

DEADLINE

04 DECEMBER 2018
05 DECEMBER 2018
14 JANUARY 2019
28 JANUARY 2019
28 JANUARY 2019
11 FEBRUARY 2019
11 MARCH 2019
11 MARCH 2019
25 MARCH 2019
08 APRIL 2019
13 MAY 2019
13 MAY 2019
16 MAY 2019
10 JUNE 2019
08 JULY 2019
29 JULY 2019
05 AUGUST 2019
12 AUGUST 2019
09 SEPTEMBER 2019
30 SEPTEMBER 2019
07 OCTOBER 2019
14 OCTOBER 2019
11 NOVEMBER 2019

MATERIALS

07 DECEMBER 2018
07 DECEMBER 2018
18 JANUARY 2019
01 FEBRUARY 2019
01 FEBRUARY 2019
15 FEBRUARY 2019
15 MARCH 2019
15 MARCH 2019
29 MARCH 2019
12 APRIL 2019
17 MAY 2019
17 MAY 2019
17 MAY 2019
14 JUNE 2019
12 JULY 2019
02 AUGUST 2019
09 AUGUST 2019
16 AUGUST 2019
13 SEPTEMBER 2019
04 OCTOBER 2019
11 OCTOBER 2019
18 OCTOBER 2019
15 NOVEMBER 2019