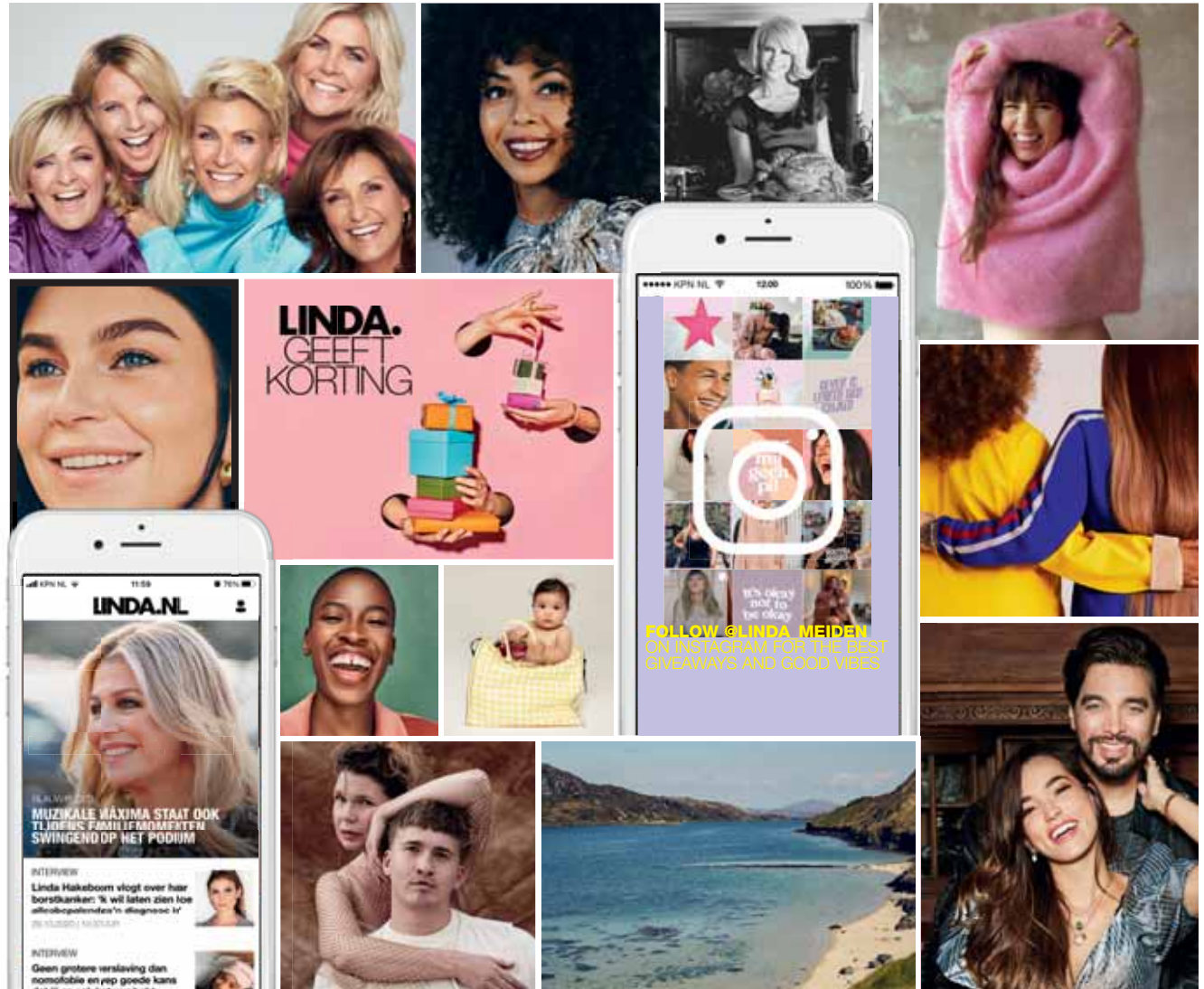




2021
LINDA.
rates

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RATES
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LINDA.RATES 2021

FACTS & FIGURES

207,112 DISTRIBUTED CIRCULATION*
250,000 PRINT RUN
115,000 SUBSCRIBERS
1,139,000 AVERAGE REACH**
12 ISSUES A YEAR +
1 LINDA SUMMER SPECIAL

*NOM MEDIA Q4 2019 - Q3 2020
**NOM PRINT MONITOR 2020 - III

RATES*

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

* RATES LISTED ARE RATES PER PAGE

2021 PUBLICATION DATES

LINDA. 199	20 JANUARY
LINDA. 200	17 FEBRUARY
LINDA. 201	17 MARCH
LINDA. 202	21 APRIL
LINDA. 203	19 MAY
LINDA. 204	16 JUNE
LINDA. SUMMER SPECIAL	22 JUNE
LINDA. 205	21 JULY
LINDA. 206	18 AUGUST
LINDA. 207	15 SEPTEMBER
LINDA. 208	20 OCTOBER
LINDA. 209	17 NOVEMBER
LINDA. 210	15 DECEMBER

NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES	LEAFLET INSERT*	LEAFLET IN ADHESIVE*
2 PAG.	€ 125	€ 125
4 PAG.	€ 150	€ 150
6 PAG.	€ 160	€ 160
8 PAG.	€ 165	€ 165
12 PAG.	€ 175	€ 175
16 PAG.	€ 185	€ 185
20 PAG.	€ 200	€ 200
24 PAG.	€ 205	€ 205
32 PAG.	€ 225	€ 225

SALES CARD TOTAL PRINT RUN	€ 25,000
SALES CARD SUBSCRIBERS	€ 12,500
COVER PASS TOTAL PRINT RUN	€ 40,000
ADHESIVE CARD STARTING FROM	€ 65*
SACHET STARTING FROM	€ 90*

NONSTANDARD ADVERTISING MATERIALS ARE SUBJECT TO AVAILABILITY AND THE RATES LISTED ARE SUBJECT TO A MOCK-UP.

*CHARGES

Charges per 1,000 copies, including adhesive and pasting charges. Excluding VAT and printing charges. Technical charges from €31 per 1,000 copies, to be inserted separately/placed separately for leaflets.

SURCHARGE TO COVER SHIPPING CHARGES

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:

Surcharge per 1,000 copies ex VAT (no discounts apply to surcharges on 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 Terms and Conditions dated the 1st of January 2021. All nonstandard advertising materials stated in this 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.

INSERT SPECIFICATIONS

The bullet points below provide details on specific products listed in the rate chart LINDA. nonstandard advertising materials

- 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.
- 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.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333
OR EMAIL SALES@LINDA.NL

LINDA.RATES 2021

meiden

FACTS & FIGURES

54,732 DISTRIBUTED CIRCULATION*
 90,000 PRINT RUN
 20,000 SUBSCRIBERS
 PUBLICATION FREQUENCY 4 ISSUES A YEAR +
 SUMMER SPECIAL & WINTER SPECIAL
 IN STORES FOR 8-10 WEEKS
 OWN FEATURE ON LINDA.NL
 86,600 INSTAGRAM FOLLOWERS
 64,000 YOUTUBE SUBSCRIBERS
 *NOM MEDIA Q4 2019 - Q3 2020

PRINT RATES

1/1 PAGE PRINT € 7,920
 2/1 PAGE PRINT € 15,840
 1/1 ADVERTORIAL PAGE PRINT € 9,108*
 2/1 ADVERTORIAL PAGE PRINT € 18,216*

*EXCLUDING PRODUCTION COSTS STARTING AT €2,500

2021 PUBLICATION DATES

LINDA.MEIDEN 32 5 JANUARY
 LINDA.MEIDEN 33 23 FEBRUARY
 LINDA.MEIDEN 34 28 APRIL
 LINDA.MEIDEN ZOMERBOEK 23 JUNE
 LINDA.MEIDEN 35 31 AUGUSTUS
 LINDA.MEIDEN WINTERBOEK 2 NOVEMBER

NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES	LEAFLET INSERT*	LEAFLET IN ADHESIVE*
2 PAG.	€ 125	€ 125
4 PAG.	€ 150	€ 150
6 PAG.	€ 160	€ 160
8 PAG.	€ 165	€ 165
12 PAG.	€ 175	€ 175
16 PAG.	€ 185	€ 185
20 PAG.	€ 200	€ 200
24 PAG.	€ 205	€ 205
32 PAG.	€ 225	€ 225

SALES CARD TOTAL PRINT RUN	€ 10,000
COVER PASS TOTAL PRINT RUN	€ 15,000
ADHESIVE CARD STARTING FROM	€ 65*
SACHET STARTING FROM	€ 90*

NONSTANDARD ADVERTISING MATERIALS ARE SUBJECT TO AVAILABILITY AND THE RATES LISTED ARE SUBJECT TO A MOCK-UP.

*CHARGES

Charges per 1,000 copies, including adhesive and pasting charges. Excluding VAT and printing charges. Technical charges from €31 per 1,000 copies, to be inserted separately/placed separately for leaflets.

SURCHARGE TO COVER SHIPPING CHARGES

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Surcharge per 1,000 copies ex VAT (no discounts apply to surcharges on 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

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INSERT SPECIFICATIONS

The bullet points below provide details on specific products listed in the rate chart LINDA.meiden nonstandard advertising materials

- 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.
- 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.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

LINDA. meiden.RATES 2021

DIGITAL RATES

	RATE	PRODUCTION COSTS
ADVERTORIAL ROS FIXED ON MEIDEN.NL	€ 4,500	€ 500
LINDA.MEIDEN LIST	€ 1,000	€ 100
LINDA.MEIDEN INSTAGRAM STORY	€ 1,250	€ 250
LINDA.MEIDEN WINSTAGRAM (POST)	€ 1,250	€ 250
LINDA.MEIDEN-LAB TESTPANEL TRY BEFORE YOU BUY	€ 7,000	€ 1,000
LINDA.MEIDEN-LAB LIVE	€ 16,000	FROM € 2,500
LINDA.MEIDEN INSTAGRAM- POLL (3 STORIES)	€ 3,750	€ 750
LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES) + RESULTS ADVERTORIAL	€ 8,250	€ 1,250
DARK-POST ON INSTAGRAM	€ 5 CPM	€ 300
MEDIUM SNACK PACK	€ 5,500	€ 750
LARGE SNACK PACK	€ 10,000	€ 1,500

ADVERTORIALS

LINDA.nl editors write an advertorial in the LINDA.nl/meiden look & feel, based on a clear briefing and supplied images.

The advertorial will be featured on LINDA.nl and the app for one week (ROS) and fixed on lindameiden.nl.

LINDA.MEIDEN LIST OF THE DAY

Editorial article on lindameiden.nl with one paid member and a link to the site.

LINDA.MEIDEN-LAB TESTPANEL: TRY BEFORE YOU BUY

Testing all the best products in their homes, with testers sharing their opinions by taking an online poll. LINDA. editors write a general article about this summarizing the reviews.

The final review is the average of the scores for the separate components.

LINDA.MEIDEN-LAB LIVE

If you attend one of our live labs, you will meet our testers, see them at work and will receive on-the-spot feedback. Everything is captured on camera, and we then post this video in a results advertorial on lindameiden.nl. Including: call-to-action advertorial, mailing database, results advertorial, and cross-placement in the newsletter and Instagram Story.

SOCIAL

Competition, Instagram Story or dark post on LINDA.meiden Instagram.

SNACK PACK

Connect your brand to the LINDA.meiden content with a combination of spot advertising and advertiser-funded programming (i.e. branded content) on LINDA.meiden.nl.

THE MEDIUM PACK INCLUDES THE FOLLOWING:

- Advertorial
- Instagram Story
- Medium rectangle/half-page banner 100,000 views

THE LARGE SNACK PACK INCLUDES THE FOLLOWING:

- Two advertorials
- Two Instagram Stories
- Medium rectangle/half-page banner 150,000 views

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

LINDA.LOVES RATES 2021

FACTS & FIGURES

85,000 PRINT RUN
18,000 SUBSCRIBERS
3 TIMES A YEAR.
IN STORES FOR 12 WEEKS

RATES

1/1 PAGE	€ 7,920
2/1 PAGE	€ 15,840
1/1 ADVERTORIAL PAGE	€ 9,108 *
2/1 ADVERTORIAL PAGE	€ 18,216*
LINDA.NL LINDA.LOVES LIST	€ 1,000**

*EXCLUDING PRODUCTION COSTS STARTING AT €2,500

**EXCLUDING PRODUCTION COSTS STARTING AT €100

2021 PUBLICATION DATES

LINDA.LOVES 5	2 MARCH
LINDA.LOVES 6	7 SEPTEMBER
LINDA.LOVES 7	9 NOVEMBER

NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES	LEAFLET INSERT*	LEAFLAT IN ADHESIVE*
2 PAG.	€ 125	€ 125
4 PAG.	€ 150	€ 150
6 PAG.	€ 160	€ 160
8 PAG.	€ 165	€ 165
12 PAG.	€ 175	€ 175
16 PAG.	€ 185	€ 185
20 PAG.	€ 200	€ 200
24 PAG.	€ 205	€ 205
32 PAG.	€ 225	€ 225

SALES CARD TOTAL PRINT RUN	€ 10,000
COVER PASS TOTAL PRINT RUN	€ 15,000
ADHESIVE CARD STARTING FROM	€ 65*
SACHET STARTING FROM	€ 90*

NONSTANDARD ADVERTISING MATERIALS ARE SUBJECT TO AVAILABILITY AND THE RATES LISTED ARE SUBJECT TO A MOCK-UP.

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Surcharge per 1,000 copies ex VAT (no discounts apply to surcharges on shipping charges)

25 – 50	€ 10
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76 – 100	€ 26
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126 – 150	€ 43
151 – 175	€ 52
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201 – 225	€ 69

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INSERT SPECIFICATIONS

The bullet points below provide details on specific products listed in the rate chart LINDA.loves nonstandard advertising materials

- 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.
- 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.

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OR EMAIL SALES@LINDA.NL

LINDA. DIGITAL RATES 2021

NON SPOT LINDA.NL

	RATE	PRODUCTION COSTS
ADVERTORIAL BASED ON COST PER VIEW	€ 1,- PER VIEW	€ 500
ADVERTORIAL BASED ON QUALITY READ RATE	€ 2,50 PER QR	€ 500
CROSS-PLACEMENT LINDA.NL NEWSLETTER	€ 4,000	
CROSS-PLACEMENT ADVERTORIAL RITS	€ 2,500	€ 500
LINDA.LOVES-LIST	€ 1,000	€ 100
LINDA.LAB TEST PANEL	FROM € 7,000	FROM € 1,000
LINDA.LAB LIVE	€ 16,000	FROM € 2,500
LINDA.QUIZ	€ 19,000	€ 3,000
CALENDER	€ 44,000	€ 8,000
SPONSORING PILLAR	FROM €30,000	FROM €3,000
ACTION PAGE	FROM € 34,000	FROM € 3,000

ADVERTORIALS

LINDA.nl editors write an advertorial in the LINDA. look & feel, based on a clear briefing and supplied images. The advertorial will be featured on LINDA.nl and in the app (ROS). AdvertorialRits, a collection of at least four cross-placement advertorials in one series including recognizable branding from advertisers. NEW! Pay based on Quality Read (minimum of 15 seconds).

LINDA.LOVES LIST

Editorial article on LOVES pillar on LINDA.nl with one paid participant and a link to the site.

LINDA.QUIZ

Compete in quizzes together with the most fun-loving women in the Netherlands; 8 open-ended and/or closed-ended questions Interaction and brand experience with LINDA. readers in a fun and playful way with the signature LINDA. twist. There are several playing options to choose from: poll, personality quiz or a competitive element. The quiz consists of 2 advertorials on LINDA.nl, including cross-placement in the app, 1 cross-placement in the newsletter and 2 Instagram Stories, including swipe-up to the advertorials. Optional: co-branding banner for extra content.

LINDA.LAB: LINDA'S TEST PANEL

Testing all the best products in their homes, with testers sharing their opinions by taking an online poll. LINDA. editors write a general article about this summarizing the reviews. The final review is the average of the scores for the separate components.

LINDA.LAB LIVE

If you attend one of our live labs, you will meet our testers, see them at work and will receive on-the-spot feedback. Everything is captured on camera, and we then post this video in a results

advertorial on LINDA.nl, including call-to-action advertorial, mailing database, results advertorial, and cross-placement in the newsletter and Instagram Story.

NEWSLETTER ADVERTORIAL

Cross-placement of the advertorial in the LINDA newsletter. Daily mix of news highlights on LINDA.nl: packed with news items, human-interest stories, the best lifestyle tips and the most popular articles. The newsletter is sent out every Monday to Friday around lunchtime to a large number of subscribers.

CALENDER

Counting down for four weeks using the LINDA.nl calendar. Featuring inspirational content, humour, items to be won and valuable tips. Editorial content interspersed with advertorials and content present throughout the entire LINDA.nl platform. Content: 4 ROS advertorials fixed in the calendar with cross-placement in the newsletter, 4 Instagram Stories, 2 competitions, 400,000 impressions (banners) and an editorial article including link.

SPONSORING PILLAR

For advertisers, a minimum of 2 weeks of sponsorship of a pillar on LINDA.nl. Fashion, Beauty, Travel, Living, etc. Content: sponsored header, content banner for articles, branded or co-branded banner (50,000 impressions), 2 advertorials with cross-placement in the newsletter and 2 Instagram Stories.

ACTION PAGE

Within a LINDA.nl pillar for a minimum of 2 weeks. Your own branded-content platform, including sponsored header, content banner for articles, branded or co-branded banner (300,000 impressions), 2 advertorials with cross-placement in the newsletter and 2 Instagram Stories.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

LINDA. DIGITAL RATES 2021

DIGITAL SNACK PACKS

Connect your brand to the LINDA. content with a combination of spot advertising and advertiser-funded programming (i.e. branded content) on LINDA.nl.

	RATE	PRODUCTION COSTS
LINDA.NL MEDIUM SNACK PACK	€ 9,000	€ 750
LINDA.NL LARGE SNACK PACK	€ 15,000	€ 750
LINDA.NL X-LARGE SNACK PACK	€ 25,000	€ 1,500

MEDIUM SNACK PACK

Consisting of an advertorial on LINDA.nl, cross-placement in the LINDA. newsletter, 1 Instagram Story on LINDA.'s Instagram and a medium rectangle/half-page banner (150,000 views).

LARGE SNACK PACK

Consisting of an advertorial on LINDA.nl, cross-placement in the LINDA. newsletter, 1 Instagram Story on LINDA.'s Instagram and use of a roadblock (half-page ad and billboard) (85,000 views) and a medium rectangle/half-page banner (150,000 views).

X-LARGE SNACK PACK

Consisting of 2 advertorials on LINDA.nl, 2 cross-placements in the LINDA. newsletter, 2 Instagram Stories on LINDA.'s Instagram and use of a roadblock (half-page ad and billboard) (85,000 views), a medium rectangle/half-page banner (150,000 views) and video advertising (250,000 views).

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

LINDA. DIGITAL RATES 2021

SPOT LINDA.NL

Connect your brand to the LINDA. content using banners and video advertising.

DESKTOP	RATE
MEDIUM RECTANGLE	€ 25 CPM
SKYSCRAPER	€ 35 CPM
HALF-PAGE AD	€ 45 CPM
BILLBOARD	€ 45 CPM
ROADBLOCK (BILLBOARD + MEDIUM RECTANGLE)	€ 65 CPM
ROADBLOCK (BILLBOARD + HPA)	€ 85 CPM
SKIN + BILLBOARD	€ 90 CPM
PRE-ROLL VIDEO	€ 32 CPM
MOBILE	
HALF-PAGE BANNER	€ 25 CPM
TOP-SINGLE BANNER	€ 15 CPM
TOP-DOUBLE BANNER	€ 30 CPM
PRE-ROLL VIDEO	€ 34 CPM
PRE-ROLL VIDEO	€ 32 CPM

SOCIAL

Competition, Instagram Story or dark post on LINDA.'s Instagram.

	RATE	PRODUCTION COSTS
LINDA. INSTAGRAM STORY	€ 3,000	€ 250
LINDA.WINSTAGRAM (POST)	ON REQUEST	
DARK POST ON INSTAGRAM	€ 5 CPM	€ 300

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

LINDA. DIGITAL RATES 2021

LINDA. VIDEO & AUDIO

From LINDA.originals to white-label videos and podcasts.

	RATE	PRODUCTION COSTS
LINDA. VIDEO		
CUSTOM MADE BRANDED LINDA. ORIGINAL FORMAT	PRICE AVAILABLE ON REQUEST	
WHITE-LABEL VIDEO	PRICE AVAILABLE ON REQUEST	
LINDA. AUDIO		
LINDA.-PODCASTS	PRICE AVAILABLE ON REQUEST	

LINDA. VIDEO

From LINDA.originals to white-label videos. LINDA.originals: an exciting mix of reality, drama and lifestyle programmes, always straight from the heart. The content ranges from major fiction series to smaller video formats and appealing white-label videos commissioned by, and in conjunction with, various advertisers. Embrace an existing format or an all-new custom-created LINDA.original.LINDA.originals is created by LINDA. and we drive the video content from an editorial viewpoint through a regular promotional pack, and in addition there are cross-promotional opportunities available with the Talpa Network.

LINDA. AUDIO

Listen to our LINDA. podcasts. As before: you have the option to embrace an existing podcast (such as Roels Sofa Sessies) or use a custom-made podcast. We can agree on the content creator; this should always be done by the producers of, and with the signature quality of, LINDA. If you, as an advertiser, would like to be the content creator, you have the option to create a white-label video. Created by and with LINDA.'s signature quality levels, where the content can be used any way you like. Media are purchased separately for white-label production.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

LINDA. GEEFT KORTING 2021



WE KNOW WHAT WOMEN LIKE.

That's why LINDA.'s editors pick the finest products and highest-quality services at competitive prices with good taste and love. We use all our media channels for promotional purposes. You will receive the 'LINDA.'s Favourite' label. We offer three proposition packs **starting at €35,000**. Feel free to contact us if you would like to learn more about the opportunities available.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL