

NP RATECARD 2018 Q2

ALL RATES ARE GROSS

	Product	Period	Platform*	#ins	Art600	Impress	CPM	Format	index	GROS Rate	Special rates
PAPER +	NP1	1 day	Paper+	1				Art.1000	120	€ 127.058	Weekend +10%
			Paper+	1	€ 105.882	6,7 mio	15,7	Art600	100	€ 105.882	Weekend +10%
			Paper+	1				Art.500	85	€ 90.000	Weekend +10%
			Paper+	1				NPCOUPON Art1000		€ 100.000	Weekend +10%
			Paper+	1				NPTOPTOP Art1000		€ 100.000	Weekend +10%
	NP3	2 weeks	Paper+	3				Art.1000	120	€ 310.589	3PACT floating € 288.235
			Paper+	3	€ 258.824	20,2 mio	12,8	Art 600	100	€ 258.824	
			Paper+	3				Art.500	85	€ 220.000	
			Paper+	3				Art250	55	€ 142.353	
	NP5	2 weeks	Paper+	5				Art.1000	120	€ 395.294	5PACT floating € 370.588
			Paper+	5	€ 329.412	33,7 mio	9,8	Art. 600	100	€ 329.412	
			Paper+	5				Art.500	85	€ 280.000	
			Paper+	5				Art. 250	55	€ 181.177	
			Paper+	5				Acc.100/120	50	€ 164.706	
			Paper+	5				Ap.400	40	€ 131.765	
NP7	3 weeks	Paper+	7	€ 447.059	47,2 mio	9,5	Art. 600	100	€ 447.059		
		Paper+	7				Art. 250	55	€ 245.882		
		Paper+	7				Acc.100/120	50	€ 223.530		
			Paper+	7			Ap.400	40	€ 178.824		
DIGITAL	ROS	3 days	Web Mobile	10% SOV		10,0 mio	7,5	Halfpage IMU		€ 75.000	

* Paper+ = Papier+ digital replicas of paper