

Ratecard 2024



)NP(3D

| Print format | Digital format | NP net rate |
|------------------|---------------------------------------|-----------------|
| NP3D Art.1000 | | €184.000 |
| NP3D Art.750 | Full Impact on desktop (1,5 Mio imp.) | €159.000 |
| NP3D Art.500 | IMU on mobile (1,75 Mio imp.) | €134.000 |
| NP3D Art.250 | IMU on newsletters (750 000 imp.) | €84.000 |
| NP3D Acc.100/120 | | €84.000 |

NP rates print only

| | Print format | # | Media value 2024 | NP gross rate | NP net rate |
|--------------------|--------------|---|------------------|---------------|-----------------|
| Basic | Art.250 | 3 | €326.319 | €70.588 | €60.000 |
| | Acc.100/120 | 3 | €295.290 | €70.588 | €60.000 |
| Impact | Art.1000 | 1 | €290.804 | €105.882 | €90.000 |
| | | 3 | €872.412 | €211.765 | €180.000 |
| | Art.750 | 1 | €228.071 | €100.000 | €85.000 |
| | | 3 | €684.213 | €176.471 | €150.000 |
| | Art.500 | 1 | €183.504 | €84.706 | €72.000 |
| | | 3 | €550.512 | €141.176 | €120.000 |
| Superior | 1/2 pano | 1 | €312.708 | €127.059 | €108.000 |
| | Pano | 1 | €448.254 | €158.824 | €135.000 |
| Top Topical | Art.1000 | 1 | €290.804 | €100.000 | €85.000 |
| | Art.750 | 1 | €228.071 | €82.941 | €70.500 |
| | Art.500 | 1 | €183.504 | €70.000 | €59.500 |

General Terms & Conditions of sale

Weekend issue +15%

NP3 valid for a period of 2 weeks

NP3D digital : 4 Mio imp. on a period of 3 consecutive days

Deadlines digital : at 12am, 3 working days before the beginning of the campaign

Deadlines print : at 12am, 2 working days before release