





SPOT ADVERTISING RATES 2017



PRINT ADVERTISING

Basic CPM tariff: € 12. All prices and tariffs exclude VAT. Rates are valid from the 1st of January up until the 31st of December 2017

REACH (x 1000)		x	SEASON INDEX		x	BRAND INDEX		x	PAGE TYPE INDEX		x	POSITION INDEX	
Computer!Totaal	452		January	0.85		Computer!Totaal	0.80			1.60		regular inside page	0.90
PCM	193		February	0.90		PCM	1.00					right page	1.00
Computer Idee	522		March	0.90		Computer Idee	0.70					preference position	1.05
ZOOM	247		April	1.00		ZOOM	1.00			1.00		cover	1.10
Power Unlimited	177		May	1.00		Power Unlimited	1.00						
Media Totaal	147		June	1.10		Media Totaal	1.00						
Tips & Trucs	185		July	0.90		Tips & Trucs	0.60			0.60			
			August	0.90									
			September	1.05									
			October	1.10									
			November	1.20						0.35			
			December	1.10									

Calculation example, based on Full Page in Computer!Totaal, April issue, regular inside page:










BASIC CPM TARIFF € 12	x	REACH 452	x	SEASON INDEX 1.00	x	BRAND INDEX 0.80	x	PAGE TYPE INDEX 1.00	x	POSITION INDEX 0.90	=	PRICE (VAT EXCL) € 3905.28
--------------------------	---	--------------	---	----------------------	---	---------------------	---	-------------------------	---	------------------------	---	-------------------------------

SPOT ADVERTISING RATES 2017



ONLINE ADVERTISING

Does not include retargetting. All prices and tariffs exclude VAT. Rates are valid from the 1st of January up until the 31st of December 2017

CPM		x	SEASON INDEX		x	BRAND INDEX		x	# OF IMPRESSIONS (X 1000)
Leaderboard 728 x 90 px		€ 19,20	January	0,85		Computer!Totaal	0,80		100
Billboard 970 x 250 px		€ 40,53	February	0,90		PCM	1,00		150
Half Page 300 x 600 px		€ 37,33	March	0,90		Computer Idee	0,70		200
Rectangle 300 x 250 px		€ 24,00	April	1,00		ZOOM.nl	1,00		250
Skin Full screen background		€ 53,33	May	1,00		Power Unlimited	1,00		300
Large Skin Skin+Billboard		€ 69,33	June	1,10		Media Totaal	1,00		or custom # of impressions
Site take-over Skin+Leaderboard +Rectangle		€ 61,87	July	0,90		Tips & Trucs	0,60		
Floor ad 1024 x 70 px		€ 42,67	August	0,90		Inside Gamer	1,00		
Prestitial 1024 x 748 px		€ 69,33	September	1,05		Gamer.nl	1,00		
			October	1,10					
			November	1,20					
			December	1,10					

Calculation example, based on Leaderboard, February, PCM, 100.000 impressions:

CPM € 19,20	x	SEASON INDEX 0,90	x	BRAND INDEX 1,00	x	# OF IMPRESSIONS 100	=	PRICE (VAT EXCL) € 1728
----------------	---	----------------------	---	---------------------	---	-------------------------	---	----------------------------

PRINT SPECIFICATIONS FOR COMPUTER!TOTAAL 2017

type page: 230 x 300 mm (b x h)
 type area: 200 x 270 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 16 mm | head margin: 16 mm






PAGE FORMAT	IN MM
 2 PAGE SPREAD	460 x 300
 FULL PAGE	230 x 300
 HALF VERTICAL	115 x 300
 HALF HORIZONTAL	230 x 150
 ¼ PAGE VERTICAL	115 x 150

ISSUE	CLOSING DATE	PUBLICATION DATE
C!T 1-2 2017	25-11-2016	16-12-2016
C!T 3 2017	6-1-2017	27-1-2017
C!T 4 2017	10-2-2017	3-3-2017
C!T 5 2017	17-3-2017	7-4-2017
C!T 6 2017	21-4-2017	12-5-2017
C!T 7-8 2017	26-5-2017	16-6-2017
C!T 9 2017	7-7-2017	28-7-2017
C!T 10 2017	11-8-2017	1-9-2017
C!T 11 2017	15-9-2017	6-10-2017
C!T 12 2017	20-10-2017	10-11-2017
C!T 1-2 2018	24-11-2017	15-12-2017

GENERAL SPECIFICATIONS
<ul style="list-style-type: none"> • Add 5 mm margin • Spot colours not possible, build from CMYK • Send all material via e-mail or WeTransfer • Send all material no later than closing date • File format: high resolution PDF with a minimum of 300 dpi • 2 page spread must be delivered as 2 single pages • Fonts must be embedded in PDF

PRINT SPECIFICATIONS FOR COMPUTER IDEE 2017

type page: 215 x 285 mm (b x h)
 type area: 195 x 265 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 10 mm | head margin: 10 mm

PAGE FORMAT	IN MM
 2 PAGE SPREAD	430 x 285
 FULL PAGE	215 x 285
 HALF VERTICAL	107 x 285
 HALF HORIZONTAL	215 x 142
 ¼ PAGE VERTICAL	107 x 142






ISSUE	CLOSING DATE	PUBLICATION DATE
CID 1 2017	28-11-2016	13-12-2016
CID 2 2017	12-12-2016	27-12-2016
CID 3 2017	22-12-2016	10-1-2017
CID 4 2017	9-1-2017	24-1-2017
CID 5 2017	23-1-2017	7-2-2017
CID 6 2017	6-2-2017	21-2-2017
CID 7 2017	20-2-2017	7-3-2017
CID 8 2017	6-3-2017	21-3-2017
CID 9 2017	20-3-2017	4-4-2017
CID 10 2017	3-4-2017	18-4-2017
CID 11 2017	17-4-2017	2-5-2017
CID 12 2017	1-5-2017	16-5-2017
CID 13 2017	15-5-2017	30-5-2017
CID 14 2017	29-5-2017	13-6-2017
CID 15 2017	12-6-2017	27-6-2017
CID 16 2017	26-6-2017	11-7-2017
CID 17 2017	10-7-2017	25-7-2017
CID 18 2017	24-7-2017	8-8-2017
CID 19 2017	7-8-2017	22-8-2017
CID 20 2017	21-8-2017	5-9-2017
CID 21 2017	4-9-2017	19-9-2017
CID 22 2017	18-9-2017	3-10-2017
CID 23 2017	2-10-2017	17-10-2017
CID 24 2017	16-10-2017	31-10-2017
CID 25 2017	30-10-2017	14-11-2017
CID 26 2017	13-11-2017	28-11-2017

GENERAL SPECIFICATIONS
<ul style="list-style-type: none"> • Add 5 mm margin • Spot colours not possible, build from CMYK • Send all material via e-mail or WeTransfer • Send all material no later than closing date • File format: high resolution PDF with a minimum of 300 dpi • 2 page spread must be delivered as 2 single pages • Fonts must be embedded in PDF

EDITIE	CLOSING DATE	PUBLICATION DATE
CID 1 2018	27-11-2017	12-12-2017
CID 2 2018	11-12-2017	27-12-2017

PRINT SPECIFICATIONS FOR PCM 2017

type page: 215 x 300 mm (b x h)
 type area: 183 x 267 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 16 mm | head margin: 16 mm






PAGE FORMAT	IN MM
 2 PAGE SPREAD	430 x 300
 FULL PAGE	215 x 300
 HALF VERTICAL	107 x 300
 HALF HORIZONTAL	215 x 150
 ¼ PAGE VERTICAL	107 x 150

ISSUE	CLOSING DATE	PUBLICATION DATE
PCM 1 2017	2-12-2016	20-12-2016
PCM 2 2017	6-1-2017	24-1-2017
PCM 3 2017	3-2-2017	21-2-2017
PCM 4 2017	3-3-2017	21-3-2017
PCM 5 2017	7-4-2017	25-4-2017
PCM 6 2017	5-5-2017	23-5-2017
PCM 7 2017	2-6-2017	20-6-2017
PCM 8 2017	30-6-2017	18-7-2017
PCM 9 2017	28-7-2017	15-8-2017
PCM 10 2017	1-9-2017	19-9-2017
PCM 11 2017	29-9-2017	17-10-2017
PCM 12 2017	27-10-2017	14-11-2017
PCM 1 2018	1-12-2017	19-12-2017

GENERAL SPECIFICATIONS
<ul style="list-style-type: none"> • Add 5 mm margin • Spot colours not possible, build from CMYK • Send all material via e-mail or WeTransfer • Send all material no later than closing date • File format: high resolution PDF with a minimum of 300 dpi • 2 page spread must be delivered as 2 single pages • Fonts must be embedded in PDF

PRINT SPECIFICATIONS FOR TIPS&TRUCS 2017

type page: 210 x 285 mm (b x h)
 type area: 190 x 250 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 10 mm | head margin: 16 mm

PAGE FORMAT	IN MM
 2 PAGE SPREAD	420 x 285
 FULL PAGE	210 x 285
 HALF VERTICAL	105 x 285
 HALF HORIZONTAL	210 x 142
 ¼ PAGE VERTICAL	105 x 142

ISSUE #	CLOSING DATE	PUBLICATION DATE
T&T 1-2 2017	25-11-2016	16-12-2016
T&T 3 2017	6-1-2017	27-1-2017
T&T 4 2017	10-2-2017	3-3-2017
T&T 5 2017	17-3-2017	7-4-2017
T&T 6 2017	21-4-2017	12-5-2017
T&T 7-8 2017	26-5-2017	16-6-2017
T&T 9 2017	7-7-2017	28-7-2017
T&T 10 2017	11-8-2017	1-9-2017
T&T 11 2017	15-9-2017	6-10-2017
T&T 12 2017	20-10-2017	10-11-2017
T&T 1-2 2018	24-11-2017	15-12-2017

GENERAL SPECIFICATIONS
<ul style="list-style-type: none"> • Add 5 mm margin • Spot colours not possible, build from CMYK • Send all material via e-mail or WeTransfer • Send all material no later than closing date • File format: high resolution PDF with a minimum of 300 dpi • 2 page spread must be delivered as 2 single pages • Fonts must be embedded in PDF

PRINT SPECIFICATIONS FOR ZOOM.NL 2017

type page: 230 x 300 mm (b x h)
 type area: 202 x 270 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 14 mm | head margin: 16 mm

PAGE FORMAT	IN MM
 2 PAGE SPREAD	460 x 300
 FULL PAGE	230 x 300
 HALF VERTICAL	115 x 300
 HALF HORIZONTAL	230 x 150
 ¼ PAGE VERTICAL	115 x 150





ISSUE #	CLOSING DATE	PUBLICATION DATE
ZM 1-2 2017	25-11-2016	16-12-2016
ZM 3 2017	20-1-2017	10-2-2017
ZM 4 2017	3-3-2017	24-3-2017
ZM 5 2017	14-4-2017	5-5-2017
ZM 6-7 2017	26-5-2017	16-6-2017
ZM 8 2017	21-7-2017	11-8-2017
ZM 9 2017	1-9-2017	22-9-2017
ZM 10 2017	13-10-2017	3-11-2017
ZM 1-2 2018	25-11-2017	17-12-2017

ZOOM.NL SPECIALS		
Summer 1 2017	23-6-2017	7-7-2017
Winter 1 2017	10-11-2017	24-11-2017

GENERAL SPECIFICATIONS
<ul style="list-style-type: none"> • Add 5 mm margin • Spot colours not possible, build from CMYK • Send all material via e-mail or WeTransfer • Send all material no later than closing date • File format: high resolution PDF with a minimum of 300 dpi • 2 page spread must be delivered as 2 single pages • Fonts must be embedded in PDF

PRINT SPECIFICATIONS FOR SHUTR.PHOTO 2017

type page: 230 x 300 mm (b x h)
 type area: 198 x 270 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 16 mm | head margin: 16 mm






FORMAT	IN MM
 2 PAGE SPREAD	460 x 300
 FULL PAGE	230 x 300
 HALF VERTICAL	115 x 300
 HALF HORIZONTAL	230 x 150

ISSUE #	CLOSING DATE	PUBLICATION DATE
SHUTR 1 2017	3-3-2017	24-3-2017
SHUTR 2 2017	23-5-2017	16-6-2017
SHUTR 3 2017	25-8-2017	15-9-2017
SHUTR 4 2017	17-11-2017	8-12-2017

GENERAL SPECIFICATIONS
<ul style="list-style-type: none"> • Add 5 mm margin • Spot colours not possible, build from CMYK • Send all material via e-mail or WeTransfer • Send all material no later than closing date • File format: high resolution PDF with a minimum of 300 dpi • 2 page spread must be delivered as 2 single pages • Fonts must be embedded in PDF

PRINT SPECIFICATIONS FOR POWER UNLIMITED 2017

type page: 230 x 300 mm (b x h)
 type area: 210 x 270 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 10 mm | head margin: 16 mm

FORMAT	IN MM
 2 PAGE SPREAD	460 x 300
 FULL PAGE	230 x 300
 HALF VERTICAL	115 x 300
 HALF HORIZONTAL	230 x 150
 ¼ PAGE VERTICAL	115 x 150






ISSUE #	CLOSING DATE	PUBLICATION DATE
PU 1 2017	5-12-2016	20-12-2016
PU 2 2017	9-1-2017	24-1-2017
PU 3 2017	6-2-2017	21-2-2017
PU 4 2017	6-3-2017	21-3-2017
PU 5 2017	3-4-2017	18-4-2017
PU 6 2017	1-5-2017	16-5-2017
PU 7 2017	5-6-2017	20-6-2017
PU 8 2017	3-7-2017	18-7-2017
PU 9 2017	7-8-2017	22-8-2017
PU 10 2017	4-9-2017	19-9-2017
PU 11 2017	2-10-2017	17-10-2017
PU 12 2017	6-11-2017	21-11-2017
PU 1 2018	4-12-2017	19-12-2017

GENERAL SPECIFICATIONS

- Add 5 mm margin
- Spot colours not possible, build from CMYK
- Send all material via e-mail or WeTransfer
- Send all material no later than closing date
- File format: high resolution PDF with a minimum of 300 dpi
- 2 page spread must be delivered as 2 single pages
- Fonts must be embedded in PDF

PRINT SPECIFICATIONS FOR MEDIA TOTAAL 2017

type page: 210 x 297 mm (b x h)
 type area: 190 x 265 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 10 mm | head margin: 16 mm

FORMAT	IN MM
 2 PAGE SPREAD	420 x 297
 FULL PAGE	210 x 297
 HALF VERTICAL	105 x 297
 HALF HORIZONTAL	210 x 148
 ¼ PAGE VERTICAL	105 x 148

ISSUE #	CLOSING DATE	PUBLICATION DATE
MT 392 2017	30-1-2017	14-2-2017
MT 393 2017	20-3-2017	4-4-2017
MT 394 2017	15-5-2017	30-5-2017
MT 395 2017	31-7-2017	15-8-2017
MT 396 2017	11-9-2017	26-9-2017
MT Special 2017	9-10-2017	24-10-2017
MT 397 2017	23-10-2017	7-11-2017
MT 398 2017	27-11-2017	12-12-2017

GENERAL SPECIFICATIONS

- Add 5 mm margin
- Spot colours not possible, build from CMYK
- Send all material via e-mail or WeTransfer
- Send all material no later than closing date
- File format: high resolution PDF with a minimum of 300 dpi.
- 2 page spread must be delivered as 2 single pages
- Fonts must be embedded in PDF