





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		2 PAGE SPREAD			right page	1.00
Computer Idee	522		March	0.90		Computer Idee	0.70			1.00		preference position	1.05
ZOOM	247		April	1.00		ZOOM	1.00		FULL PAGE			cover	1.10
Power Unlimited	177		May	1.00		Power Unlimited	1.00			0.60			
Media Totaal	147		June	1.10		Media Totaal	1.00		HALF VERTICAL				
Tips & Trucs	185		July	0.90		Tips & Trucs	0.60			0.35			
			August	0.90					¼ PAGE VERTICAL				
			September	1.05									
			October	1.10									
			November	1.20									
			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
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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
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