GENERAL INFORMATION

title	: VROUW
published by	: Telegraaf Media Nederland
day of issue	: Friday
issued	: Weekly
sales	: Telegraaf Media Nederland P.O. box 376, 1000 EB Amsterdam Tel: +31(0)20-585 9100 Fax: +31(0)20-585 9191
subscription rate	: n/a
single copy	: n/a
deadlines	: p.t.o.
material	: Telegraaf Media Nederland Basisweg 30 Posttbus 376 1043 AP Amsterdam 1000 EB Amsterdam Tel: +31(0)20 - 585 8006 fax: +31(0)20 - 585 2216 E-mail: tijdschriften@telegraafmedia.nl
general terms	: www.telegraafmedia.nl/nationalmedia
website	: www.telegraafmedia.nl/nationalmedia

Groep publiekstijdschriften

Nederlands uitgeversverbond

TECHNICAL SPECIFICATIONS

trim size	: 221 X 274
printing process	: recto-verso 4/4 bleed
cover paper	: 60 g. mechanical Silk MC extra white
reproduction material	: Certified PDF for magazines in the Netherlands Costs resulting from supply of non-press-ready advertisementmaterial, will be charged at cost price

total circulation	: 774,325

HOI (2009 Q3 – 2010 Q2)

Formats and dimensions in mm; width x height

	Type area	Trim size
1/4	100 x 125	108 x 135
1/4	48 x 254	52 x 274
1/3	204 x 82	221 x 89
1/3	65 x 254	70 x 274
1/2	204 x 125	221 x 135
1/2	100 x 254	108 x 274
1/1	204 x 254	221 x 274
2x1/2	425 x 125	442 x 135
2/1	425 x 254	442 x 274

Due to space restrictions the number of positions for 1/4 and 1/2 pages are limited. For bleed advertisements please add 5 mm. all-round for trimming purposes.

A 2/1 page has to be delivered as a 2 x 1/1 page.

ADVERTISINGFORMATS AND RATES

rates per insertion (in euro, excl. of V.A.T.)

format	rate
1/1 page	17,900
1/2 page	13,425
1/3 page	8,950
1/4 page	7,160
2 x 1/2 page	21,480
1/1 + 1/4 page	24,702
2/1 page	35,800
cover 2	20,585
cover 3	19,690
back page	21,480
1st or 2nd left/right hand page	16,690
1st or 2nd spread, 2 x 1/1	39,380
other special positionrequests	+ 10%

TURNOVER DISCOUNT

For contracts of at least:

less than 15,000	0%
15,000 - 30,000	2.5%
30,000 - 50,000	5%
50,000 - 70,000	7.5%
70,000 - 100,000	10%
more than 100,000	on demand

Above mentioned discount is valid during the contract period

Issue nr	Issue date	Material deadline	Reservation deadline	Issue nr	Issue date	Material deadline	Reservation deadline	Issue nr	Issue date	Material deadline	Reservation deadline
1	31-12-2010	10-12-2010	03-12-2010	19	06-05-2011	15-04-2011	08-04-2011	36	02-09-2011	12-08-2011	05-08-2011
2	07-01-2011	17-12-2010	10-12-2010	20	13-05-2011	22-04-2011	15-04-2011	37	09-09-2011	19-08-2011	12-08-2011
3	14-01-2011	24-12-2010	17-12-2010	21	20-05-2011	29-04-2011	22-04-2011	38	16-09-2011	26-08-2011	19-08-2011
4	21-01-2011	31-12-2010	24-12-2010	22	27-05-2011	06-05-2011	29-04-2011	39	23-09-2011	02-09-2011	26-08-2011
5	28-01-2011	07-01-2011	31-12-2010	23	03-06-2011	13-05-2011	06-05-2011	40	30-09-2011	09-09-2011	02-09-2011
6	04-02-2011	14-01-2011	07-01-2011	24	10-06-2011	20-05-2011	13-05-2011	41	07-10-2011	16-09-2011	09-09-2011
7	11-02-2011	21-01-2011	14-01-2011	25	17-06-2011	27-05-2011	20-05-2011	42	14-10-2011	23-09-2011	16-09-2011
8	18-02-2011	28-01-2011	21-01-2011	26	24-06-2011	03-06-2011	27-05-2011	43	21-10-2011	30-09-2011	23-09-2011
9	25-02-2011	04-02-2011	28-01-2011	27	01-07-2011	10-06-2011	03-06-2011	44	28-10-2011	07-10-2011	30-09-2011
10	04-03-2011	11-02-2011	04-02-2011	28	08-07-2011	17-06-2011	10-06-2011	45	04-11-2011	14-10-2011	07-10-2011
11	11-03-2011	18-02-2011	11-02-2011	29	15-07-2011	24-06-2011	17-06-2011	46	11-11-2011	21-10-2011	14-10-2011
12	18-03-2011	25-02-2011	18-02-2011	30	22-07-2011	01-07-2011	24-06-2011	47	18-11-2011	28-10-2011	21-10-2011
13	25-03-2011	04-03-2011	25-02-2011	31	29-07-2011	08-07-2011	01-07-2011	48	25-11-2011	04-11-2011	28-10-2011
14	01-04-2011	11-03-2011	04-03-2011	32	05-08-2011	15-07-2011	08-07-2011	49	02-12-2011	11-11-2011	04-11-2011
15	08-04-2011	18-03-2011	11-03-2011	33	12-08-2011	22-07-2011	15-07-2011	50	09-12-2011	18-11-2011	11-11-2011
16	15-04-2011	25-03-2011	18-03-2011	34	19-08-2011	29-07-2011	22-07-2011	51	16-12-2011	25-11-2011	18-11-2011
17	22-04-2011	01-04-2011	25-03-2011	35	26-08-2011	05-08-2011	29-07-2011	52	23-12-2011	02-12-2011	25-11-2011
18	29-04-2011	08-04-2011	01-04-2011								