

RATE CARD 2021

ISSUE 1/2

Theme: **Happy New Year**
In stores: 27 January 2021
Deadline material: 6 January 2021

ISSUE 3

Theme: **Love**
In stores: 17 February 2021
Deadline material: 27 January 2021

ISSUE 4

Theme: **Food**
In stores: 10 March 2021
Deadline material: 17 February 2021

ISSUE 5

Theme: **(Spring)fashion & beauty**
In stores: 31 March 2021
Deadline material: 10 March 2021

ISSUE 6

Theme: **Royalty**
In stores: 21 April 2021
Deadline material: 31 March 2021

ISSUE 7

Theme: **Happy & healthy**
In stores: 12 May 2021
Deadline material: 21 April 2021

ISSUE 8

Theme: **Pre-summer**
In stores: 2 June 2021
Deadline material: 12 May 2021

ISSUE 9

Theme: **Summer**
In stores: 23 June 2021
Deadline material: 2 June 2021

ISSUE 10

Theme: **Family(holiday)**
In stores: 14 July 2021
Deadline material: 23 June 2021

ISSUE 11

Theme: **Lust & lingerie**
In stores: 4 August 2021
Deadline material: 14 July 2021

ISSUE 12

Theme: **(Fall)fashion**
In stores: 25 August 2021
Deadline material: 4 August 2021

ISSUE 13

Theme: **(Fall)beauty**
In stores: 15 September 2021
Deadline material: 25 August 2021

ISSUE 14

Theme: **Interior**
In stores: 6 October 2021
Deadline material: 15 September 2021

ISSUE 15

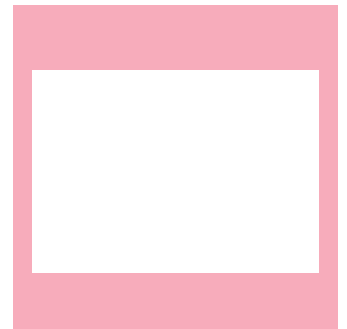
Theme: **Jewelry**
In stores: 27 October 2021
Deadline material: 6 October 2021

ISSUE 16

Theme: **Business**
In stores: 17 November 2021
Deadline material: 27 October 2021

ISSUE 17

Theme: **Christmas**
In stores: 8 December 2021
Deadline material: 17 November 2021



GENERAL INFORMATION BEAU MONDE

Published by: **Pijper Media B.V.**
Publisher: **Anton Pijper**
Release frequency: **17 times a year**
Release day: **Wednesday**
Release day subscribers: **Tuesday**
Advertisement exploitation: **Pijper Media B.V.**
Teleportboulevard 124
1043 EJ Amsterdam
Phone: **088-654 4004**
E-mail: **sales@pijpermedia.nl**
Subscription price for a year: **€ 80,50**
Subscription price for 6 months: **€ 42,75**
Price single number: **€ 5,25**
Deadline for submission: **2 weeks before release**
Cancellation term: **4 weeks (contract stays maintained)**
Circulation: **26.819**
Reach: **153.000**

ADVERTISEMENT EXPLOITATION

Sales: Ajo van Vulpen: + 31 6 22 03 17 40
ajo.vanvulpen@pijpermedia.nl
Brand Partnerships Manager: Emma Berkhout +31 6 40 85 75 08
emma.berkhout@pijpermedia.nl

DELIVER MATERIAL

Beau Monde
Teleportboulevard 124
1043 EJ Amsterdam
Phone: 088 6544 005
E-mail: **materiaal@pijpermedia.nl**

TECHNICAL DATA

Sheetmirror: **220,0 x 275,0 mm**
Printing process: **Offset**
Paper type: **75 grams (inner work)**
Raster: **80 (inner work)**
Finishing: **Boundlessly knitted**
Advertisementmaterial digital files in the file format Certified PDF
MagazinAds_IV4 (CMYK). Deliver advertisements with crop marks on
sheetmirrorformat.

FORMATS AND DIMENSIONS

Format width x height
1/1 page **220,0 x 275,0 mm**
2/1 page **2 x 1/1 page (deliver in separate files)**

ADVERTISEMENT RATES

Price per placement in euro's exclusive of VAT
Format Full colour
1/1 **€ 4.900**
2/1 **€ 9.800**
1/2L **€ 2.450**
1/2S **€ 2.450**
1/4L **€ 1.225**
1/4S **€ 1.225**
1/4V **€ 1.225**
Shopping **€ 1.225**

ALLOWANCE

Beau Monde Promotion Page
Cover 2/3 **20%**
Cover 3 **20%**
Cover 4 **25%**
Other placement wishes **15%**
Advertorial **10%**

BEAUMONDE.NL

Unique visitors: **326.000**
Pageviews: **400.000**
Newsletter members: **22.000**
Facebook: **26.404**
Twitter: **12.200**
Instagram: **23.900**

ADVERTISEMENT RATES BEAUMONDE.NL

Sponsored story: **€ 3.000**
Advertorial: **€ 1.900**
Advertorial in newsletter: **€ 1.700**
Win action: **€ 1.750**
Social only: **€ 1.000**

TERMS AND CONDITIONS

All orders are closed and executed in accordance with the Rules of Advertising of the ROTA Foundation, filed at the Registrar's Office and at the Chambers of Commerce. Special functions are awarded after consultation. Sur-charges are calculated on the gross price per placement. Rates plus propositions on request.