

RATE CARD 2022

BEAU MONDE 1

Theme: **New Beginnings**
In stores: 5 January 2022
Deadline material: 15 December 2021

BEAU MONDE 2

Theme: **Valentine**
In stores: 2 February 2022
Deadline material: 12 January 2022

BEAU MONDE 3

Theme: **Beauty**
In stores: 2 March 2022
Deadline material: 9 February 2022

BEAU MONDE 4

Theme: **Wedding**
In stores: 6 April 2022
Deadline material: 16 March 2022

BEAU MONDE 5

Theme: **Spring**
In stores: 4 May 2022
Deadline material: 13 April 2022

BEAU MONDE 6

Theme: **Lust, love & lingerie**
In stores: 1 June 2022
Deadline material: 11 May 2022

BEAU MONDE 7

Theme: **Holiday**
In stores: 6 July 2022
Deadline material: 15 June 2022

BEAU MONDE 8

Theme: **Heatwave**
In stores: 3 August 2022
Deadline material: 13 July 2022

BEAU MONDE 9

Theme: **Fashion**
In stores: 7 September 2022
Deadline material: 17 August 2022

BEAU MONDE 10

Theme: **Interior**
In stores: 5 October 2022
Deadline material: 14 September 2022

BEAU MONDE 11

Theme: **Jewelry**
In stores: 2 November 2022
Deadline material: 12 Oktober 2022

BEAU MONDE 12

Theme: **Christmas**
In stores: 7 December 2022
Deadline material: 16 November 2022

SPECIAL 1

Theme: **Royalty**
In stores: 23 March 2022
Deadline material: 2 March 2022

SPECIAL 2

Theme: **Age is just a number**
In stores: 21 September 2022
Deadline material: 31 August 2022



GENERAL INFORMATION BEAU MONDE

Published by: **Pijper Media**
Publisher: **Anton Pijper**
Release frequency: **12 times a year**
Release day: **Wednesday**
Release day subscriber: **Tuesday**
Circulation: **26.819**
Reach: **153.000**

ADVERTISEMENT EXPLOITATION

Sales: Ajo van Vulpen: 06 22 03 17 40
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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:	1.800.000
Pageviews:	4.500.000
Newsletter members:	18.000
Facebook:	26.000
Instagram:	23.700

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.