

# GRAZIA RATE CARD 2022

## GENERAL INFORMATION

**Published by:** Pijper Media B.V.  
**Publisher:** Anton Pijper  
**Release frequency:** 8 times a year + 2x special  
**Release day:** Wednesday  
**Advertisement exploitation:** Pijper Media B.V.  
 Spaklerweg 53  
 1114 AE, Amsterdam  
**Phone:** 088-654 40 03  
**E-mail:** sales@pijpermedia.nl  
**Price single number:** €4,99  
**Deadline for submission:** 2 weeks before release  
**Cancellation:** 3 weeks before release  
 (contract stays maintained)

## 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. Surcharges are calculated on the gross price per placement. Rates plus propositions on request.

## DELIVER MATERIAL

**Grazia:** materiaal@pijpermedia.nl  
**Phone:** 088-654 40 03

## TECHNICAL DATA

**Sheetmirror:** 190 x 240 mm  
**Printing process:** Rotation offset  
**Paper type:** 100 gram (inner work)  
**Raster:** 70 (175 lijn/inch) (inner work)  
**Finishing:** Boundlessly knitted (lumbeck)  
 Advertisementmaterial digital files in the file format Certified PDF MagazinAds\_1V4 (CMYK). Deliver advertisements with crop marks on sheetmirrorformat.

## FORMATS AND DIMENSIONS IN MM

**Format** width x height  
**2/1 page** 2 x 1/1 page\*  
**1/1 page** 190 x 240 mm

\*deliver 2x 1/1 page in separate files

## ADVERTISEMENT EXPLOITATION

**Sales:** Ajo van Vulpen,  
 06-22031740, ajo.vanvulpen@pijpermedia.nl  
**Sales:** Emma Berkhout,  
 06-40857508, emma.berkhout@pijpermedia.nl  
**Sales international:** Annelies Pijper,  
 a.j.pijper@pijpermedia.nl

## DEADLINES

Edition	Appears on	Theme	Material
1	26-01-2022	New chapter	05-01-2022
2	02-03-2022	Fashion	09-02-2022
3	13-04-2022	Beauty	23-03-2022
4	25-05-2022	Spring	04-05-2022
<b>Special</b>	<b>21-06-2022</b>	<b>Summer</b>	<b>01-06-2022</b>
5	13-07-2022	Summer	22-06-2022
6	31-08-2022	Fashion	10-08-2022
7	12-10-2022	Beauty	21-09-2022
<b>Special</b>	<b>29-11-2022</b>	<b>Winter</b>	<b>08-11-2022</b>
8	14-12-2022	Party	23-11-2022

## ADVERTISEMENT PRICES

Single price per placements in euro's exclusive of VAT

FORMAT	FULL COLOUR
1/1	€6.000
2/1	€12.000
1/2L	€3.000
1/2S	€3.000
1/4L	€1.500
1/4S	€1.500
1/4V	€1.500

## ALLOWANCE

<b>Grazia Promotion Page:</b>	10%
<b>Cover 2/3:</b>	20%
<b>Cover 3:</b>	20%
<b>Cover 4:</b>	25%
<b>Other placement wishes:</b>	15%
<b>Advertorial:</b>	10%

## GRAZIA.NL

<b>Unique visitors:</b>	1.650.000
<b>Page views:</b>	4.500.000
<b>Newsletter subscribers:</b>	38.000
<b>Facebook:</b>	104.000
<b>Instagram:</b>	49.300
<b>Twitter:</b>	39.100

## ADVERTISEMENT PRICES

### GRAZIA.NL

<b>Sponsored Story:</b>	€4.500
<b>Advertorial:</b>	€3.000
<b>Advertorial in newsletter:</b>	€2.500
<b>Give away:</b>	€2.500
<b>Social only:</b>	€1.500
<b>Grazia video post:</b>	€3.500