





SPOT ADVERTISING RATES 2018



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 2018

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

Calculation example, based on Full Page in Computer!Totaal, April issue, regular inside page:










BASIC CPM TARIFF	x	REACH	x	SEASON INDEX	x	BRAND INDEX	x	PAGE TYPE INDEX	x	POSITION INDEX	=	PRICE (VAT EXCL)
€ 12		452		1.00		0.80		1.00		0.90		€ 3905.28

SPOT ADVERTISING RATES 2018



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 2018






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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PRINT SPECIFICATIONS FOR COMPUTER!TOTAAL 2018

type page: 230 x 300 mm (b x h)
 type area: 200 x 270 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 16 mm | head margin: 16 mm






PAGE FORMAT	IN MM
 2 PAGE SPREAD	460 x 300
 FULL PAGE	230 x 300
 HALF VERTICAL	115 x 300
 HALF HORIZONTAL	230 x 150
 ¼ PAGE VERTICAL	115 x 150

ISSUE	CLOSING DATE	PUBLICATION DATE
CIT 1-2 2018	24-11-2017	15-12-2017
CIT 3 2018	5-1-2018	26-1-2018
CIT 4 2018	9-2-2018	2-3-2018
CIT 5 2018	15-3-2018	6-4-2018
CIT 6 2018	19-4-2018	11-5-2018
CIT 7-8 2018	25-5-2018	15-6-2018
CIT 9 2018	6-7-2018	27-7-2018
CIT 10 2018	10-8-2018	31-8-2018
CIT 11 2018	14-9-2018	5-10-2018
CIT 12 2018	19-10-2018	9-11-2018
CIT 1-2 2019	23-11-2018	14-12-2018

GENERAL SPECIFICATIONS
<ul style="list-style-type: none"> • Add 5 mm margin • Spot colours not possible, build from CMYK • Send all material via e-mail or WeTransfer • Send all material no later than closing date • File format: high resolution PDF with a minimum of 300 dpi • 2 page spread must be delivered as 2 single pages • Fonts must be embedded in PDF

PRINT SPECIFICATIONS FOR COMPUTER IDEE 2018

type page: 215 x 285 mm (b x h)
 type area: 195 x 265 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 10 mm | head margin: 10 mm

PAGE FORMAT	IN MM
 2 PAGE SPREAD	430 x 285
 FULL PAGE	215 x 285
 HALF VERTICAL	107 x 285
 HALF HORIZONTAL	215 x 142
 ¼ PAGE VERTICAL	107 x 142






ISSUE	CLOSING DATE	PUBLICATION DATE
CID 1 2018	27-11-2017	12-12-2017
CID 2 2018	11-12-2017	27-12-2017
CID 3 2018	25-12-2017	9-1-2018
CID 4 2018	8-1-2018	23-1-2018
CID 5 2018	22-1-2018	6-2-2018
CID 6 2018	5-2-2018	20-2-2018
CID 7 2018	19-2-2018	6-3-2018
CID 8 2018	5-3-2018	20-3-2018
CID 9 2018	19-3-2018	3-4-2018
CID 10 2018	2-4-2018	17-4-2018
CID 11 2018	16-4-2018	1-5-2018
CID 12 2018	30-4-2018	15-5-2018
CID 13 2018	14-5-2018	29-5-2018
CID 14 2018	28-5-2018	12-6-2018
CID 15 2018	11-6-2018	26-6-2018
CID 16 2018	25-6-2018	10-7-2018
CID 17 2018	9-7-2018	24-7-2018
CID 18 2018	23-7-2018	7-8-2018
CID 19 2018	6-8-2018	21-8-2018
CID 20 2018	20-8-2018	4-9-2018
CID 21 2018	3-9-2018	18-9-2018
CID 22 2018	17-9-2018	2-10-2018
CID 23 2018	1-10-2018	16-10-2018
CID 24 2018	15-10-2018	30-10-2018
CID 25 2018	29-10-2018	13-11-2018
CID 26 2018	12-11-2018	27-11-2018

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EDITIE	CLOSING DATE	PUBLICATION DATE
CID 1 2019	26-11-2018	11-12-2018
CID 2 2019	11-12-2018	27-12-2018

PRINT SPECIFICATIONS FOR PCM 2018

type page: 215 x 300 mm (b x h)
 type area: 183 x 267 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 16 mm | head margin: 16 mm

PAGE FORMAT	IN MM
 2 PAGE SPREAD	430 x 300
 FULL PAGE	215 x 300
 HALF VERTICAL	107 x 300
 HALF HORIZONTAL	215 x 150
 ¼ PAGE VERTICAL	107 x 150






ISSUE	CLOSING DATE	PUBLICATION DATE
PCM 1 2018	1-12-2017	19-12-2017
PCM 2 2018	5-1-2018	23-1-2018
PCM 3 2018	2-2-2018	20-2-2018
PCM 4 2018	2-3-2018	20-3-2018
PCM 5 2018	6-4-2018	24-4-2018
PCM 6 2018	2-5-2018	22-5-2018
PCM 7-8 2018	8-6-2018	26-6-2018
PCM 9 2018	20-7-2018	7-8-2018
PCM 10 2018	31-8-2018	18-9-2018
PCM 11 2018	28-9-2018	16-10-2018
PCM 12 2018	26-10-2018	13-11-2018
PCM 1 2019	30-11-2018	18-12-2018

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PRINT SPECIFICATIONS FOR TIPS&TRUCS 2018

type page: 210 x 285 mm (b x h)
 type area: 190 x 250 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 10 mm | head margin: 16 mm

PAGE FORMAT	IN MM
 2 PAGE SPREAD	420 x 285
 FULL PAGE	210 x 285
 HALF VERTICAL	105 x 285
 HALF HORIZONTAL	210 x 142
 ¼ PAGE VERTICAL	105 x 142

ISSUE #	CLOSING DATE	PUBLICATION DATE
T&T 1-2 2018	24-11-2017	15-12-2017
T&T 3 2018	5-1-2018	26-1-2018
T&T 4 2018	9-2-2018	2-3-2018
T&T 5 2018	15-3-2018	6-4-2018
T&T 6 2018	19-4-2018	11-5-2018
T&T 7-8 2018	25-5-2018	15-6-2018
T&T 9 2018	6-7-2018	27-7-2018
T&T 10 2018	10-8-2018	31-8-2018
T&T 11 2018	14-9-2018	5-10-2018
T&T 12 2018	19-10-2018	9-11-2018
T&T 1-2 2019	23-11-2018	14-12-2018

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PRINT SPECIFICATIONS FOR ZOOM.NL 2018

type page: 230 x 300 mm (b x h)
 type area: 202 x 270 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 14 mm | head margin: 16 mm

PAGE FORMAT	IN MM
 2 PAGE SPREAD	460 x 300
 FULL PAGE	230 x 300
 HALF VERTICAL	115 x 300
 HALF HORIZONTAL	230 x 150
 ¼ PAGE VERTICAL	115 x 150





ISSUE #	CLOSING DATE	PUBLICATION DATE
ZM 1-2 2018	24-11-2017	15-12-2017
ZM 3 2018	19-1-2018	9-2-2018
ZM 4 2018	2-3-2018	23-3-2018
ZM 5 2018	12-4-2018	4-5-2018
ZM 6-7 2018	23-5-2018	15-6-2018
ZM 8 2018	20-7-2018	10-8-2018
ZM 9 2018	31-8-2018	21-9-2018
ZM 10 2018	12-10-2018	2-11-2018
ZM 1-2 2019	23-11-2018	14-12-2018

ZOOM.NL SPECIALS		
Nature 2018	9-2-2018	23-2-2018
Macro 2018	19-4-2018	4-5-2018
Vacation 2018	22-6-2018	6-7-2018
Landscape 2018	31-8-2018	14-9-2018
Winter 2018	9-11-2018	23-11-2018

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PRINT SPECIFICATIONS FOR SHUTR.PHOTO 2018

type page: 230 x 300 mm (b x h)
 type area: 198 x 270 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 16 mm | head margin: 16 mm






FORMAT	IN MM
 2 PAGE SPREAD	460 x 300
 FULL PAGE	230 x 300
 HALF VERTICAL	115 x 300
 HALF HORIZONTAL	230 x 150

ISSUE #	CLOSING DATE	PUBLICATION DATE
SHUTR 1 2018	2-3-2018	23-3-2018
SHUTR 2 2018	1-6-2018	22-6-2018
SHUTR 3 2018	24-8-2018	14-9-2018
SHUTR 4 2018	16-11-2018	7-12-2018

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PRINT SPECIFICATIONS FOR POWER UNLIMITED 2017

type page: 230 x 300 mm (b x h)
 type area: 210 x 270 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 10 mm | head margin: 16 mm






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 FULL PAGE	230 x 300
 HALF VERTICAL	115 x 300
 HALF HORIZONTAL	230 x 150
 ¼ PAGE VERTICAL	115 x 150

ISSUE #	CLOSING DATE	PUBLICATION DATE
PU 1 2018	4-12-2017	19-12-2017
PU 2 2018	8-1-2018	23-1-2018
PU 3 2018	5-2-2018	20-2-2018
PU 4 2018	5-3-2018	20-3-2018
PU 5 2018	30-3-2018	17-4-2018
PU 6 2018	26-4-2018	15-5-2018
PU 7-8 2018	4-6-2018	19-6-2018
PU 9 2018	6-8-2018	21-8-2018
PU 10 2018	3-9-2018	18-9-2018
PU 11 2018	1-10-2018	16-10-2018
PU 12 2018	5-11-2018	20-11-2018
PU 1 2019	3-12-2018	18-12-2018

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PRINT SPECIFICATIONS FOR MEDIA TOTAAL 2018

type page: 210 x 297 mm (b x h)
 type area: 190 x 265 mm (b x h)
 bleed: type page + add 5 mm as safety margin
 gutter margin: 10 mm | head margin: 16 mm

FORMAT	IN MM
 2 PAGE SPREAD	420 x 297
 FULL PAGE	210 x 297
 HALF VERTICAL	105 x 297
 HALF HORIZONTAL	210 x 148
 ¼ PAGE VERTICAL	105 x 148

ISSUE #	CLOSING DATE	PUBLICATION DATE
MT 400 2018	29-1-2018	13-2-2018
MT 401 2018	23-3-2018	10-4-2018
MT 402 2018	14-5-2018	29-5-2018
MT 403 2018	23-7-2018	7-8-2018
MT 404 2018	20-8-2018	4-9-2018
MT 405 2018	24-9-2018	9-10-2018
MT 406-407 2018	12-11-2018	27-11-2018

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