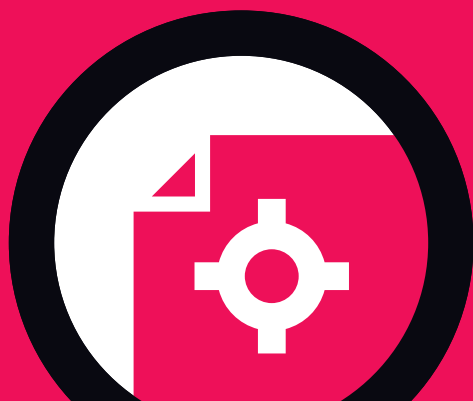
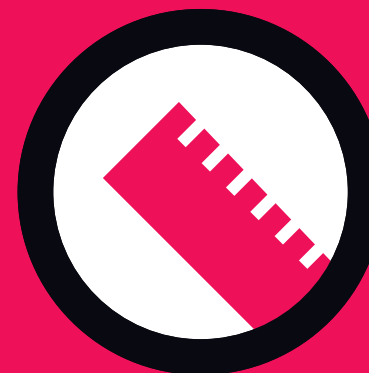


# Advertentiemogelijkheden 2019

Huis-aan-huiskranten

ProMille Media

ProMille<sup>+</sup>  
Media LOKAAL &  
REGIONAAL  
BEREIK



# Inhoudsopgave

## Advertentiemogelijkheden Huis-aan-huiskranten

---

ProMille Media vertegenwoordigt BDUmedia, Uitgeverij Verhagen, Uitgeverij De Bode, Uitgeverij Het Kontakt, Uitgever Enter Media, Telstar Uitgeverij, Nederlands Dagblad&Reformatorisch Dagblad, Holland Media Combinatie en de lokale uitgevers die vertegenwoordigd worden door onze partner ToLocal.

### Advertentiemogelijkheden

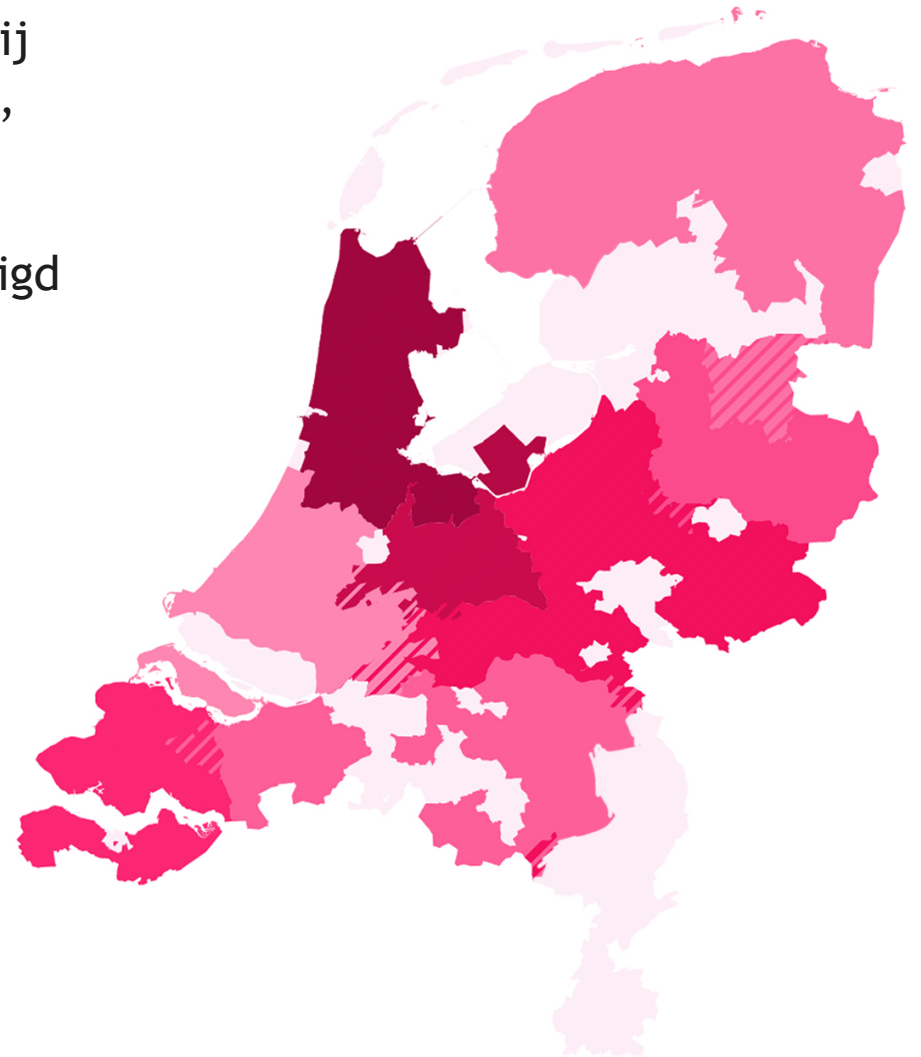
**P04** Formaten Tabloid

**P07** Formaten Berliner

**P10** Formaten Broadsheet

**P13** Formaten TMG

**P16** Formaten Magazines



# Advertentiemogelijkheden

## Onze rekenmethode voor huis-aan-huiskranten

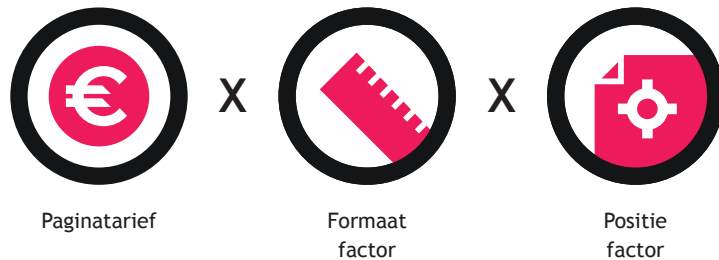
---

### Huis-aan-huiskranten

Het tarief van de huis-aan-huiskranten is gebaseerd op een paginatariief.

### Rekenformule

We hanteren voor het berekenen van de campagneprijs voor huis-aan-huiskranten een standaard rekenformule. Deze formule bestaat uit de vermenigvuldiging van 3 factoren, te weten het Paginatariief, het formaat van de advertentie en de positie in de krant.

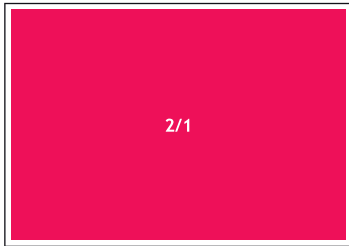


= Campagneprijs

# Formaten Tabloid

## ProMille Media GA advertenties

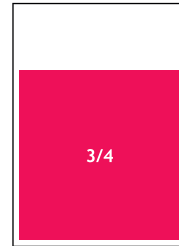
---



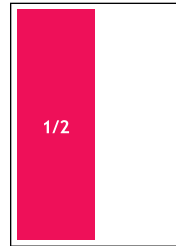
**GA 201 (op aanvraag)**  
550x395mm  
Factor 2



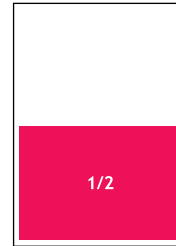
**GA 101**  
265x395mm  
Factor 1



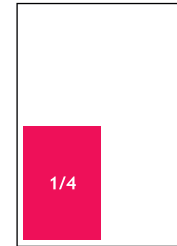
**GA 304VL**  
265x295mm  
Factor 0,850



**GA 102VS**  
130x395mm  
Factor 0,6



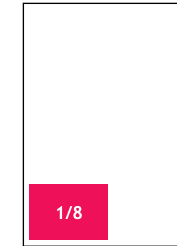
**D 102VL**  
265x195mm  
Factor 0,6



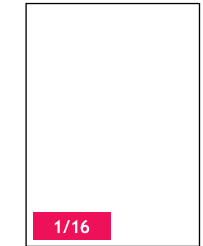
**GA104BS**  
130 x 195 mm  
Factor 0,320



**GA104VL**  
265 x 95 mm  
Factor 0,320



**GA108L**  
130 x 95 mm  
Factor 0,160

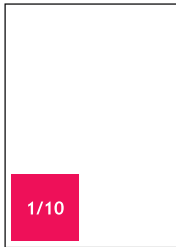


**GA116L**  
130 x 45 mm  
Factor 0,080

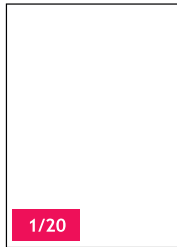
# Formaten Tabloid

## ProMille Media IM advertenties

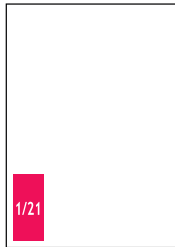
---



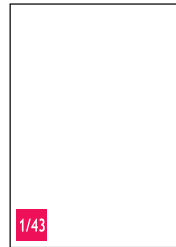
**IM GROOT**  
103x105mm  
Factor 0,12



**MIDDEL LIGGEND**  
103x50mm  
Factor 0,065



**MIDDEL STAAND**  
49x105mm  
Factor 0,06



**IM KLEIN**  
49x50mm  
Factor 0,03

# Formaten Tabloid

## Paginamatrix Tabloid

### GA advertentie

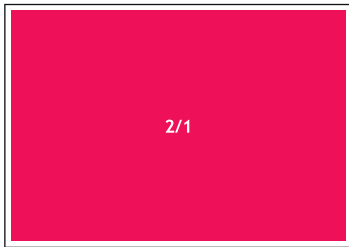
			2	1	3/4	1/2	1/2	1/4	1/4	1/8	1/16
			GA 201	GA 101	GA 304	GA 102S	GA 102VL	GA 104S	GA 104VL	GA 108L	GA 116L
Katern	Positie	Factor									
Algemeen	Advertentiepagina	1,00	•	•	•	•	•	•	•	•	•
Algemeen	Achterpagina	1,20		•							

### IM advertentie

			1/10	1/20	1/21	1/43
			Groot	Middel liggend	Middel staand	Klein
Katern	Positie	Factor				
Algemeen	Voorpagina	4,00	•	•	•	•
Algemeen	Overige redactiepagina's	1,50	•	•	•	•

# Formaten Berliner

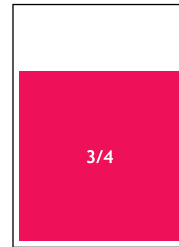
## ProMille Media GA advertenties



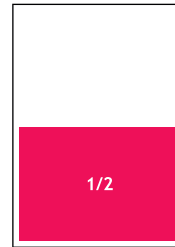
**GA 201**  
600 x 440mm  
Factor 2



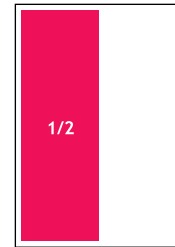
**GA 101**  
290 x 440 mm  
Factor 1



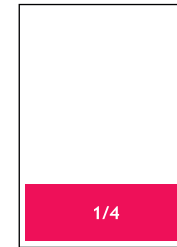
**GA 304VL**  
290x330mm  
Factor 0,850



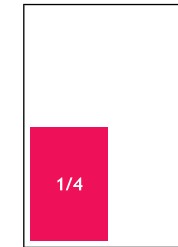
**GA 102VL**  
290x217mm  
Factor 0,6



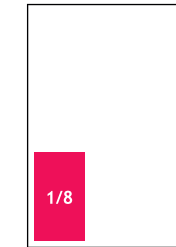
**GA 102VS**  
142,5x440mm  
Factor 0,6



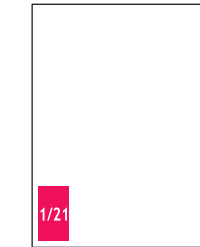
**GA 104VL**  
290x106mm  
Factor 0,320



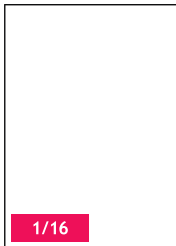
**GA 104VS**  
142,5x217mm  
Factor 0,320



**GA 108BL**  
142,5x106mm  
Factor 0,16



**GA 116S**  
69x106mm  
Factor 0,080

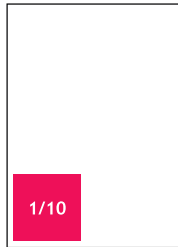


**GA 116L**  
140x55mm  
Factor 0,080

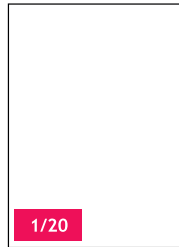
# Formaten Berliner

## ProMille Media IM advertenties

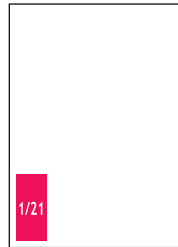
---



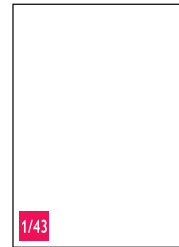
**Groot**  
113 x 101mm  
Factor 0,12



**Middel Liggend**  
113 x 49mm  
Factor 0,065



**Middel Staand**  
54 x 101mm  
Factor 0,06



**Klein**  
54x59mm  
Factor 0,03



# Formaten Berliner

## Paginamatrix Berliner

### GA advertentie

			2	1	3/4	1/2	1/2	1/4	1/4	1/8	1/16
			GA201	GA101	GA304VL	GA102VL	GA102S	GA104VL	GA104S	GA108L	GA116L
Katern	Positie	Factor									
Algemeen	Advertentiepagina	1,00	•	•	•	•	•	•	•	•	•
Algemeen	Achterpagina	1,20		•							

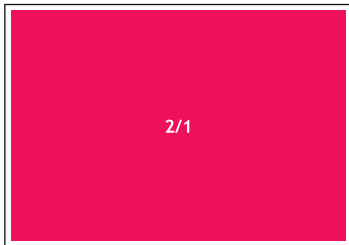
### IM advertentie

			1/10	1/20	1/21	1/43
			Groot	Middel Liggend	Middel Staand	Klein
Katern	Positie	Factor				
Algemeen	Voorpagina	4,00	•	•	•	•
Algemeen	Overige Redactiepagina	1,50	•	•	•	•

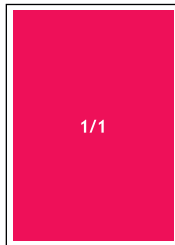
# Formaten Broadsheet

## ProMille Media GA advertenties

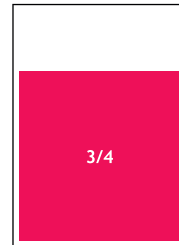
---



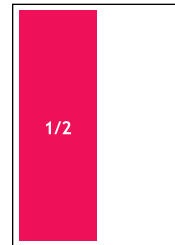
**GA 201**  
794x530mm  
Factor 2



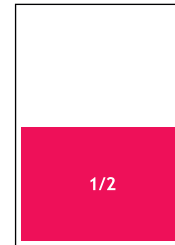
**GA 101**  
374x530mm  
Factor 1



**GA 304**  
374x400mm  
Factor 0,85



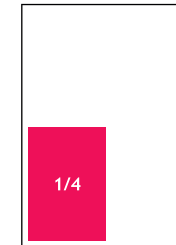
**GA 102S**  
248x390mm  
Factor 0,6



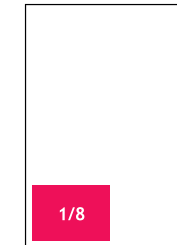
**GA 102VL**  
374x260mm  
Factor 0,6



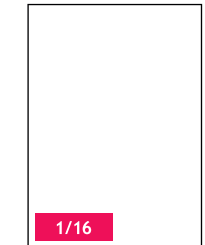
**GA 104L**  
248 x 185mm  
Factor 0,320



**GA 104BS**  
185 x 260mm  
Factor 0,320



**GA 108L**  
122 x 90mm  
Factor 0,160

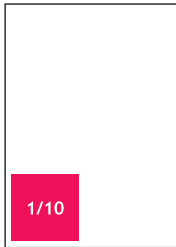


**GA 116L**  
80 x 60mm  
Factor 0,08

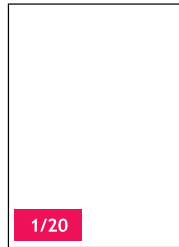
# Formaten Broadsheet

## ProMille Media IM advertenties Broadsheet

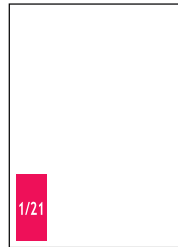
---



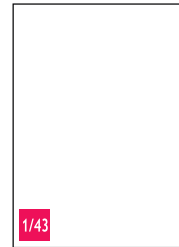
**IM GROOT**  
103x105mm  
Factor 0,12



**MIDDEL LIGGEND**  
103x50mm  
Factor 0,065



**MIDDEL STAAND**  
49x105mm  
Factor 0,06



**IM KLEIN**  
49x50mm  
Factor 0,03

# Formaten Broadsheet

## Paginamatrix Broadsheet

### GA advertentie

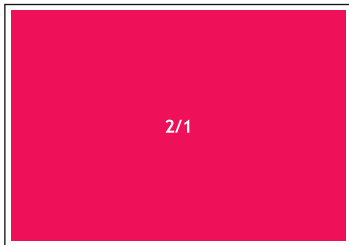
			2	1	3/4	1/2	1/2	1/4	1/4	1/8	1/16
			GA201	GA101	GA304	GA102S	GA102L	GA104S	GA104VL	GA108L	GA116L
Katern	Positie	Factor									
Algemeen	Advertentiepagina	1,0	•	•	•	•	•	•	•	•	•
Algemeen	Achterpagina	1,2		•							

### IM advertentie

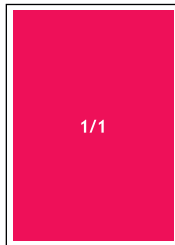
			1/10	1/20	1/21	1/43
			Groot	Middel Liggend	Middel Staand	Klein
Katern	Positie	Factor				
Algemeen	Voorpagina	4,00	•	•	•	•
Algemeen	Overige Redactiepagina	1,50	•	•	•	•

# Formaten TMG

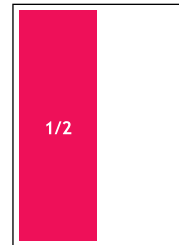
## De Echo | Nieuwspeper GA advertenties



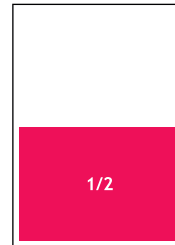
**CS101V (op aanvraag)**  
550 x 398mm  
Factor 2



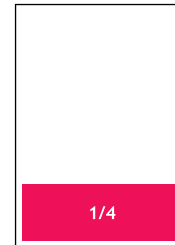
**D101V**  
266 x 398mm  
Factor 1



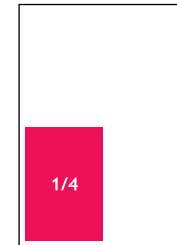
**D102S**  
131 x 398mm  
Factor 0,6



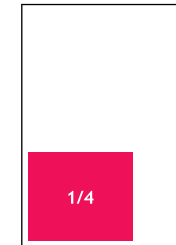
**V102VL**  
266 x 190mm  
Factor 0,6



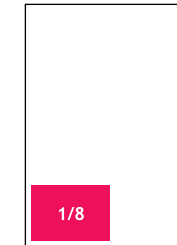
**D104VL**  
266 x 94mm  
Factor 0,32



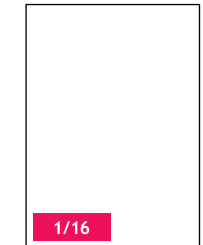
**D104BS**  
131 x 190mm  
Factor 0,32



**D104BL**  
176 x 142mm  
Factor 0,32



**D108BL**  
131 x 94mm  
Factor 0,16

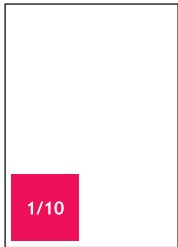


**D 116L**  
131x46mm  
Factor 0,080

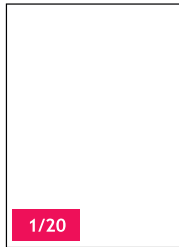
# Formaten TMG

## De Echo | Nieuwspeper **IM** advertenties

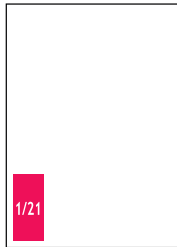
---



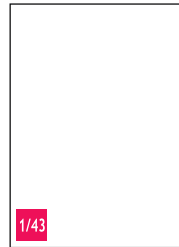
**D110BL**  
104x94mm  
Factor 0,12



**D120L**  
104x46mm  
Factor 0,65



**D121S**  
50x94mm  
Factor 0,060



**D143B**  
50x46mm  
Factor 0,030

# Formaten TMG

## Paginamatrix De Echo | Nieuwspeper

### GA advertentie

			2/1	1/1	3/4	1/2	12	1/4	1/4	1/8	1/16
			CS101V	D101V	D304VL	D102VS	D102VL	D104BS	D104BL	D108BL	D116L
Katern	Positie	Factor									
Algemeen	Advertentiepagina	1,0	•	•	•	•	•	•	•	•	•
Algemeen	Achterpagina	1,20		•							

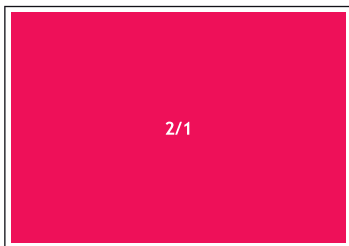
### IM advertentie

			1/10	1/20	1/21	1/43
			D110BL	D120L	D121S	D143B
Katern	Positie	Factor				
Algemeen	Voorpagina	4,00	•	•	•	•
Algemeen	Overige Redactiepagina	1,50	•	•	•	•

# Formaten Magazines

## ToLocal GA advertenties

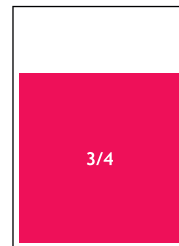
---



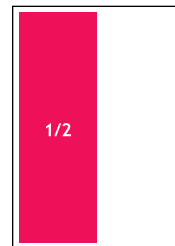
**GA 201**  
446x291mm  
Factor 2



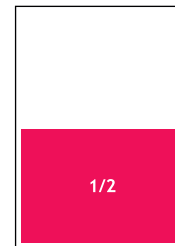
**GA 101**  
215x291mm  
Factor 1



**GA 304**  
161x291mm  
Factor 0.85



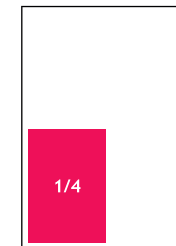
**GA102S**  
105x291mm  
Factor 0.6



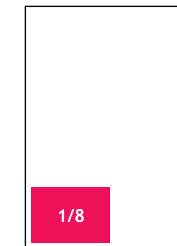
**GA102VL**  
215x144mm  
Factor 0.600



**GA104VL**  
215x67,5mm  
Factor 0.32



**GA104S**  
105x144mm  
Factor 0.320



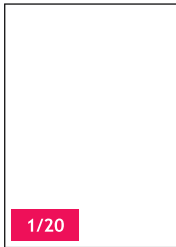
**GA108L**  
100x67,5mm  
Factor 0.16



# Formaten Magazines

## ToLocal IM advertenties Magazines

---



**Middel**  
105x46mm  
Factor 0,065



**Klein**  
50x46mm  
Factor 0,03

# Formaten Magazines

## Paginamatrix Magazines

### GA advertenties

			2	1	1/2	1/4	1/4	1/8	1/8	1/16
			D201	D101	D102L	D104S	D104L	D108S	D108L	D116L
Katern	Positie	Factor								
Algemeen	Advertentiepagina	1,0	•	•	•	•	•	•	•	•
Algemeen	Achterpagina	1,20		•						

### IM advertenties

			1/20	1/43
			Middel	Klein
Katern	Positie	Factor		
Algemeen	Voorpagina	4,00	•	•
Algemeen	Overige Redactiepagina	1,50	•	•

promillemedia.nl



**ProMille Media**

Basisweg 30,  
1043 AP Amsterdam

Postbus 2603  
1000 CP Amsterdam  
[promillemedia.nl](http://promillemedia.nl)

**Meer informatie?**

**Salessupport**  
088 - 824 23 00  
[verkoop@promillemedia.nl](mailto:verkoop@promillemedia.nl)

**Reserveren  
en aanleveren**

**Traffic**  
088 - 824 23 00  
[traffic@promillemedia.nl](mailto:traffic@promillemedia.nl)