

Metropolis M

Advertisements 2021

MAGAZINE

Metropolis M is published bimonthly, six issues per year. The more often you advertise, the higher your discount. Per year, you will receive a 10% discount for two advertisements, 15% for three advertisements, 20% for four advertisements and 30% discount for six advertisements. You can reserve your advertising space at the beginning of each year.

Prices and formats

Black-and-white

Format	1x per year	3x per year 15% discount	6x per year 30% discount
1/4 page	330 Euros	280 Euros	231 Euros
1/2 page	540 Euros	459 Euros	378 Euros
full page	950 Euros	805 Euros	665 Euros

Colour

Format	1x per year	3x per year 15% discount	6x per year 30% discount
1/4 page	695 Euros	590 Euros	486 Euros
1/2 page	905 Euros	769 Euros	633 Euros
full page	1635 Euros	1389 Euros	1144 Euros

Advertisements on the books page: full colour, fixed price of 80 Euros each
Surcharge for preferred placement: 15%.
Inserts: fees on request.

Advertisement formats

1/4 page vertical: 93,5 mm wide x 130 mm high
1/2 page vertical: (portrait): 93,5 mm wide x 264 mm high
1/2 page horizontal (landscape): 191 mm wide x 130 mm high
1/1 page bleed: 210 mm wide x 280 mm high (add 3 mm on all sides)
1/8 page on the 'books page': 93,5 mm wide x 63 mm high

Magazine Schedule

	Nr 1	Nr 2	Nr 3	Nr 4	Nr 5	Nr 6
Reserve by:	04 Jan	05 March	30 April	25 June	03 Sept	05 Nov
Delivery to:	11 Jan	12 March	07 May	02 July	10 Sept	12 Nov
subscribers / shops:	12 Feb	16 April	11 June	20 Aug	15 Okt	17 Dec

Each issue remains on sale for about two months.

Please provide advertisements in PDF format, using CMYK for a full-colour ads and grayscale for black-and-white. Send advertisements to derks@bart.nl, with cc (copy) to karolien@metropolism.com. Advertisements can also be sent by WeTransfer or YouSendIt. The advertiser bears responsibility for the quality of the advertisement. For technical inquiries, please contact: Richard Derks at 31 (0)6 – 250 170 91.

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WEBSITE

The more often you advertise on the website, the greater the discount you receive. For two banners per year, you receive 10% discount, 15% for three banners, 20% for four, 25% for ve, and 30% discount for six banners in a year.

Fees

(Including the mobile website)

	7 days	15 days	30 days	60 days
Small banner	90 Euros	155 Euros	290 Euros	500 Euros
Medium banner	120 Euros	220 Euros	390 Euros	700 Euros
Large banner	150 Euros	280 Euros	520 Euros	980 Euros
XL banner, fixed on top	220 Euros	380 Euros	650 Euros	

These fees are an indication: the length of time online can be adjusted as required. Customers who advertise in both the magazine and on the website receive **50% discount** on the cost of the banner. All banners rotate and are seen on every page that is opened. Only the XL banner has a fixed location at the top of the screen, and can be alternated with another XL banner.

Banner specification

Format

Small:	310px wide – 180px high, no larger than 60kb in .gif format
Medium:	310px wide – 280px high, no larger than 100kb in .gif format
Large:	310px wide – 400px high, no larger than 150kb in .gif format
XL:	546px wide – 860px x high, no larger than 200kb in .gif format

Note

Please do not forget to send a link to your website.

Text under the banner: no more than 50 characters (incl. spaces). Only possible for banners in the sidebar.

Banners in sidebar may include animations (speed of 1 x per 3 sec.), like a slow slide show.

The fixed XL banner at the top of the page may not include animations (only one still image).

All above-mentioned fees are exclusive of BTW/VAT.

The deadline for submission is a working day in advance before the banner has to be online.

Metropolis M advertenties

Karolien van Gent

Postbus 19263

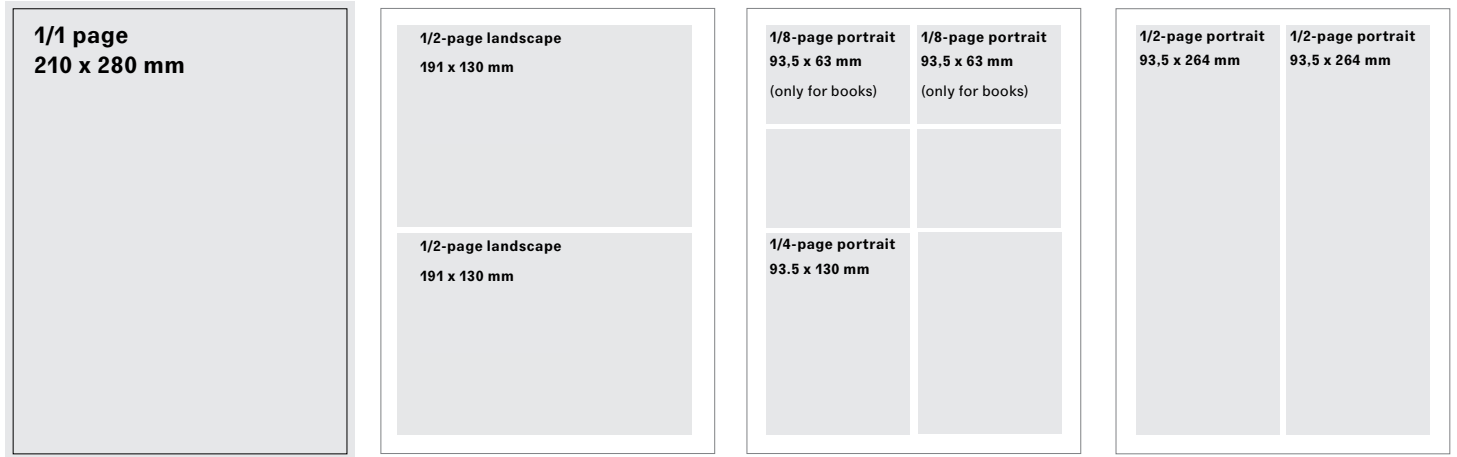
NL- 3501 DG Utrecht

tel: 030-2369 161

email: karolien@metropolism.com

Metropolis M

PRINT-ADVERTISEMENT SPECIFICATIONS



—SIZES:

1/8-page landscape	93,5 x 63 mm (Only for books)
1/4-page portrait	93,5 x 130 mm
1/2-page portrait	93,5 x 264 mm
1/2-page landscape	191 x 130 mm
1/1-page	210 x 280 mm (add 3 mm on all sides)

—USE:

PDF-file, Press Quality, images at 300 dpi.

—COLOR:

use cmyk for color-models
use grayscale for black&white-models

—MAIL TO:

derks@bart.nl, and in CC: karolien@metropolism.com
large file(s)? (larger than 10 mb) Please use wetransfer.com
Richard Derks, phone +31 (0)6 250 170 91

—DISCLAIMER:

The publisher assumes no liability for errors in this model

—RESERVATION, PRICE & DEADLINE:

Karolien van Gent, phone +31 (0)30 236 91 61
karolien@metropolism.com

WEBSITE ADVERTISEMENT SPECIFICATIONS

Banner specifications

Format

Small:	310px wide – 180px high, not larger than 60kb in .gif format
Medium:	310px wide – 280px high, not larger than 100kb in .gif format
Large:	310px wide – 400px high, not larger than 150kb in .gif format
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Note

Please do not forget to send a link to your website.

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—FOR RESERVATIONS AND INFORMATION PLEASE EMAIL TO:
karolien@metropolism.com