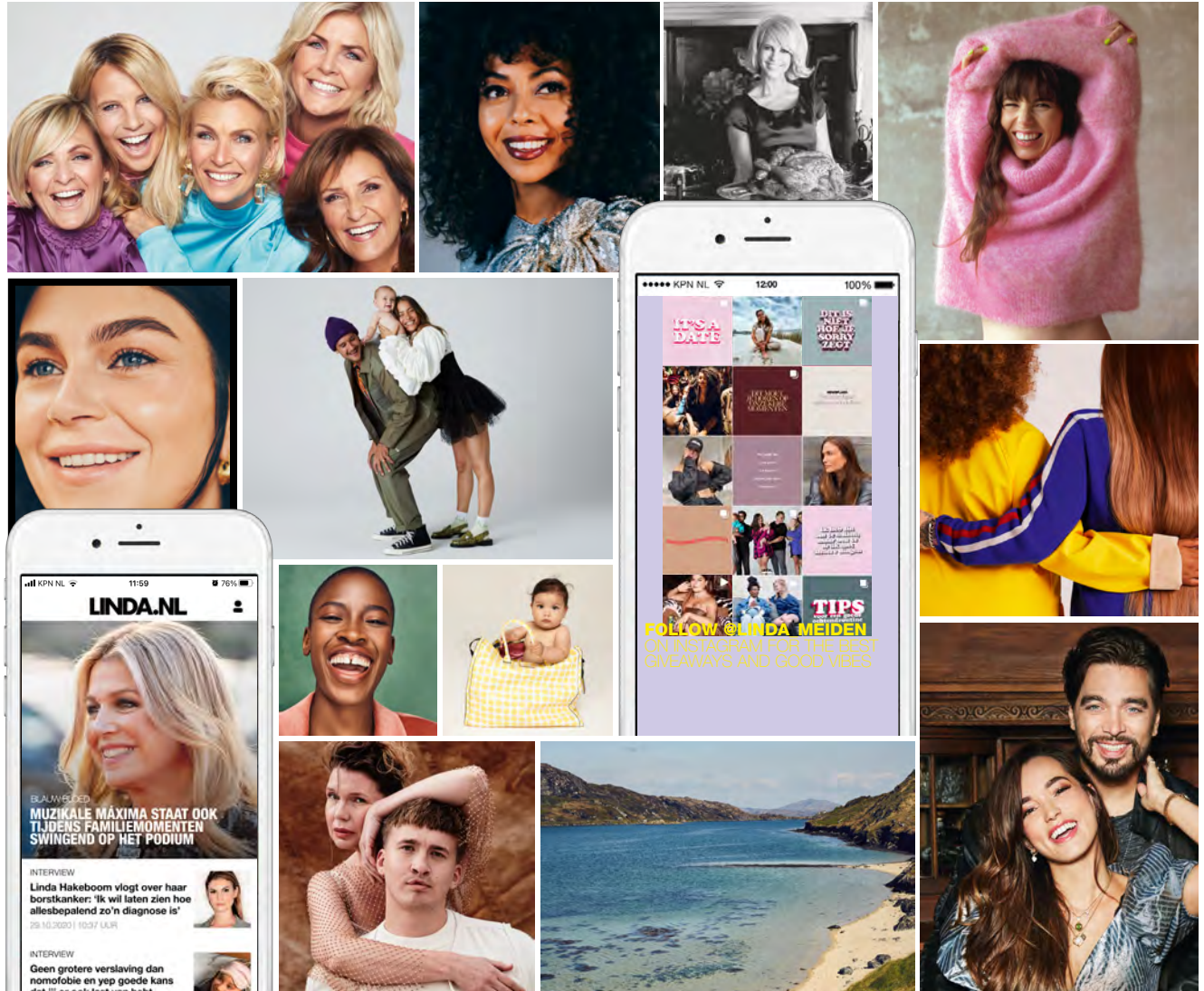




2022  
**LINDA.**  
rates

# CONTENTS

**RATES**  
LINDA.  
LINDA.MEIDEN  
LINDA.LOVES  
LINDA.DIGITAL





# LINDA. RATES 2022

## FACTS & FIGURES

175,445 DISTRIBUTED CIRCULATION\*  
250,000 PRINT RUN  
100,000 SUBSCRIBERS  
911,000 AVERAGE REACH\*\*  
12 ISSUES A YEAR +  
1 LINDA SUMMER SPECIAL

\*NOM MEDIA Q3 2021 - Q2 2022

\*\*NOM PRINT MONITOR 2022-II

## RATES PRINT\*

1 PAGE	€ 13,499
2 PAGES	€ 13,199
3 PAGES	€ 12,999
4 PAGES	€ 12,799
5 PAGES	€ 12,599
6 PAGES	€ 12,299

\* RATES LISTED ARE RATES PER PAGE

1/1 ADVERTORIAL PAGE € 15,524\*

2/1 ADVERTORIAL PAGE € 31,048\*

\*EXCLUDING PRODUCTION COSTS STARTING AT €2,500 AND IN CONSULTATION WITH THE EDITORIAL TEAM.

## 2022 PUBLICATION DATES

LINDA, 211	19 JANUARY
LINDA, 212	16 FEBRUARY
LINDA, 213	16 MARCH
LINDA, 214	20 APRIL
LINDA, 215	18 MAY
LINDA, 216	15 JUNE
LINDA, SUMMER SPECIAL	22 JUNE
LINDA, 217	20 JULY
LINDA, 218	17 AUGUST
LINDA, 219	21 SEPTEMBER
LINDA, 220	19 OCTOBER
LINDA, 221	16 NOVEMBER
LINDA, 222	21 DECEMBER

## NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES	LEAFLET INSERT*	LEAFLET IN ADHESIVE*
2 PAG.	€ 125	€ 125
4 PAG.	€ 150	€ 150
6 PAG.	€ 160	€ 160
8 PAG.	€ 165	€ 165
12 PAG.	€ 175	€ 175
16 PAG.	€ 185	€ 185
20 PAG.	€ 200	€ 200
24 PAG.	€ 205	€ 205
32 PAG.	€ 225	€ 225

LOYALTY CARD TOTAL PRINT RUN	€ 32,500
LOYALTY CARD SUBSCRIBERS	€ 16,250
SALES CARD TOTAL PRINT RUN	€ 28,750
SALES CARD SUBSCRIBERS	€ 14,375
COVER PASS TOTAL PRINT RUN	€ 40,000
ADHESIVE CARD STARTING FROM	€ 65*
SACHET STARTING FROM	€ 90*
PREMIUM PRINT PROPOSITIONS	CUSTOM
CUSTOM MADE MAGAZINE	CUSTOM

NONSTANDARD ADVERTISING MATERIALS ARE SUBJECT TO AVAILABILITY AND THE RATES LISTED ARE SUBJECT TO A MOCK-UP.

## \*CHARGES

Charges per 1,000 copies, including adhesive and pasting charges. Excluding VAT and printing charges. Technical charges from €31 per 1,000 copies, to be inserted separately/placed separately for leaflets.

## SURCHARGE TO COVER SHIPPING CHARGES

Subscriptions-only extra services such as perfect bound (Lumbeck), pasting or inserting nonstandard advertising materials with a weight **exceeding 25 grams** are subject to the following surcharges:

Surcharge per 1,000 copies ex VAT (no discounts apply to surcharges on shipping charges)

25 – 50	€ 10
51 – 75	€ 16
76 – 100	€ 26
101 – 125	€ 35
126 – 150	€ 43
151 – 175	€ 52
176 – 200	€ 61
201 – 225	€ 69

## GENERAL INFORMATION

All assignments are completed in accordance with the General Terms and Conditions dated the 1st of January 2022. All nonstandard advertising materials stated in this rate card will be calculated based on the printed circulation number, which is available on request. At least 1/1 page should be purchased for sachets and adhesive cards. For the delivery of non-standard advertising materials, Terms of Delivery apply to inserts, sachets, etc. unless otherwise agreed with the Sales Support department.

## INSERT SPECIFICATIONS

The bullet points below provide details on specific products listed in the rate chart LINDA. nonstandard advertising materials

- Minimum purchase is the current subscription base. A 15% surcharge applies if there is a drop in the subscription base.
- Inserts should always be smaller than the magazine size.
- Prices are approximate; we can quote a final rate after we have received a mock-up. Loose leaflets can be inserted into unsealed magazines provided their weight allows this. MfM is not liable for any expenses incurred by the customer, unless MfM has agreed to this in writing. Deadline for cancellation should be set at least 2 months before the closing date.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

# LINDA.RATES 2022

## meiden

### FACTS & FIGURES

50,571 DISTRIBUTED CIRCULATION\*  
 85,000 PRINT RUN  
 15,000 SUBSCRIBERS  
 213,000 AVERAGE REACH\*\*  
 PUBLICATION FREQUENCY 4 ISSUES A YEAR +  
 SUMMER SPECIAL & WINTER SPECIAL  
 IN STORES FOR 8-10 WEEKS  
 OWN FEATURE ON LINDA.NL  
 108,000 INSTAGRAM FOLLOWERS  
 \*NOM MEDIA Q3 2021 - Q2 2022  
 \*\*NOM PRINT MONITOR 2022-II

### PRINT RATES

1/1 PAGE PRINT	€ 6,900
2/1 PAGE PRINT	€ 13,800
1/1 ADVERTORIAL PAGE PRINT	€ 7,935*
2/1 ADVERTORIAL PAGE PRINT	€ 15,870*

\*EXCLUDING PRODUCTION COSTS STARTING AT €2,500

### 2022 PUBLICATION DATES

LINDA.MEIDEN 36	4 JANUARY
LINDA.MEIDEN 37	22 FEBRUARY
LINDA.MEIDEN 38	26 APRIL
LINDA.MEIDEN ZOMERBOEK	21 JUNE
LINDA.MEIDEN 39	30 AUGUST
LINDA.MEIDEN WINTERBOEK	1 NOVEMBER

### NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES	LEAFLET INSERT*	LEAFLET IN ADHESIVE*
2 PAG.	€ 125	€ 125
4 PAG.	€ 150	€ 150
6 PAG.	€ 160	€ 160
8 PAG.	€ 165	€ 165
12 PAG.	€ 175	€ 175
16 PAG.	€ 185	€ 185
20 PAG.	€ 200	€ 200
24 PAG.	€ 205	€ 205
32 PAG.	€ 225	€ 225

LOYALTY CARD TOTAL PRINT RUN	€ 11,000
LOYALTY CARD SUBSCRIBERS	€ 5,500
SALES CARD TOTAL PRINT RUN	€ 9,000
COVER PASS TOTAL PRINT RUN	€ 15,000
ADHESIVE CARD STARTING FROM	€ 65*
SACHET STARTING FROM	€ 90*

**NONSTANDARD ADVERTISING MATERIALS ARE SUBJECT TO AVAILABILITY AND THE RATES LISTED ARE SUBJECT TO A MOCK-UP.**

### \*CHARGES

Charges per 1,000 copies, including adhesive and pasting charges. Excluding VAT and printing charges. Technical charges from €31 per 1,000 copies, to be inserted separately/placed separately for leaflets.

### SURCHARGE TO COVER SHIPPING CHARGES

Subscriptions-only extra services such as perfect bound (Lumbeck), pasting or inserting nonstandard advertising materials with a weight **exceeding 25 grams** are subject to the following surcharges:

Surcharge per 1,000 copies ex VAT (no discounts apply to surcharges on shipping charges)

25 – 50	€ 10
51 – 75	€ 16
76 – 100	€ 26
101 – 125	€ 35
126 – 150	€ 43
151 – 175	€ 52
176 – 200	€ 61
201 – 225	€ 69

### GENERAL INFORMATION

All assignments are completed in accordance with the General Terms and Conditions dated the 1st of January 2022. All nonstandard advertising materials stated in this rate card will be calculated based on the printed circulation number, which is available on request. At least 1/1 page should be purchased for sachets and adhesive cards. For the delivery of non-standard advertising materials, Terms of Delivery apply to inserts, sachets, etc. unless otherwise agreed with the Sales Support department.

### INSERT SPECIFICATIONS

The bullet points below provide details on specific products listed in the rate chart LINDA.meiden nonstandard advertising materials

- Minimum purchase is the current subscription base. A 15% surcharge applies if there is a drop in the subscription base.
- Inserts should always be smaller than the magazine size.
- Prices are approximate; we can quote a final rate after we have received a mock-up. Loose leaflets can be inserted into unsealed magazines provided their weight allows this.
- MfM is not liable for any expenses incurred by the customer, unless MfM has agreed to this in writing.
- Deadline for cancellation should be set at least 2 months before the closing date.

**FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL**

# LINDA.RATES 2022

## meiden

### DIGITAL RATES

	RATE	PRODUCTION COSTS
ADVERTORIAL ROS FIXED ON MEIDEN.NL BASED ON COST PER VIEW	€ 1.25 PER VIEW	€ 500
ADVERTORIAL ROS FIXED ON MEIDEN.NL BASED ON QUALITY READ	€ 2 PER QR	€ 500
LINDA.MEIDEN LIST	€ 1,000	€ 250
LINDA.MEIDEN INSTAGRAM STORY	€ 1,500	€ 250
LINDA. MEIDEN FEED POST	€ 4,000	€ 500
LINDA.MEIDEN INSTAGRAM DARK-POST	CUSTOM	
LINDA.MEIDEN INSTAGRAM- POLL (3 STORIES)	€ 4,000	€ 750
LINDA.MEIDEN-LAB TESTPANEL	€ 6,500	€ 1,000
LINDA.MEIDEN-LAB LIVE	€ 11,000	FROM € 2,500
LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES) + RESULTS ADVERTORIAL	€ 6,000	€ 1,250

#### ADVERTORIALS

LINDA.nl editors write an advertorial in the LINDA.nl/meiden look & feel, based on a clear briefing and supplied images.

The advertorial will be featured on LINDA.nl and the app (ROS) and fixed on lindameiden.nl.

#### LINDA.MEIDEN LIST OF THE DAY

Editorial article on lindameiden.nl with one paid member and a link to the site.

#### LINDA.MEIDEN-LAB TESTPANEL

Testing all the best products in their homes, with testers sharing their opinions by taking an online poll. LINDA. editors write a general article about this summarizing the reviews.

The final review is the average of the scores for the separate components.

#### LINDA.MEIDEN-LAB LIVE

If you attend one of our live labs, you will meet our testers, see them at work and will receive on-the-spot feedback. Everything is captured on camera, and we then post this video in a results advertorial on lindameiden.nl. Including: call-to-action advertorial, mailing database, results advertorial, and cross placement in the newsletter and Instagram Story.

#### INSTAGRAM STORY

For extra reach and to boost your campaign: story including sticker (always within LINDA.) to an advertorial, original or pillar/campaign page on LINDA.nl.

#### FEED POST

A post on the Instagram feed of LINDA.meiden. Layout and approval by the editors of LINDA.meiden including paid partnership tag in text and photo.

#### DARK POST

A post with LINDA.meiden tagged in it. Not visible on the feed, but targeting a specific audience. Includes click-out (always within LINDA.) to an advertorial, original or page on LINDA.nl.

#### INTERACTIVE STORIES

Interact with our target audience, for example by using a poll: Three stories, two with question options and a third with explanation and swipe-up to an advertorial.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

# LINDA.RATES 2022

## meiden

### DIGITAL SNACK PACKS

Connect your brand to the LINDA.meiden content with a combination of spot advertising and advertiser-funded programming (i.e. branded content) on LINDA.meiden.nl.

	RATE	PRODUCTION COSTS
MEDIUM SNACK PACK	€ 5,000	€ 750
LARGE SNACK PACK	€ 9,000	€ 1,500

#### MEDIUM SNACK PACK

Consisting of an advertorial. The advertorial will be featured on LINDA.nl (ROS) and on lindameiden.nl (based on 3.000 views). Instagram Story on LINDA.meiden's Instagram and a Medium rectangle/ half-page banner 100,000 impressions on LINDA.nl.

#### LARGE SNACK PACK

Consisting of two advertorials. The advertorials will be featured on LINDA.nl (ROS) and on lindameiden.nl (based on 3.000 views). Two Instagram Stories on LINDA.meiden's Instagram and a Medium rectangle/ half-page banner 150,000 impressions on LINDA.nl.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

# LINDA. LOVES RATES 2022

## FACTS & FIGURES

80,000 PRINT RUN  
15,000 SUBSCRIBERS  
3 TIMES A YEAR.  
IN STORES FOR 12 WEEKS

## RATES

1/1 PAGE	€ 7,920
2/1 PAGE	€ 15,840
1/1 ADVERTORIAL PAGE	€ 9,108*
2/1 ADVERTORIAL PAGE	€ 18,216*

\*EXCLUDING PRODUCTION COSTS STARTING AT €2,500

## 2022 PUBLICATION DATES

LINDA.LOVES 08	1 MARCH
LINDA.LOVES 09	6 SEPTEMBER
LINDA.LOVES 10	8 NOVEMBER

## NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES	LEAFLET INSERT*	LEAFLET IN ADHESIVE*
2 PAG.	€ 125	€ 125
4 PAG.	€ 150	€ 150
6 PAG.	€ 160	€ 160
8 PAG.	€ 165	€ 165
12 PAG.	€ 175	€ 175
16 PAG.	€ 185	€ 185
20 PAG.	€ 200	€ 200
24 PAG.	€ 205	€ 205
32 PAG.	€ 225	€ 225

LOYALTY CARD TOTAL PRINT RUN	€ 13,000
LOYALTY CARD SUBSCRIBERS	€ 6,500
SALES CARD TOTAL PRINT RUN	€ 11,000
COVER PASS TOTAL PRINT RUN	€ 15,000
ADHESIVE CARD STARTING FROM	€ 65*
SACHET STARTING FROM	€ 90*

**NONSTANDARD ADVERTISING MATERIALS ARE SUBJECT TO AVAILABILITY AND THE RATES LISTED ARE SUBJECT TO A MOCK-UP.**

## \*CHARGES

Charges per 1,000 copies, including adhesive and pasting charges. Excluding VAT and printing charges. Technical charges from €31 per 1,000 copies, to be inserted separately/placed separately for leaflets.

## SURCHARGE TO COVER SHIPPING CHARGES

Subscriptions-only extra services such as perfect bound (Lumbeck), pasting or inserting nonstandard advertising materials with a weight **exceeding 25 grams** are subject to the following surcharges:

Surcharge per 1,000 copies ex VAT  
(no discounts apply to surcharges on shipping charges)

25 – 50	€ 10
51 – 75	€ 16
76 – 100	€ 26
101 – 125	€ 35
126 – 150	€ 43
151 – 175	€ 52
176 – 200	€ 61
201 – 225	€ 69

## GENERAL INFORMATION

All assignments are completed in accordance with the General Terms and Conditions dated the 1st of January 2022. All nonstandard advertising materials stated in this rate card will be calculated based on the printed circulation number, which is available on request. At least 1/1 page should be purchased for sachets and adhesive cards. For the delivery of non-standard advertising materials, Terms of Delivery apply to inserts, sachets, etc. unless otherwise agreed with the Sales Support department.

## INSERT SPECIFICATIONS

The bullet points below provide details on specific products listed in the rate chart LINDA.loves nonstandard advertising materials

- Minimum purchase is the current subscription base. A 15% surcharge applies if there is a drop in the subscription base.
- Inserts should always be smaller than the magazine size.
- Prices are approximate; we can quote a final rate after we have received a mock-up. Loose leaflets can be inserted into unsealed magazines provided their weight allows this. MfM is not liable for any expenses incurred by the customer, unless MfM has agreed to this in writing.
- Deadline for cancellation should be set at least 2 months before the closing date.

**FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333  
OR EMAIL SALES@LINDA.NL**

# LINDA. DIGITAL RATES 2022

## NON SPOT LINDA.NL

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
ADVERTORIAL	€ 4,500	€ 500
ADVERTORIAL BASED ON COST PER VIEW	€ 1.25 PER VIEW	€ 500
ADVERTORIAL BASED ON QUALITY READ	€ 2 PER QR	€ 500
ADVERTORIAL BEST OF NEWSLETTER	€ 4,000	
ADVERTORIAL LUNCH NEWSLETTER	€ 3,500	
CROSS-PLACEMENT ADVERTORIAL RITS	€ 2,500	€ 500
LINDA.LOVES-LIST	€ 1,500	€ 250
LINDA.LAB TEST PANEL	FROM € 7,500	FROM € 1,000
LINDA.LAB LIVE	FROM € 16,000	FROM € 6,000
LINDA.LAB COMBINATION	FROM € 20,000	FROM € 6,000
LINDA.QUIZ	€ 17,500	€ 3,000
CALENDER LARGE	€ 44,000	€ 8,000
CALENDER SMALL	€ 15,000	€ 1,500
DOMAIN PROPOSITION LARGE	€ 30,000	€ 3,000
DOMAIN PROPOSITION SMALL	€ 20,000	€ 2,000
ACTION PAGE	FROM € 30,000	FROM € 3,000

### ADVERTORIALS

LINDA.nl editors write an advertorial in the LINDA. look & feel, based on a clear briefing and supplied images. The advertorial will be featured for one week on LINDA.nl and in the app (ROS). AdvertorialRits, a collection of at least three cross-placement advertorials in one series including recognizable branding from advertisers. Also pay based on cost per view and pay based on quality read available.

### LINDA.LOVES LIST

Editorial article on LOVES pillar on LINDA.nl with one paid participant and a link to the site.

### LINDA.QUIZ

Compete in quizzes together with the most fun-loving women in the Netherlands; 8 open-ended and/or closed-ended questions Interaction, education and brand experience with LINDA. readers in a fun and playful way with the signature LINDA. twist. There are two playing options to choose from: a 'knowledge quiz' or 'what kind of type are you' quiz. The quiz consists of 1 advertorial on LINDA.nl, including cross-placement in the app, 1 cross-placement in the newsletter and 2 Instagram Stories, including teaser to the quiz, a fixed quiz banner on LINDA.nl and a co-branded banner.

### LINDA.LAB: LINDA'S TEST PANEL

Testing all the best products in their homes, with testers sharing their opinions by taking an online poll. LINDA. editors write a general article about this summarizing the reviews. The final review is the average of the scores for the separate components.

### LINDA.LAB LIVE

If you attend one of our live labs, you will meet our testers, see them at work and will receive on-the-spot feedback. Everything is captured on camera, and we then post this video in a results advertorial on LINDA.nl, including call-to-action advertorial, mailing database, results advertorial, and cross-placement in the newsletter and Instagram Story.

### LINDA.LAB COMBINATION

Does your product require a personal experience? Would you like to

be able to capture and share experiences from LINDA. testers and provide readers with extra information and reviews on your product? A LINDA.LAB COMBINATION will make sure that you will achieve the maximum. Results of personal testing at home will be shared in an editorial online. Furthermore, personal stories from testers will be shared through a lab video in an online advertorial.

### NEWSLETTER ADVERTORIAL

Cross-placement of the advertorial in the LINDA newsletter. Daily mix of news highlights on LINDA.nl: packed with news items, human-interest stories, the best lifestyle tips and the most popular articles. The 'Lunch' newsletter is sent out every Monday to Friday around lunchtime to a large number of subscribers. The 'Best of' newsletter is sent out every Tuesday and Friday.

### CALENDER

Counting down for four weeks using the LINDA.nl calendar. Featuring inspirational content, humour, items to be won and valuable tips. Editorial content interspersed with advertorials and content present throughout the entire LINDA.nl platform. Content: 4 ROS advertorials fixed in the calendar with cross-placement in the newsletter, 4 Instagram Stories, 2 competitions, 400,000 impressions (banners) and an editorial article including link. Also available in small version.

### DOMAIN PROPOSITION

For advertisers, 2 or 4 weeks of sponsorship of a pillar on LINDA.nl. Fashion, Beauty, Travel, Living, etc. Content: sponsored header, content banner for articles, advertorials, newsletter, Instagram Stories and banner medium rectangle, skyscraper and leaderboard on pillar and ROS.

### ACTION PAGE

Within a LINDA.nl domain for a minimum of 2 weeks. Your own branded-content platform, including sponsored header, content banner for articles, branded or co-branded banner (300,000 impressions), 2 advertorials with cross-placement in the newsletter and 2 Instagram Stories.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL



# LINDA. DIGITAL RATES 2022

## DIGITAL SNACK PACKS

Connect your brand to the LINDA. content with a combination of spot advertising and advertiser-funded programming (i.e. branded content) on LINDA.nl.

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
LINDA.NL MEDIUM SNACK PACK	€ 9,250	€ 750
LINDA.NL LARGE SNACK PACK	€ 11,750	€ 1,250
LINDA.NL X-LARGE SNACK PACK	€ 19,500	€ 1,500

### **MEDIUM SNACK PACK**

Consisting of an advertorial on LINDA.nl, cross-placement in the LINDA. 'Lunch' newsletter, 1 Instagram Story on LINDA.'s Instagram and a medium rectangle/half-page banner (150,000 impressions).

### **LARGE SNACK PACK**

Consisting of 2 advertorials on LINDA.nl, cross-placement in the LINDA. 'Lunch' newsletter, 1 Instagram Story on LINDA.'s Instagram and a medium rectangle/half-page banner (150,000 impressions).

### **X-LARGE SNACK PACK**

Consisting of 2 advertorials on LINDA.nl, 2 cross-placements in the LINDA. 'Lunch' newsletter, 2 Instagram Stories on LINDA.'s Instagram and use of a roadblock (medium rectangle and billboard) (85,000 impressions) and a medium rectangle/half-page banner (150,000 impressions).

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

# LINDA. DIGITAL RATES 2022

## SPOT LINDA.NL

Connect your brand to the LINDA. content using banners and video advertising.

DESKTOP	TARIEF
NATIVE POST	€ 9 CPM
MEDIUM RECTANGLE	€ 25 CPM
SKYSCRAPER	€ 35 CPM
HALF PAGE AD	€ 45 CPM
BILLBOARD	€ 45 CPM
ROADBLOCK (BILLBOARD + MEDIUM RECTANGLE)	€ 65 CPM
ROADBLOCK ( BILLBOARD + HPA)	€ 85 CPM
SKIN + BILLBOARD	€ 90 CPM
PRE-ROLL VIDEO	€ 32 CPM
MOBILE	
NATIVE POST	€ 9 CPM
MEDIUM RECTANGLE	€ 25 CPM
HALF PAGE BANNER	€ 25 CPM
HALF PAGE AD	€ 45 CPM
OUTSTREAM VIDEO	€ 34 CPM
PRE-ROLL VIDEO	€ 32 CPM

## SOCIAL

### INSTAGRAM-STORY

For extra reach and to boost your campaign: story including swipe-up (always within LINDA.) to an advertorial, original or pillar/campaign page on LINDA.nl.

### INSTAGRAM POST

A post on the Instagram feed of LINDA. Layout and approval by the editors of LINDA. including paid partnership tag in text and photo.

### DARK POST

A post with LINDA. tagged in it. Not visible on the feed, but targeting a specific audience. Includes click-out (always within LINDA.) to an advertorial, original or pillar/action page on LINDA.nl.

### INTERACTIVE STORIES

Interact with our target audience, for example by using a poll: Three stories, two with question options and a third with explanation and swipe-up to an advertorial.

	RATE	PRODUCTION COSTS
LINDA. INSTAGRAM STORY	€ 3,500	€ 250
LINDA. INSTAGRAM FEED POST	€ 8,000	€ 500
LINDA. INSTAGRAM DARK-POST	CUSTOM	
LINDA. INSTAGRAM STORIES INTERACTIVE	CUSTOM	

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

# LINDA. DIGITAL RATES 2022

## VIDEO & PODCAST

From LINDA.originals to co-productions, white-label videos and podcasts.

	RATE	PRODUCTION COSTS
<b>VIDEO</b>		
CUSTOM MADE BRANDED LINDA. ORIGINAL FORMAT	PRICE AVAILABLE ON REQUEST	
CO-PRODUCTION	PRICE AVAILABLE ON REQUEST	
WHITE-LABEL VIDEO	PRICE AVAILABLE ON REQUEST	
<b>AUDIO</b>		
LINDA.-PODCASTS	PRICE AVAILABLE ON REQUEST	

### VIDEO

From LINDA.originals to co-productions and white-label videos. Embrace an existing format or an all-new custom-created video. An editorial format can be claimed in a unique way, using the visual design from the familiar full-stop in the LINDA. logo, known as 'bollboarding'. Contents: Bollboarding (logo+packshot), In-program, name in credits, link in article(in consultation) and sponsor mention in preview(in consultation). LINDA.originals is created by LINDA. and we drive the video content from an editorial viewpoint through a regular promotional pack, and in addition there are crosspromotional opportunities available with the Talpa Network. The same applies for the co-production where LINDA. and advertiser both are the visible content creators. If you, as an advertiser, would like to be the content creator, you have the option to create a white-label video. Created by and with LINDA.'s signature quality levels, where the content can be used any way you like. Media are purchased separately for white-label production.

### PODCAST

Listen to our LINDA. podcasts. As before: you have the option to embrace an existing podcast or use a custom-made podcast. We can agree on the content creator; this should always be done by the producers of, and with the signature quality of, LINDA.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL