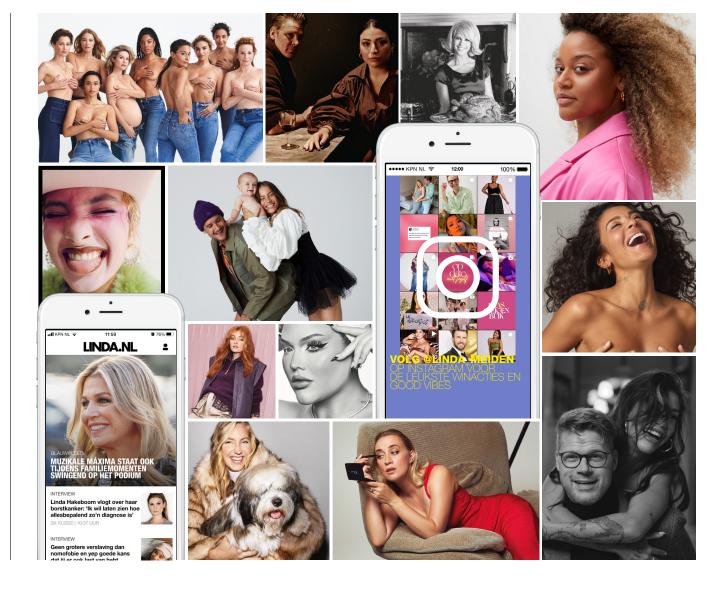


CONTENTS



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

175 445 DISTRIBUTED CIRCUI ATION* 200.000 PRINT RUN 85,000 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 € 12,299 6 PAGES * RATES LISTED ARE RATES PER PAGE 1/1 ADVERTORIAL PAGE € 15.524* 2/1 ADVERTORIAL PAGE $\,\,\,$ $\,\,$ $\,$ $\,$ $\,$ * 21,048* *EXCLUDING PRODUCTION COSTS STARTING AT 62,500 AND IN CONSULTATION WITH THE EDITORIAL TEAM. 2023 PUBLICATION DATES LINDA, 223 18 JANUARY LINDA, 224 15 FEBRUARY LINDA, 225 15 MARCH LINDA, 226 19 APRIL LINDA. 227 17 MAY LINDA.VAKANTIEBOEK 14 JUNE LINDA 228 21 JUNE LINDA, 229 19 JULY LINDA. 230 16 AUGUST LINDA, 231 20 SEPTEMBER LINDA, 232 18 OCTOBER LINDA, 233 15 NOVEMBER LINDA, 234 20 DECEMBER

FACTS & FIGURES

NONSTANDARD ADVERTISING MATERIALS

NUMBER OF	LEAFLET	LEAFLAT IN
PAGES	INSERT*	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
UZ I AG.	₹ ∠∠∪	₹ 220

LOYALTY CARD TOTAL PRINT RUN	€ 32,500
LOYALTY CARD SUBSCRIBERS	€ 17,500
SALES CARD TOTAL PRINT RUN	€ 27,500
SALES CARD SUBSCRIBERS	€ 15,000
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 2023. 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.

FACTS & FIGURES

50,571 DISTRIBUTED CIRCULATION*
65,000 PRINT RUN
17,000 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 03 2021 - 02 2022
**NOM PRINT MONITOR 2022-II

PRINT RATES

*EXCLUDING PRODUCTION COSTS STA	ARTING AT €2,500

2023 PUBLICATION DATES

NONSTANDARD ADVERTISING MATERIALS

NUMBER OF	LEAFLET	LEAFLAT IN
PAGES	INSERT*	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	€ 17,500
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 2023. 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.

DIGITAL RATES

RATE	PRODUCTION COSTS

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.

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.

SOCIAL ADVERTISING

Boost an already existing commercial social post on our social channel or dark advertising: 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, video or domain.

SOCIAL FORMATS

Various long and short format options. Distribution via Instagram reels and TikTok, among others.

DIGITAL SNACK PACKS

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

	RATE	PRODUCTION COSTS
MEDIUM SNACK PACK		
LARGE SNACK PACK		

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.

LOVES DA. RATES 2023

FACTS & FIGURES

65,000 PRINT RUN 12,500 SUBSCRIBERS 3 TIMES A YEAR. IN STORES FOR 12 WEEKS

RATES

*EVALUDING DEODUCTION COSTS ST	ADTING AT 60 500
2/1 ADVERTORIAL PAGE	€ 18,216*
1/1 ADVERTORIAL PAGE	€ 9,108*
2/1 PAGE	€ 15,840
1/1 PAGE	€ 7,920

2022 PUBLICATION DATES

LINDA.LOVES 11	28 FEBRUARY
LINDA.LOVES 12	05 SEPTEMBER
LINDALOVES 13	07 NOVEMBER

NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES	LEAFLET INSERT*	LEAFLAT 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	€ 17,500
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 2023. 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 unsea-
- led 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.

NON SPOT LINDA.NL

	RATE	PRODUCTION COS
ADVERTORIAL	€ 5,000	€ 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 € 8,000	FROM € 1,000
LINDA.LAB LIVE	FROM € 18,000	FROM € 6,000
LINDA,LAB COMBINATION	FROM € 21,500	FROM € 6,000
LINDA.QUIZ	€ 19,500	€ 3,000
DOMAIN PROPOSITION LARGE	€ 32,500	€ 3,000
DOMAIN PROPOSITION SMALL	€ 22,500	€ 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.

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 'Best of' 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 'Best of newsletterr 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 'Lunch' 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.

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, 'Best of newsletter, Instagram Stories and bannering 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 'Best of' newsletter and 2 Instagram Stories.

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.

and advertiser-funded programming (i.e. branded content) on LINDA.nl.			
	RATE	PRODUCTION COSTS	
LINDA.NL MEDIUM SNACK PACK	€9,000	€ 1,000	
LINDA.NL LARGE SNACK PACK	€ 12,325	€ 1,500	
LINDA.NL X-LARGE SNACK PACK	€ 18,494	€ 2,000	

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 (100,000 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) (75,000 impressions) and a medium rectangle/half-page banner (150,000 impressions).

SPOT LINDA.NL

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

DESKTOP NATIVE POST	TARIEF € 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 (TALPA NETWORK)	€ 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 (TALPA NETWORK)	€ 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.

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.

SOCIAL ADVERTISING

Boost an already existing commercial social post on our social channel or dark advertising: 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, video or domain.

RATE	PRODUCTION COSTS
€ 4,000	€ 250
€ 8,000	€ 500
CUSTOM	
CUSTOM	
(£ 4,000 £ 8,000 CUSTOM

VIDEO & AUDIO

	RATE	PRODUCTION COSTS
CUSTOM MADE BRANDED LINDA. ORIGINAL FORMAT	PRICE AVAILA	BLE ON REQUEST
CO-PRODUCTION	PRICE AVAILA	BLE ON REQUEST
WHITE-LABEL	PRICE AVAILA	BLE ON REQUEST

VIDEO & AUDIO

From LINDA.originals to co-productions and white-label videos and audio. Embrace an existing format or an all-new custom-created branded content production.

In a co-production the advertiser and the producers of LINDA. determine the content together. The advertiser has an equal say in content and can provide information about the product/ service to be promoted. LINDA. and advertiser both are the visible content creators and the content will be pushed from an editorial viewpoint.