CONTENTS

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

VOOR LINDA MEIDEN
DE LEUKSTE WINACTIES EN
GOOD VIBES

LEUK, AL DIE OUTFITS DIE CARICE VAN
HOUTEN HAAR ZOONTJE MONTE AANTREKT

VOLG @LINDA_MEIDEN
OP INSTAGRAM VOOR
DE LEUKSTE WINACTIES EN
GOOD VIBES
Facts & Figures
175,445 distributed circulation*  
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  
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 €2,000 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  16 October  
Linda. 233  15 November  
Linda. 234  20 December

Nonstandard Advertising Materials

| Number of Pages | Leaflet Insert* | Leaflet in Adhesive*
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pag.</td>
<td>€ 125</td>
<td>€ 125</td>
</tr>
<tr>
<td>4 pag.</td>
<td>€ 150</td>
<td>€ 150</td>
</tr>
<tr>
<td>6 pag.</td>
<td>€ 160</td>
<td>€ 160</td>
</tr>
<tr>
<td>8 pag.</td>
<td>€ 165</td>
<td>€ 165</td>
</tr>
<tr>
<td>12 pag.</td>
<td>€ 175</td>
<td>€ 175</td>
</tr>
<tr>
<td>16 pag.</td>
<td>€ 185</td>
<td>€ 185</td>
</tr>
<tr>
<td>20 pag.</td>
<td>€ 200</td>
<td>€ 200</td>
</tr>
<tr>
<td>24 pag.</td>
<td>€ 205</td>
<td>€ 205</td>
</tr>
<tr>
<td>32 pag.</td>
<td>€ 225</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Surcharge per 1,000 copies ex VAT (no discounts apply to surcharges on shipping charges)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 – 50</td>
<td>€ 10</td>
</tr>
<tr>
<td>51 – 75</td>
<td>€ 16</td>
</tr>
<tr>
<td>76 – 100</td>
<td>€ 26</td>
</tr>
<tr>
<td>101 – 125</td>
<td>€ 35</td>
</tr>
<tr>
<td>126 – 150</td>
<td>€ 43</td>
</tr>
<tr>
<td>151 – 175</td>
<td>€ 52</td>
</tr>
<tr>
<td>176 – 200</td>
<td>€ 61</td>
</tr>
<tr>
<td>201 – 225</td>
<td>€ 69</td>
</tr>
</tbody>
</table>

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.

For more information, please call +31 35 799 9333 or email sales@linda.nl.
FACTS & FIGURES

50,571 DISTRIBUTED CIRCULATION*  
65,000 PRINT RUN  
17,000 SUBSCRIBERS  
213,000 AVERAGE REACH**

PRINT RATES

1/1 PAGE PRINT € 7,920  
2/1 PAGE PRINT € 15,840

1/1 ADVERTORIAL PAGE PRINT € 9,108*  
2/1 ADVERTORIAL PAGE PRINT € 18,216*

*EXCLUDING PRODUCTION COSTS STARTING AT €2,500

2023 PUBLICATION DATES

LINDA MEIDEN 40 03 JANUARY  
LINDA MEIDEN 41 21 FEBRUARY  
LINDA MEIDEN 42 25 APRIL  
LINDA MEIDEN ZOMERBOEK 20 JUNE  
LINDA MEIDEN 43 29 AUGUST  
LINDA MEIDEN WINTERBOEK 07 NOVEMBER

NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES  LEAFLET INSERT*  LEAFLET IN ADHESIVE*
2 PAG.  € 125  € 125  
4 PAG.  € 150  € 150  
6 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.

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.

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.

LOCATIONS

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
<th>Production Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADVERTORIALS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LINDA.nl editors write an advertorial in the LINDA.nl/meiden look &amp; 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.</td>
<td>€ 1.25 PER VIEW</td>
<td>€ 500</td>
</tr>
<tr>
<td><strong>LINDA.MEIDEN LIST OF THE DAY</strong></td>
<td>€ 2 PER QR</td>
<td>€ 500</td>
</tr>
<tr>
<td>Editorial article on lindameiden.nl with one paid member and a link to the site.</td>
<td>€ 1,000</td>
<td>€ 250</td>
</tr>
<tr>
<td><strong>LINDA.MEIDEN-LAB TESTPANEL</strong></td>
<td>€ 6,500</td>
<td>€ 1,000</td>
</tr>
<tr>
<td>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.</td>
<td>€ 11,000</td>
<td>FROM € 2,500</td>
</tr>
<tr>
<td><strong>LINDA.MEIDEN-LAB LIVE</strong></td>
<td>€ 2,000</td>
<td>€ 250</td>
</tr>
<tr>
<td>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.</td>
<td>€ 4,500</td>
<td>€ 500</td>
</tr>
<tr>
<td><strong>LINDA.MEIDEN INSTAGRAM STORY</strong></td>
<td>€ 6,000</td>
<td>€ 750</td>
</tr>
<tr>
<td>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.</td>
<td>€ 8,000</td>
<td>€ 1,250</td>
</tr>
<tr>
<td><strong>LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES)</strong></td>
<td>CUSTOM</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LINDA. MEIDEN FEED POST</strong></td>
<td>CUSTOM</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LINDA.MEIDEN-LAB POLL (3 STORIES) + RESULTS ADVERTORIAL</strong></td>
<td>CUSTOM</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LINDA.MEIDEN SOCIAL ADVERTISING</strong></td>
<td>CUSTOM</td>
<td></td>
</tr>
<tr>
<td>Various long and short format options. Distribution via Instagram reels and TikTok, among others.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LINDA.MEIDEN SOCIAL FORMATS</strong></td>
<td>CUSTOM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>RATE</th>
<th>PRODUCTION COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIUM SNACK PACK</td>
<td>€ 5,500</td>
<td>€ 750</td>
</tr>
<tr>
<td>LARGE SNACK PACK</td>
<td>€ 9,455</td>
<td>€ 1,500</td>
</tr>
</tbody>
</table>

**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.
FACTS & FIGURES
65,000 PRINT RUN
12,500 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 11 28 FEBRUARY
LINDA.LOVES 12 05 SEPTEMBER
LINDA.LOVES 13 07 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

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
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176 – 200 € 61
201 – 225 € 69

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

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*

2023 PUBLICATION DATES
LINDA.LOVES 14 28 FEBRUARY
LINDA.LOVES 15 05 SEPTEMBER
LINDA.LOVES 16 07 NOVEMBER

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333
OR EMAIL SALES@LINDA.NL
## Digital Rates 2023

### Non Spot LINDA.nl

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
<th>Production Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertorials</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertorial</td>
<td>€ 5,000</td>
<td>€ 500</td>
</tr>
<tr>
<td>Advertorial Best Of Newsletter</td>
<td>€ 4,000</td>
<td></td>
</tr>
<tr>
<td>Advertorial Lunch Newsletter</td>
<td>€ 3,500</td>
<td></td>
</tr>
<tr>
<td>Cross Placement Advertorial Rits</td>
<td>€ 2,500</td>
<td>€ 500</td>
</tr>
<tr>
<td>LINDA.Loves List</td>
<td>€ 1,500</td>
<td>€ 250</td>
</tr>
<tr>
<td>LINDA.Lab Test Panel</td>
<td>FROM € 8,000</td>
<td>FROM € 1,000</td>
</tr>
<tr>
<td>LINDA.Lab Live</td>
<td>FROM € 18,000</td>
<td>FROM € 6,000</td>
</tr>
<tr>
<td>LINDA.Lab Combination</td>
<td>FROM € 21,500</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>LINDAQuiz</td>
<td>€ 19,500</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>Domain Proposition Large</td>
<td>€ 32,500</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>Domain Proposition Small</td>
<td>€ 22,500</td>
<td>€ 2,000</td>
</tr>
<tr>
<td>Action Page</td>
<td>FROM € 30,000</td>
<td>FROM € 3,000</td>
</tr>
</tbody>
</table>

### 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 on a results advertorial on LINDA.nl, including call-to-action advertorial, mailing database, results advertorial, and cross-placement in the ‘Best of’ 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 ‘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.

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For more information, please call +31 35 799 9333 or email sales@LINDA.nl.
### 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.

<table>
<thead>
<tr>
<th>Article Type</th>
<th>Rate</th>
<th>Production Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>LINDA.NL MEDIUM SNACK PACK</td>
<td>€ 9,000</td>
<td>€ 1,000</td>
</tr>
<tr>
<td>LINDA.NL LARGE SNACK PACK</td>
<td>€ 12,325</td>
<td>€ 1,500</td>
</tr>
<tr>
<td>LINDA.NL X-LARGE SNACK PACK</td>
<td>€ 18,494</td>
<td>€ 2,000</td>
</tr>
</tbody>
</table>

### 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).

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL
LINDA. DIGITAL RATES 2023

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

<table>
<thead>
<tr>
<th>DESKTOP</th>
<th>TARIEF</th>
<th>PRODUCTION COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIVE POST</td>
<td>€ 9 CPM</td>
<td>€ 250</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>€ 25 CPM</td>
<td>€ 500</td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>€ 35 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>HALF PAGE AD</td>
<td>€ 45 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>BILLBOARD</td>
<td>€ 45 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>ROADBLOCK (BILLBOARD + MEDIUM RECTANGLE)</td>
<td>€ 65 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>ROADBLOCK (BILLBOARD + HPA)</td>
<td>€ 85 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>SKIN + BILLBOARD</td>
<td>€ 90 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>PRE ROLL VIDEO (TALPA NETWORK)</td>
<td>€ 32 CPM</td>
<td>CUSTOM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MOBILE</th>
<th>TARIEF</th>
<th>PRODUCTION COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIVE POST</td>
<td>€ 9 CPM</td>
<td>€ 250</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>€ 25 CPM</td>
<td>€ 500</td>
</tr>
<tr>
<td>HALF PAGE BANNER</td>
<td>€ 25 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>HALF PAGE AD</td>
<td>€ 45 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>OUTSTREAM VIDEO</td>
<td>€ 34 CPM</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>PRE ROLL VIDEO (TALPA NETWORK)</td>
<td>€ 32 CPM</td>
<td>CUSTOM</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>RATE</th>
<th>PRODUCTION COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LINDA. INSTAGRAM STORY</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>LINDA. INSTAGRAM FEED POST</td>
<td>€ 8,000</td>
</tr>
<tr>
<td>LINDA. INSTAGRAM STORIES INTERACTIVE</td>
<td>CUSTOM</td>
</tr>
<tr>
<td>SOCIAL ADVERTISING</td>
<td>CUSTOM</td>
</tr>
</tbody>
</table>

For more information, please call +31 35 799 9333 or email sales@linda.nl
## VIDEO & AUDIO

<table>
<thead>
<tr>
<th>CUSTOM MADE BRANDED LINDA. ORIGINAL FORMAT</th>
<th>RATE</th>
<th>PRODUCTION COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO-PRODUCTION</td>
<td>PRICE AVAILABLE ON REQUEST</td>
<td></td>
</tr>
<tr>
<td>WHITE-LABEL</td>
<td>PRICE AVAILABLE ON REQUEST</td>
<td></td>
</tr>
</tbody>
</table>

### 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.

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