

A woman with blonde hair, wearing a white strapless top, resting her head on her hand. The background is a soft, out-of-focus white.

**2023**  
**LINDA.**  
**rates**



## A collage of images related to Linda de Mol. It includes a group photo of her family (Linda, her husband, and their children) in the top left. A smartphone screen in the center displays the Linda.NL website, which features a grid of photos and the text 'VOLG LINDA WEIDEN OP INSTAGRAM VOOR DE LEUKSTE WINACTIES EN GOOD VIBES'. Other images include a close-up of Linda smiling, a photo of her holding a baby, a black and white portrait of her, a photo of her with a dog, and a photo of her with a man. The collage is set against a dark background with a subtle grid pattern.

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

# LINDA.RATES 2023

## FACTS & FIGURES

162,244 DISTRIBUTED CIRCULATION\*  
200,000 PRINT RUN  
85,000 SUBSCRIBERS  
884,000 AVERAGE REACH\*\*  
12 ISSUES A YEAR +  
1 LINDA SUMMER SPECIAL

\*NOM MEDIA 2022 Q1 - Q4 2022

\*\*NOM PRINT MONITOR 2022-IV

## 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 € 2,700 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

## 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	€ 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. MiM is not liable for any expenses incurred by the customer, unless MiM 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.meiden.RATES 2023

## FACTS & FIGURES

48,130 DISTRIBUTED CIRCULATION\*  
 65,000 PRINT RUN  
 14,000 SUBSCRIBERS  
 208,000 AVERAGE REACH\*\*  
 PUBLICATION FREQUENCY 4 ISSUES A YEAR +  
 SUMMER SPECIAL & WINTER SPECIAL  
 IN STORES FOR 8-10 WEEKS  
 \*NOM MEDIA 2022 Q1 - Q4 2022  
 \*\*NOM PRINT MONITOR 2022-IV

## 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 € 2,700

## 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.	€ 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.

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176 – 200	€ 61
201 – 225	€ 69

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## 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.meiden.RATES 2023

## DIGITAL RATES

	RATE	PRODUCTION COSTS
ADVERTORIAL ROS LINDA.MEIDEN LABELED	€ 5,000	€ 500
ADVERTORIAL ROS LINDA.MEIDEN LABELED BASED ON COST PER VIEW	€ 1,25 PER VIEW	€ 500
LINDA.MEIDEN LIST	€ 1,000	€ 250
LINDA.LAB TESTED BY LINDA.MEIDEN	€ 6,500	€ 1,000
LINDA.LAB LIVE TESTED BY LINDA.MEIDEN	€ 11,000	FROM € 2,500
LINDA.MEIDEN INSTAGRAM STORY	€ 2,000	€ 250
LINDA. MEIDEN FEED POST	€ 4,500	€ 500
LINDA.MEIDEN INSTAGRAM- POLL (3 STORIES)	€ 6,000	€ 750
LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES) + RESULTS ADVERTORIAL	€ 11,000	€ 1,250
LINDA.MEIDEN SOCIAL ADVERTISING	CUSTOM	
LINDA.MEIDEN SOCIAL FORMATS	CUSTOM	

### ADVERTORIALS

LINDA.nl editors write an advertorial in the LINDA.meiden look & feel, based on a clear briefing and supplied images. The advertorial will be featured on LINDA.nl and the app (ROS).

### LINDA.MEIDEN LIST OF THE DAY

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

### LINDA.LAB TESTED BY LINDA.MEIDEN

LINDA.lab tested by the readers of LINDA.meiden. 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 TESTED BY LINDA.MEIDEN

LINDA.lab live tested by the readers of LINDA.meiden. 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 (LINDA.meiden labeled). 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.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL [SALES@LINDA.NL](mailto:SALES@LINDA.NL)

# LINDA.meiden.RATES 2023

## DIGITAL SNACK PACKS

Connect your brand to the LINDA.meiden content on LINDA.nl with a combination of spot advertising and non spot advertising.

	RATE	PRODUCTION COSTS
MEDIUM SNACK PACK	€ 5,500	€ 750
LARGE SNACK PACK	€ 9,455	€ 1,500

### MEDIUM SNACK PACK

Consisting of an advertorial LINDA. meiden labeled. The advertorial will be featured on LINDA.nl (ROS and 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 LINDA.meiden labeled. The advertorials will be featured on LINDA.nl (ROS and 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](mailto:SALES@LINDA.NL)



# LINDA. LOVES RATES 2023

## 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 € 2,700

## 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

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

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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

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## 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. MiM is not liable for any expenses incurred by the customer, unless MiM has agreed to this in writing.
- Deadline for cancellation should be set at least 2 months before the closing date.

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OR EMAIL SALES@LINDA.NL

# LINDA. DIGITAL RATES 2023

## NON SPOT LINDA.NL

	RATE	PRODUCTION COSTS
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	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	€ 30,750	€ 3,250
DOMAIN PROPOSITION SMALL	€ 21,000	€ 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.

### 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

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. Including call-to-action advertorial, mailing database and the content will be pushed from an editorial viewpoint.

### 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' newsletter, Instagram Story and the content will be pushed from an editorial viewpoint.

### 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 4 weeks of sponsorship of a pillar on LINDA. nl. Fashion, Beauty, Cooking & Eating, Body & Health, Living, etc. Content: sponsored header, content banner for articles, 3 advertorials, 3 Instagram Stories, advertorial rits, 'Lunch' newsletter, and banner medium rectangle, skyscraper and billboard on pillar and if necessary ROS (200.000 impressions). Also available for a period of 2 weeks.

### 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.



# LINDA. DIGITAL RATES 2023

## DIGITAL SNACK PACKS

Connect your brand to the LINDA. content with a combination of spot advertising and non spot advertising on LINDA.nl.

	RATE	PRODUCTION COSTS
LINDA.NL MEDIUM SNACK PACK	€ 9,250	€ 750
LINDA.NL LARGE SNACK PACK	€ 12,500	€ 1,250
LINDA.NL X-LARGE SNACK PACK	€ 18,500	€ 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 (120,000 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 (165,000 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](mailto:SALES@LINDA.NL)

# LINDA. DIGITAL RATES 2023

## SPOT LINDA.NL

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

DESKTOP	TARIEF*
NATIVE POST	€ 30 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**
SITE TAKEOVER (ALL DEVICES)	€ 9,500 PER DAY (FIXED)**
PRE ROLL VIDEO (TALPA NETWORK)	€ 32 CPM
MOBILE	
NATIVE POST	€ 30 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
LINDA. INSTAGRAM STORY	€ 4,000	€ 250
LINDA. INSTAGRAM FEED POST	€ 8,000	€ 500
LINDA. INSTAGRAM STORIES INTERACTIVE	CUSTOM	
SOCIAL ADVERTISING	CUSTOM	

\* INDEX 110 FOR DISPLAY TARGETTING DOMAIN

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

# LINDA. DIGITAL RATES 2023

## VIDEO & AUDIO

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

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