2023
LINDA.
rates
**LOYALTY CARD TOTAL PRINT RUN**

**LOYALTY CARD SUBSCRIBERS**

**SALES CARD TOTAL PRINT RUN**

**SALES CARD SUBSCRIBERS**

**COVER PASS TOTAL PRINT RUN**

**ADHESIVE CARD STARTING FROM**

**SACHET STARTING FROM**

**PREMIUM PRINT PROPOSITIONS**

**CUSTOM MADE MAGAZINE**

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

**EXCLUDING PRODUCTION COSTS STARTING AT € 2,700 AND IN CONSULTATION WITH THE EDITORIAL TEAM.**

**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

**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 chart 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.

**FACTS & FIGURES**

- **157,215 DISTRIBUTED CIRCULATION**
- **200,000 PRINT RUN**
- **85,000 SUBSCRIBERS**
- **884,000 AVERAGE REACH**
- **12 ISSUES A YEAR**
- **1 LINDA SUMMER SPECIAL**
- **NOM MEDIA 2023: Q1 - Q4**

**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
45,261 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 Q2 - Q1 2023
**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 23 AUGUST
LINDA.MEIDEN WINTERBOEK 07 NOVEMBER

NONSTANDARD ADVERTISING MATERIALS

<table>
<thead>
<tr>
<th>NUMBER OF PAGES</th>
<th>LEAFLET INSERT*</th>
<th>LEAFLET IN ADHESIVE*</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>€ 165</td>
<td>€ 165</td>
</tr>
<tr>
<td>8 PAG.</td>
<td>€ 175</td>
<td>€ 175</td>
</tr>
<tr>
<td>12 PAG.</td>
<td>€ 185</td>
<td>€ 185</td>
</tr>
<tr>
<td>16 PAG.</td>
<td>€ 200</td>
<td>€ 200</td>
</tr>
<tr>
<td>20 PAG.</td>
<td>€ 205</td>
<td>€ 205</td>
</tr>
<tr>
<td>24 PAG.</td>
<td>€ 225</td>
<td>€ 225</td>
</tr>
</tbody>
</table>

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
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Surcharge per 1,000 copies ex VAT
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25 – 50 € 10
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201 – 225 € 69

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*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.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 3333 OR EMAIL SALES@LINDA.NL
# Digital Rates

## Advertorials
- **Advertorial Ros Linda Meiden**
  - Rate: €5,000
  - From: €1,25 per view
- **Linda Meiden Labeled Based on Cost Per View**
  - Rate: €1,000
- **Linda Meiden List**
  - Rate: €1,000
- **Linda Meiden Live Tested by Linda Meiden**
  - Rate: €11,000
- **Linda Meiden Instagram Story**
  - Rate: €2,000
- **Linda Meiden Feed Post**
  - Rate: €4,500
- **Linda Meiden Instagram-Poll (3 Stories)**
  - Rate: €6,000
- **Linda Meiden Instagram-Poll (3 Stories) + Results Advertorial**
  - Rate: €11,000
- **Linda Meiden Social Advertising**
  - Rate: Custom
- **Linda Meiden Social Formats**
  - Rate: Custom

## Instagram Story
For extra reach and to boost your campaign: story including sticker (always within Linda.nl) 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.nl) to an advertorial, video or domain.

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

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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.meiden content on LINDA.nl with a combination of spot advertising and non spot advertising.

<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>€ 850</td>
</tr>
<tr>
<td>LARGE SNACK PACK</td>
<td>€ 9,455</td>
<td>€ 1,700</td>
</tr>
</tbody>
</table>

**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
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

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<tr>
<th>NUMBER OF PAGES</th>
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</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>
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</table>

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FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL
**LINDA.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>ADVERTORIAL</strong></td>
<td>€ 5,000</td>
<td>FROM € 600</td>
</tr>
<tr>
<td><strong>ADVERTORIAL BEST OF NEWSLETTER</strong></td>
<td>€ 4,000</td>
<td></td>
</tr>
<tr>
<td><strong>ADVERTORIAL LUNCH NEWSLETTER</strong></td>
<td>€ 3,500</td>
<td></td>
</tr>
<tr>
<td><strong>CROSS-PLACEMENT</strong></td>
<td>€ 2,500</td>
<td>€ 600</td>
</tr>
<tr>
<td><strong>ADVERTORIAL RITS</strong></td>
<td>€ 1,500</td>
<td>€ 250</td>
</tr>
<tr>
<td><strong>LINDA.LOVES LIST</strong></td>
<td>FROM € 8,000</td>
<td>FROM € 1,100</td>
</tr>
<tr>
<td><strong>LINDA.LAB</strong></td>
<td>FROM € 18,000</td>
<td>FROM € 6,200</td>
</tr>
<tr>
<td><strong>LINDA.LAB COMBINATION</strong></td>
<td>FROM € 21,500</td>
<td>FROM € 6,200</td>
</tr>
<tr>
<td><strong>LINDA.QUIZ</strong></td>
<td>€ 19,500</td>
<td>€ 3,200</td>
</tr>
<tr>
<td><strong>DOMAIN PROPOSITION LARGE</strong></td>
<td>€ 30,750</td>
<td>€ 3,550</td>
</tr>
<tr>
<td><strong>DOMAIN PROPOSITION SMALL</strong></td>
<td>€ 21,000</td>
<td>€ 2,200</td>
</tr>
<tr>
<td><strong>ACTION PAGE</strong></td>
<td>FROM € 30,000</td>
<td>FROM € 3,200</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). Another option is a shopping advertorial. Next to general information of the brand/company, we will outline 5 products in the advertorial. Each product will have a separate link directly to your website. Advertorial Rits, 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 banning 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.

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 non spot advertising on LINDA.nl.

<table>
<thead>
<tr>
<th></th>
<th>RATE</th>
<th>PRODUCTION COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LINDA.NL MEDIUM SNACK PACK</td>
<td>€ 9,250</td>
<td>€ 850</td>
</tr>
<tr>
<td>LINDA.NL LARGE SNACK PACK</td>
<td>€ 12,500</td>
<td>€ 1,450</td>
</tr>
<tr>
<td>LINDA.NL X-LARGE SNACK PACK</td>
<td>€ 18,500</td>
<td>€ 1,700</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 (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
**SPOT LINDA.NL**

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

<table>
<thead>
<tr>
<th><strong>DESKTOP</strong></th>
<th><strong>TARIEF</strong>*</th>
<th><strong>PRODUCTION COSTS</strong></th>
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</thead>
<tbody>
<tr>
<td>NATIVE POST</td>
<td>€ 30 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>
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<tr>
<td>ROADBLOCK (BILLBOARD + MEDIUM RECTANGLE)</td>
<td>€ 65 CPM</td>
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</tr>
<tr>
<td>ROADBLOCK (BILLBOARD + HPA)</td>
<td>€ 85 CPM</td>
<td></td>
</tr>
<tr>
<td>SKIN + BILLBOARD</td>
<td>€ 90 CPM**</td>
<td></td>
</tr>
<tr>
<td>SITE TAKEOVER (ALL DEVICES)</td>
<td>€ 9,500 PER DAY (FIXED)**</td>
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<tr>
<td>PRE ROLL VIDEO (TALPA NETWORK)</td>
<td>€ 32 CPM</td>
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<table>
<thead>
<tr>
<th><strong>MOBILE</strong></th>
<th><strong>TARIEF</strong></th>
<th><strong>PRODUCTION COSTS</strong></th>
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<tbody>
<tr>
<td>NATIVE POST</td>
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<td></td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>€ 25 CPM</td>
<td></td>
</tr>
<tr>
<td>HALF PAGE BANNER</td>
<td>€ 25 CPM</td>
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</tr>
<tr>
<td>HALF PAGE AD</td>
<td>€ 45 CPM</td>
<td></td>
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<tr>
<td>OUTSTREAM VIDEO</td>
<td>€ 34 CPM</td>
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</tr>
<tr>
<td>PRE ROLL VIDEO (TALPA NETWORK)</td>
<td>€ 32 CPM</td>
<td></td>
</tr>
</tbody>
</table>

**SOCIAL**

**INSTAGRAM-STYLE**

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><strong>RATE</strong></th>
<th><strong>PRODUCTION COSTS</strong></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>
</tbody>
</table>

* INDEX 110 FOR DISPLAY TARGETING DOMAIN
**EXCLUDING HOSTING COSTS. FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL
## VIDEO & AUDIO

<table>
<thead>
<tr>
<th></th>
<th>RATE</th>
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</thead>
<tbody>
<tr>
<td>CUSTOM MADE</td>
<td>PRICE AVAILABLE ON REQUEST</td>
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</tr>
<tr>
<td>BRANDED LINDA. ORIGINAL FORMAT</td>
<td></td>
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</tr>
<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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