2024 LINDA.
rates
CONTENTS

RATES
LINDA.
LINDA.LOVES
LINDA.MEIDEN

VOLG LINDA MEIDEN
OP INSTAGRAM VOOR
DE LEUKSTE WINACTIES EN
GOOD VIBES

TE LEUK, AL DIE OUTFITS DIE CARICE VAN
HOUTEN HAAR ZOONTJE MONTE AANTREKT
FACTS & FIGURES
151,356 DISTRIBUTED CIRCULATION*
200,000 PRINT RUN
82,297 SUBSCRIBERS*
824,000 AVERAGE REACH**
12 ISSUES A YEAR +
1 LINDA SUMMER SPECIAL
NOM MEDIA 2022 Q3 - Q2 2023
**NOM PRINT MONITOR 2023-I

RATES PRINT
1/1 PAGE € 12,500
2/1 PAGE € 25,000
1/1 ADVERTORIAL PAGE € 14,375*
2/1 ADVERTORIAL PAGE € 28,750*
*EXCLUDING PRODUCTION COSTS STARTING AT € 2,700 AND IN CONSULTATION WITH THE EDITORIAL TEAM.

2023 PUBLICATION DATES
LINDA. 235 17 JANUARY
LINDA. 236 21 FEBRUARY
LINDA. 237 20 MARCH
LINDA. 238 17 APRIL
LINDA. 239 15 MAY
LINDA. VAJANTEBOEK 12 JUNE
LINDA. 240 19 JUNE
LINDA. 241 17 JULY
LINDA. 242 21 AUGUST
LINDA. 243 18 SEPTEMBER
LINDA. 244 16 OCTOBER
LINDA. 245 20 NOVEMBER
LINDA. 246 18 DECEMBER

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>
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<tr>
<td>4 PAG.</td>
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<td>€ 150</td>
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<tr>
<td>6 PAG.</td>
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<td>€ 160</td>
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<tr>
<td>8 PAG.</td>
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<td>€ 165</td>
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<td>12 PAG.</td>
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<td>€ 175</td>
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<tr>
<td>16 PAG.</td>
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<td>€ 185</td>
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<td>€ 200</td>
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<tr>
<td>24 PAG.</td>
<td>€ 205</td>
<td>€ 205</td>
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<tr>
<td>32 PAG.</td>
<td>€ 225</td>
<td>€ 225</td>
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</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 € 37,500
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>Quantity</th>
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<tbody>
<tr>
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<td>76 – 100</td>
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<td>101 – 125</td>
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<td>126 – 150</td>
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<td>151 – 175</td>
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<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 202.
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
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 results advertorial 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 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, 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 bannering 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.

SPONSORED SECTION
An online section in the look & feel and written by the editorial team of LINDA. that seamlessly aligns with the other editorial content and the needs of the target audience. Through a clickout, users can be redirected to the advertiser’s website. The sponsored section consists of 3 sponsored editorial articles, 3 Instagram stories, 3 cross placements in the newsletter, and 3 Facebook posts.

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</td>
<td>€ 9,250</td>
<td>€ 850</td>
</tr>
<tr>
<td>SNACK PACK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LINDA.NL LARGE</td>
<td>€ 12,500</td>
<td>€ 1,450</td>
</tr>
<tr>
<td>SNACK PACK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LINDA.NL X-LARGE</td>
<td>€ 18,500</td>
<td>€ 1,700</td>
</tr>
<tr>
<td>SNACK PACK</td>
<td></td>
<td></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).

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

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.

SOCKET 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.

DESKTOP
<table>
<thead>
<tr>
<th>TARIEF*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIVE POST</td>
<td>€ 25 CPM</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>€ 35 CPM</td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>€ 45 CPM</td>
</tr>
<tr>
<td>HALF PAGE AD</td>
<td>€ 65 CPM</td>
</tr>
<tr>
<td>SKIN + BILLBOARD</td>
<td>€ 90 CPM**</td>
</tr>
<tr>
<td>SITE TAKEOVER (ALL DEVICES)</td>
<td>€ 9,500 PER DAY (FIXED)**</td>
</tr>
<tr>
<td>PRE ROLL VIDEO (TALPA NETWORK)</td>
<td>€ 32 CPM</td>
</tr>
</tbody>
</table>

MOBILE
<table>
<thead>
<tr>
<th>TARIEF*</th>
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<tr>
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<td>€ 35 CPM</td>
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<tr>
<td>HALF PAGE BANNER</td>
<td>€ 25 CPM</td>
</tr>
<tr>
<td>HALF PAGE AD</td>
<td>€ 45 CPM</td>
</tr>
<tr>
<td>OUTSTREAM VIDEO</td>
<td>€ 34 CPM</td>
</tr>
<tr>
<td>PRE ROLL VIDEO (TALPA NETWORK)</td>
<td>€ 32 CPM</td>
</tr>
</tbody>
</table>

* INDEX 110 FOR DISPLAY TARGETING DOMAIN
**EXCLUDING HOSTING COSTS €800 PER DAY. FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL.

LINDA. INSTAGRAM STORY
RATE  | PRODUCTION COSTS
--- | ---
€ 4,000 | € 250
€ 8,000 | € 500
CUSTOM | CUSTOM
**CO-PRODUCTIONS: AUDIO, VIDEO AND SOCIAL**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Production Costs</th>
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</thead>
<tbody>
<tr>
<td>CO-PRODUCTION</td>
<td>PRICE AVAILABLE ON REQUEST</td>
</tr>
<tr>
<td>WHITE-LABEL</td>
<td>PRICE AVAILABLE ON REQUEST</td>
</tr>
</tbody>
</table>

**CO-PRODUCTION**

By and in cooperation with the creators of LINDA, we make customized video & audio productions, where both advertiser and LINDA. are sender. The productions, web-first and/or social-first, are editorially driven and there are cross-promotion opportunities within the Talpa network.

**WHITE-LABEL**

Do you prefer a white label? This is a video or audio(format) made by and with the quality of LINDA., which is made on behalf of the customer.

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL
FACTS & FIGURES
55,000 PRINT RUN
9,600 SUBSCRIBERS
3 TIMES A YEAR
IN STORES FOR 12 WEEKS

RATES
1/1 PAGE € 6,500
2/1 PAGE € 13,000
1/1 ADVERTORIAL PAGE € 7,475*
2/1 ADVERTORIAL PAGE € 14,950*
*EXCLUDING PRODUCTION COSTS STARTING AT € 2,700

2022 PUBLICATION DATES
LINDA.LOVES 14  20 FEBRUARY
LINDA.LOVES 15  03 SEPTEMBER
LINDA.LOVES 16  05 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*

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)

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Surcharge</th>
<th>Surcharge</th>
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<tbody>
<tr>
<td>25 – 50</td>
<td>€ 10</td>
<td></td>
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NONSTANDARD ADVERTISING MATERIALS ARE SUBJECT TO AVAILABILITY AND THE RATES LISTED ARE SUBJECT TO A MOCK-UP.

SURCHARGE PER 1,000 COPIES EX VAT (NO DISCOUNTS APPLY)

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<th>Weight Range</th>
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</tr>
</tbody>
</table>

FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL
FACTS & FIGURES
43,803 DISTRIBUTED CIRCULATION*
65,000 PRINT RUN
12,241 SUBSCRIBERS*
192,000 AVERAGE REACH**
PUBLICATION FREQUENCY 5 ISSUES A YEAR
IN STORES FOR 8-10 WEEKS
*NOM MEDIA 2022 Q3 - 22.Q2
**NOM PRINT MONITOR 2023-I
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
2024 PUBLICATION DATES
LINDA.MEIDEN 44 02 JANUARY
LINDA.MEIDEN 01-SPECIAL SPRING 26 MARCH
LINDA MEIDEN 02-SPECIAL SUMMER 18 JUNE
LINDA.MEIDEN03-SPECIAL AUTUMN 03 SEPTEMBER
LINDA.MEIDEN 04-SPECIAL WINTER 26 NOVEMBER
NONSTANDARD ADVERTISING MATERIALS
<table>
<thead>
<tr>
<th>NUMBER OF PAGES</th>
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*LOYALTY CARD SUBSCRIBERS € 6,500
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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.

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

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Rate</th>
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<tr>
<td>ADVERTORIAL ROS LINDA.MEIDEN Labeled</td>
<td>€ 6,000</td>
<td>FROM € 600</td>
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<tr>
<td>ADVERTORIAL ROS LINDA.MEIDEN Labeled Based on Cost Per View</td>
<td>€ 1,25 PER VIEW</td>
<td>FROM € 600</td>
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<tr>
<td>LINDA.MEIDEN LIST</td>
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<tr>
<td>LINDA.LAB TESTED BY LINDA.MEIDEN</td>
<td>€ 7,500</td>
<td>€ 1,450</td>
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<tr>
<td>LINDA.LAB LIVE TESTED BY LINDA.MEIDEN</td>
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<td>CUSTOM</td>
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<tr>
<td>LINDA.MEIDEN INSTAGRAM STORY</td>
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<tr>
<td>LINDA.MEIDEN FEED POST</td>
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<td>€ 500</td>
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<tr>
<td>LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES)</td>
<td>€ 6,000</td>
<td>€ 750</td>
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<tr>
<td>LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES) + RESULTS ADVERTORIAL</td>
<td>€ 11,000</td>
<td>€ 1,350</td>
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<td>LINDA.MEIDEN SOCIAL ADVERTISING</td>
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<tr>
<td>LINDA.MEIDEN SOCIAL FORMATS</td>
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<tr>
<td>SPONSORED SECTION</td>
<td>€ 21,000</td>
<td>€ 2,550</td>
</tr>
</tbody>
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### 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). 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.

### 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 results advertorial 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.

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### 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.

### SPONSORED SECTION

An online section in the look & feel and written by the editorial team of LINDA.meiden that seamlessly aligns with the other editorial content and the needs of the target audience. Through a clickout, users can be redirected to the advertiser’s website. The sponsored section consists of 3 sponsored editorial articles, 3 Instagram stories, 3 cross placements in the newsletter, and 3 Facebook posts.

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### 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.

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

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