RATES 2024

FACTS & FIGURES
146,114 DISTRIBUTED CIRCULATION*  
200,000 PRINT RUN  
80,000 SUBSCRIBERS  
766,000 AVERAGE REACH**  
12 ISSUES A YEAR +  
1 LINDA SUMMER SPECIAL  
**SOURCE: NMO DATA 2023 Q1 TO 2023 Q4

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.VAKANTIEBOEK  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

PRINT

RATES 2024

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LINDA. 242  21 AUGUST  
LINDA. 243  18 SEPTEMBER  
LINDA. 244  16 OCTOBER  
LINDA. 245  20 NOVEMBER  
LINDA. 246  18 DECEMBER

PRINT

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>€ 180</td>
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<tr>
<td>32 PAG.</td>
<td>€ 225</td>
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</tr>
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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

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:

| 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 202.

*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.

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
<table>
<thead>
<tr>
<th>SERVICE</th>
<th>RATE</th>
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<tbody>
<tr>
<td><strong>ADVERTORIAL</strong></td>
<td>€ 5,000</td>
<td>FROM € 600</td>
</tr>
<tr>
<td><strong>ADVERTORIAL THE BEST OF LINDA</strong></td>
<td>€ 4,000</td>
<td></td>
</tr>
<tr>
<td><strong>NEWSLETTER – TWICE A WEEK</strong></td>
<td>€ 3,500</td>
<td></td>
</tr>
<tr>
<td><strong>CROSS PLACEMENT</strong></td>
<td>€ 2,500</td>
<td>€ 600</td>
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<tr>
<td><strong>ADVERTORIAL RITS</strong></td>
<td>€ 1,500</td>
<td></td>
</tr>
<tr>
<td><strong>LINDA.LOVES LIST</strong></td>
<td>€ 1,500</td>
<td>€ 250</td>
</tr>
<tr>
<td><strong>LINDA.LAB</strong></td>
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<td><strong>LINDA.LAB COMBINATION</strong></td>
<td>FROM € 21,500</td>
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<td><strong>LINDA.QUIZ</strong></td>
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<td>€ 30,750</td>
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<tr>
<td><strong>DOMAIN PROPOSITION SMALL</strong></td>
<td>€ 21,000</td>
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<td><strong>ACTION PAGE</strong></td>
<td>€ 31,000</td>
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</tr>
<tr>
<td><strong>SPONSORED SECTION</strong></td>
<td>€ 31,500</td>
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**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 ‘The best of LINDA. – twice a week’ 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 ‘The best of LINDA. – twice a week’ 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 best of LINDA. – every working day newsletter is sent out every Monday to Friday. The best of LINDA. – twice a week 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, ‘The best of LINDA. – every working day’ 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, 3 advertorials, 3 Instagram Stories, cross-placement in the ‘The best of LINDA. – twice a week’ newsletter and 2 Instagram Stories.

**SPONSORED SECTION**

An online section in the look & feel 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**

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### Rates 2024

#### Social

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<tr>
<th>Service</th>
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<th>Production Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linda. Instagram Story</td>
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<td>€ 250</td>
</tr>
<tr>
<td>Linda. Instagram Feed Post</td>
<td>€ 8,000</td>
<td>€ 500</td>
</tr>
<tr>
<td>Linda. Instagram Stories</td>
<td>Custom</td>
<td>Custom</td>
</tr>
<tr>
<td>Interactive Stories</td>
<td>Custom</td>
<td>Custom</td>
</tr>
<tr>
<td>Social Advertising</td>
<td>Custom</td>
<td>Custom</td>
</tr>
</tbody>
</table>

**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.

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>
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</tr>
</thead>
<tbody>
<tr>
<td>LINDA.NL SNACK PACK</td>
<td>€ 7,950</td>
<td>€ 850</td>
</tr>
<tr>
<td>LINDA.NL SHOPPING SNACK PACK</td>
<td>€ 10,500</td>
<td>€ 1,000</td>
</tr>
</tbody>
</table>

SNACK PACK
Consisting of an advertorial on LINDA.nl, cross-placement in ‘The best of LINDA. – every working day’ newsletter and an Instagram Story on LINDA.’s Instagram.

SHOPPING SNACK PACK
Consisting of an shopping advertorial on LINDA.nl, cross-placement in ‘The best of LINDA. – every working day’ newsletter and an Instagram Story on LINDA.’s Instagram. Next to general information of the brand / company, we will outline 5 products in the shopping advertorial. Each product will have a separate link directly to your website. Also part of this package is a Seamless Carousel (150,000 impressions). This is a mobile only display position where you can highlight items from a collection.

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.

### TARIEF* Rates 2024

#### DESKTOP
- **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
- **SEAMLESS IMAGE (ALSO AVAILABLE IN FORMAT; L & XL)**: €30 CPM
- **SEAMLESS VIDEO (ALSO AVAILABLE IN FORMAT; L & XL)**: €40 CPM
- **SEAMLESS CAROUSEL**: €40 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

*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
## CO-PRODUCTIONS: AUDIO, VIDEO AND SOCIAL

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>CO-PRODUCTION</td>
<td></td>
<td>PRICE AVAILABLE ON REQUEST</td>
</tr>
<tr>
<td>WHITE-LABEL</td>
<td></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 05 NOVEMBER

NONSTANDARD ADVERTISING MATERIALS

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

| 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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FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL
FACTS & FIGURES
41,536 DISTRIBUTED CIRCULATION*
65,000 PRINT RUN
12,500 SUBSCRIBERS
209,000 AVERAGE REACH**
PUBLICUTION FREQUENCY 5 ISSUES A YEAR
IN STORES FOR 8-10 WEEKS
*NMO DATA 2023 Q1 TO 2023 Q4
**NPMM-2023-IV, NL13+

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.MEIDEN 03-SPECIAL AUTUMN 03 SEPTEMBER
LINDA.MEIDEN 04-SPECIAL WINTER 26 NOVEMBER

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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
226 – 250 € 72

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<table>
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<tr>
<th>Service</th>
<th>Rate</th>
<th>Production Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTORIAL, ROS</td>
<td>€ 5,000</td>
<td>FROM € 600</td>
</tr>
<tr>
<td>LINDA.MEIDEN LABELED</td>
<td>€ 1,500</td>
<td>€ 250</td>
</tr>
<tr>
<td>LINDA.MEIDEN LIST</td>
<td>€ 2,000</td>
<td>€ 250</td>
</tr>
<tr>
<td>LINDA.LAB TESTED BY LINDA.MEIDEN</td>
<td>€ 7,500</td>
<td>€ 1,450</td>
</tr>
<tr>
<td>LINDA.LAB LIVE TESTED BY LINDA.MEIDEN</td>
<td>€ 10,000</td>
<td></td>
</tr>
<tr>
<td>LINDA.MEIDEN INSTAGRAM STORY</td>
<td>€ 2,000</td>
<td>€ 250</td>
</tr>
<tr>
<td>LINDA.MEIDEN FEED POST</td>
<td>€ 4,500</td>
<td>€ 500</td>
</tr>
<tr>
<td>LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES)</td>
<td>€ 6,000</td>
<td>€ 750</td>
</tr>
<tr>
<td>LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES) + RESULTS ADVERTORIAL</td>
<td>€ 11,000</td>
<td>€ 1,350</td>
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<tr>
<td>LINDA.MEIDEN SOCIAL ADVERTISING</td>
<td>CUSTOM</td>
<td></td>
</tr>
<tr>
<td>LINDA.MEIDEN SOCIAL FORMATS</td>
<td>CUSTOM</td>
<td></td>
</tr>
<tr>
<td>SPONSORED SECTION</td>
<td>€ 20,100</td>
<td>€ 4,250</td>
</tr>
</tbody>
</table>

**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.

**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.

**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.

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>SNACK PACK</td>
<td>€ 5,150</td>
<td>€ 850</td>
</tr>
<tr>
<td>SHOPPING SNACK PACK</td>
<td>€ 7,000</td>
<td>€ 1,000</td>
</tr>
</tbody>
</table>

**SNACK PACK**
Consisting of an advertorial LINDA. meiden labeled on LINDA.nl, cross-placement in the LINDA.meiden newsletter and an Instagram Story on LINDA.meiden Instagram.

**SHOPPING SNACK PACK**
Consisting of an shopping advertorial LINDA. meiden labeled on LINDA.nl, cross-placement in the LINDA.meiden newsletter and an Instagram Story on LINDA.meiden Instagram. Next to general information of the brand / company, we will outline 5 products in the shopping advertorial. Each product will have a separate link directly to your website. Also part of this package is a Seamless Carousel (150,000 impressions). This is a mobile only display position where you can highlight items from a collection.

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