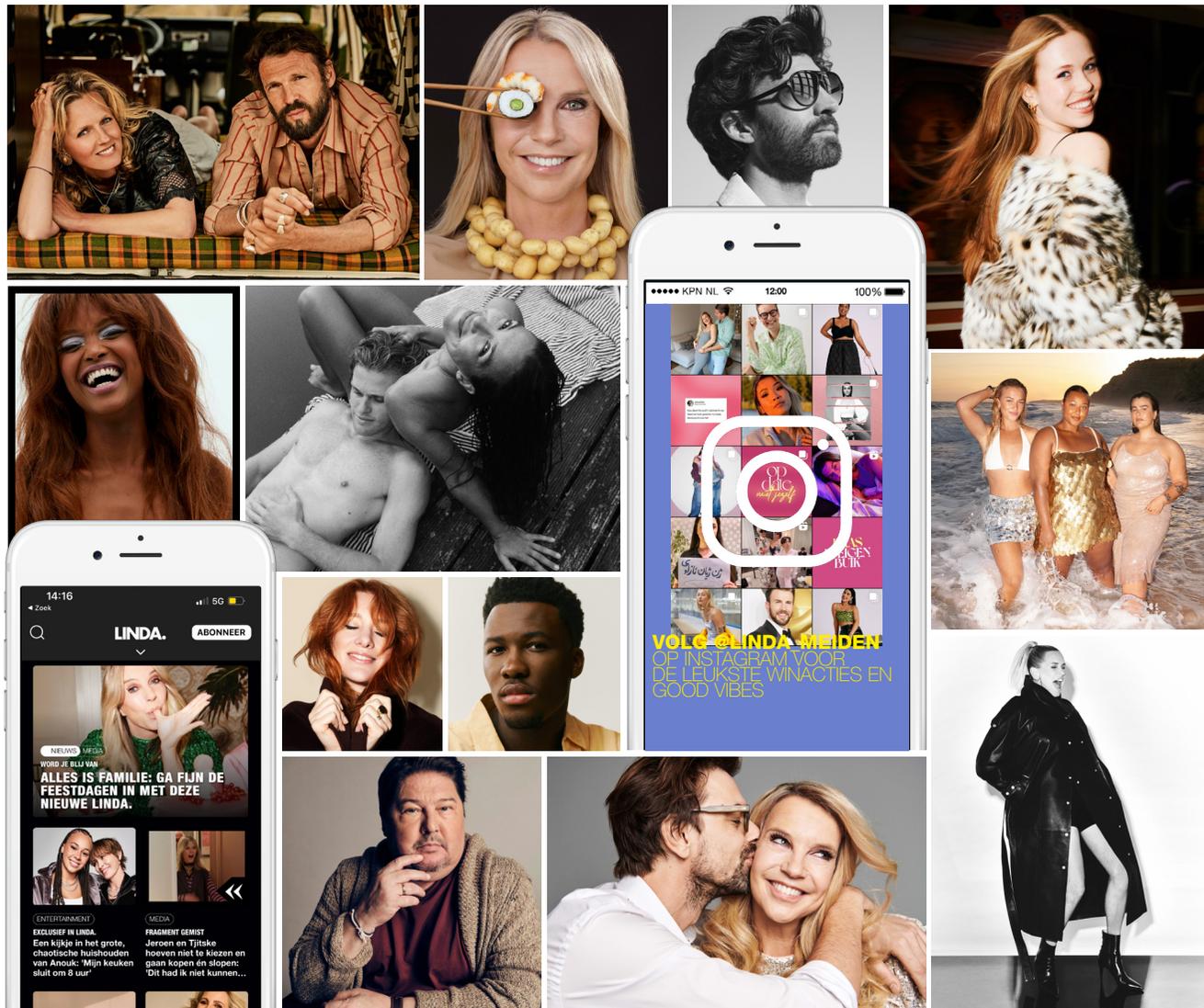




**2026**  
**LINDA.**  
**rates**

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**RATES**  
LINDA.  
LINDA.LOVES  
LINDA.MEIDEN  
LINDA.MINI  
L'HOMO.



# LINDA.RATES 2026

## PRINT

### FACTS & FIGURES

132,591 DISTRIBUTED CIRCULATION\*  
165,000 AVERAGE PRINT RUN  
60,000 SUBSCRIBERS  
703,000 AVERAGE REACH\*\*  
12 ISSUES A YEAR +  
1 LINDA.VAKANTIEBOEK (SUMMER SPECIAL)  
LINDA. IN STORES FOR 4-5 WEEKS  
LINDA.VAKANTIEBOEK IN STORES FOR 13 WEEKS  
\*SOURCE: NMO DATA Q4 2024 TO Q3 2025  
\*\*SOURCE: NPMM 2025-III, NL13+

### RATES PRINT

1/1 PAGE € 11,500\*  
2/1 PAGE € 23,000\*  
1/1 ADVERTORIAL PAGE € 13,225\*\*  
2/1 ADVERTORIAL PAGE € 26,450\*\*

\*A SURCHARGE OF 25% APPLIES FOR COVER POSITIONS. THESE ARE ON REQUEST AND SUBJECT TO AVAILABILITY.  
\*\*EXCLUDING PRODUCTION COSTS (CUSTOM) AND IN CONSULTATION WITH THE EDITORIAL TEAM.

### PUBLICATION DATE

LINDA.259	15 JANUARY
LINDA.260	12 FEBRUARY
LINDA.261	19 MARCH
LINDA.262	16 APRIL
LINDA.263	21 MAY
LINDA.VAKANTIEBOEK	11 JUNE
LINDA.264	18 JUNE
LINDA.265	16 JULY
LINDA.266	20 AUGUST
LINDA.267	17 SEPTEMBER
LINDA.268	15 OCTOBER
LINDA.269	19 NOVEMBER
LINDA.270	17 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	€ 26,000
LOYALTY CARD SUBSCRIBERS	€ 14,000
SALES CARD TOTAL PRINT RUN	€ 17,500
SALES CARD SUBSCRIBERS	€ 10,000
COVER PASS TOTAL PRINT RUN	€ 30,000
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 LINDA. 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 SEND AN EMAIL TO SALES@LINDA.NL

# LINDA. RATES 2026

## NON SPOT LINDA.NL

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
ADVERTORIAL	€ 5,000	FROM € 600
SHOPPING ADVERTORIAL	€ 5,000	€ 750
ADVERTORIAL THE BEST OF LINDA. NEWSLETTER – TWICE A WEEK	€ 3,000	
ADVERTORIAL THE BEST OF LINDA. NEWSLETTER – DAILY	€ 2,500	
CROSS-PLACEMENT ADVERTORIAL RITS	€ 2,500	€ 600
LINDA.LOVES-LIST	€ 1,500	€ 250
LINDA.LAB	€ 10,000	€ 1,450
LINDA.LAB LIVE (SOCIAL FIRST)	€ 17,250	CUSTOM
LINDA.QUIZ	€ 19,500	€ 3,200
DOMAIN PROPOSITION LARGE	€ 29,000	€ 3,550
DOMAIN PROPOSITION SMALL	€ 20,000	€ 2,200
SPONSORED SECTION	€ 31,500	€ 4,250

### 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.

### 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. – daily newsletter is sent out every Monday to Saturday. The best of LINDA. – twice a week newsletter is sent out twice a week.

### LINDA.LOVES LIST

Editorial article on LOVES pillar on LINDA.nl with one paid participant and a link to the site.

### 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 can be expanded as a live event; social first. Tailor-made.

### 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.

### 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. – daily' 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.

### 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 SEND AN EMAIL TO SALES@LINDA.NL

# LINDA. RATES 2026

## SOCIAL

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
LINDA. INSTAGRAM STORY	€ 4,000	€ 250
LINDA. INSTAGRAM FEED POST	€ 8,000	€ 500
LINDA. INSTAGRAM STORIES INTERACTIVE	CUSTOM	
SOCIAL ADVERTISING	CUSTOM	

### **INSTAGRAM STORY**

For extra reach and to boost your campaign: Story including swipe-up (always within LINDA.) to an advertorial, video 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 SEND AN EMAIL TO SALES@LINDA.NL**

# LINDA. RATES 2026

## DIGITAL SNACK PACKS

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

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
LINDA.NL SNACK PACK	€ 7,350	€ 850
LINDA.NL SHOPPING SNACK PACK	€ 10,250	€ 1,000

### **SNACK PACK**

Consisting of an advertorial on LINDA.nl, cross-placement in 'The best of LINDA. – daily' 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. – daily' 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 (250,000 impressions). This is a mobile only display position where you can highlight items from a collection.

**FOR MORE INFORMATION PLEASE SEND AN EMAIL TO SALES@LINDA.NL**

# LINDA. RATES 2026

## SPOT LINDA.NL

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

DESKTOP	RATE*
NATIVE POST	€ 15 CPM
MEDIUM RECTANGLE	€ 12 CPM
SKYSCRAPER	€ 17 CPM
HALF PAGE AD	€ 20 CPM
BILLBOARD	€ 20 CPM
ROADBLOCK (BILLBOARD + MEDIUM RECTANGLE)	€ 30 CPM
ROADBLOCK ( BILLBOARD + HPA)	€ 40 CPM
SKIN + BILLBOARD	€ 45 CPM**
SITE TAKEOVER (ALL DEVICES)	€ 6,500 PER DAY (FIXED)**
PRE ROLL VIDEO	€ 32 CPM

MOBILE	RATE*
NATIVE POST	€ 15 CPM
SEAMLESS IMAGE STANDARD	€ 15 CPM
SEAMLESS IMAGE L	€ 17 CPM
SEAMLESS IMAGE XL	€ 20 CPM
SEAMLESS VIDEO STANDARD	€ 20 CPM
SEAMLESS VIDEO L	€ 22 CPM
SEAMLESS VIDEO XL	€ 25 CPM
SEAMLESS CAROUSEL	€ 20 CPM
MEDIUM RECTANGLE	€ 12 CPM
HALF PAGE BANNER	€ 12 CPM
HALF PAGE AD	€ 20 CPM
OUTSTREAM VIDEO	€ 17 CPM
PRE ROLL VIDEO	€ 32 CPM

\* INDEX 110 FOR DISPLAY TARGETTING DOMAIN  
\*\*EXCLUDING HOSTING COSTS € 950 PER DAY. FOR MORE INFORMATION PLEASE SEND AN EMAIL TO SALES@LINDA.NL

# LINDA. RATES 2026

## CO-PRODUCTIONS: AUDIO, VIDEO AND SOCIAL

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
CO-PRODUCTION	PRICE AVAILABLE ON REQUEST	
WHITE-LABEL	PRICE AVAILABLE ON REQUEST	

### **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 are web-first, social-first or social-only and the content will be pushed from an editorial viewpoint.

### **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 SEND AN EMAIL TO SALES@LINDA.NL**

# LINDA. LOVES RATES 2026

## PRINT

### FACTS & FIGURES

50,000 PRINT RUN  
8,000 SUBSCRIBERS  
PUBLICATION FREQUENCY 3 ISSUES A YEAR  
IN STORES FOR 12 WEEKS

### RATES

1/1 PAGE	€ 5,000*
2/1 PAGE	€ 10,000*
1/1 ADVERTORIAL PAGE	€ 5,750**
2/1 ADVERTORIAL PAGE	€ 11,500**

\*A SURCHARGE OF 25% APPLIES FOR COVER POSITIONS.  
THESE ARE ON REQUEST AND SUBJECT TO AVAILABILITY.

\*\*EXCLUDING PRODUCTION COSTS (CUSTOM) AND IN  
CONSULTATION WITH THE EDITORIAL TEAM.

### PUBLICATION DATE

LINDA.LOVES 20	5 MARCH
LINDA.LOVES 21	3 SEPTEMBER
LINDA.LOVES 22	5 NOVEMBER

### NONSTANDARD ADVERTISING MATERIALS

NUMBER OF PAGES	LEAFLET INSERT*	LEAFLAT 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	€ 10,000
LOYALTY CARD SUBSCRIBERS	€ 5,000
SALES CARD TOTAL PRINT RUN	€ 7,500
COVER PASS TOTAL PRINT RUN	€ 14,000
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

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 LINDA. 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.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.
- 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 SEND AN EMAIL TO SALES@LINDA.NL**

# LINDA.RATES 2026

## meiden

### PRINT

#### FACTS & FIGURES

44,138 DISTRIBUTED CIRCULATION\*  
65,000 PRINT RUN  
11,000 SUBSCRIBERS  
202,000 AVERAGE REACH\*\*  
PUBLICATION FREQUENCY 4 ISSUES A YEAR  
IN STORES FOR 12 WEEKS  
\*SOURCE: NMO DATA Q4 2024 TO Q3 2025  
\*\*SOURCE: NPMM 2025-III, 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**

\*A SURCHARGE OF 25% APPLIES FOR COVER POSITIONS.

THESE ARE ON REQUEST AND SUBJECT TO AVAILABILITY.

\*\*EXCLUDING PRODUCTION COSTS (CUSTOM) AND IN CONSULTATION WITH THE EDITORIAL TEAM.

#### PUBLICATION DATE

LINDA.MEIDEN - SPECIAL SPRING	5 MARCH
LINDA.MEIDEN - SPECIAL SUMMER	4 JUNE
LINDA.MEIDEN - SPECIAL AUTUMN	3 SEPTEMBER
LINDA.MEIDEN - SPECIAL WINTER	19 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	€ 10,500
LOYALTY CARD SUBSCRIBERS	€ 5,500
SALES CARD TOTAL PRINT RUN	€ 9,000
COVER PASS TOTAL PRINT RUN	€ 14,000
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

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 LINDA. 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.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 SEND AN EMAIL TO SALES@LINDA.NL

# LINDA.meiden.RATES 2026

## DIGITAL

	RATE	PRODUCTION COSTS
ADVERTORIAL ROS LINDA.MEIDEN LABELLED	€ 4,000	FROM € 600
SHOPPING ADVERTORIAL ROS LINDA.MEIDEN LABELLED	€ 4.000	€ 750
LINDA.MEIDEN LIST	€ 1,500	€ 250
LINDA.LAB TESTED BY LINDA.MEIDEN	€ 7,500	€ 1,450
LINDA.LAB LIVE TESTED BY LINDA.MEIDEN (SOCIAL FIRST)	€ 11,000	CUSTOM
LINDA.MEIDEN INSTAGRAM STORY	€ 2,000	€ 250
LINDA.MEIDEN FEED POST	€ 4,500	€ 500
LINDA.MEIDEN INSTAGRAM- POLL (3 STORIES)	€ 6,000	€ 500
LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES) + RESULTS ADVERTORIAL	€ 10,000	€ 1,100
LINDA.MEIDEN SOCIAL ADVERTISING	CUSTOM	
LINDA.MEIDEN SOCIAL FORMATS	CUSTOM	
SPONSORED SECTION	€ 20,100	€ 4,250
HEY MEIDEN - EVEN ONDER ONS PODCAST NATIVE SECTION	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 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.

### 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 can be expanded as a live event; social first. Tailor-made.

### INSTAGRAM STORY

For extra reach and to boost your campaign: Story including sticker (always within LINDA.) to an advertorial, video 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.

### HEY MEIDEN - EVEN ONDER ONS PODCAST NATIVE SECTION

With the customised native section, your brand becomes part of the podcast HEY MEIDEN - even onder ons. A relevant conversation in which your brand blends with the listener's experience. The strength of this proposition lies in its cross-media approach: in addition to being featured in the podcast episode, your brand also gets a boost via TikTok and YouTube.

FOR MORE INFORMATION PLEASE SEND  
AN EMAIL TO SALES@LINDA.NL

# LINDA.meiden.RATES 2026

## DIGITAL SNACK PACKS

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

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
SNACK PACK	€ 4,500	€ 850
SHOPPING SNACK PACK	€ 6,200	€ 1,000

### **SNACK PACK**

Consisting of an advertorial LINDA.meiden labelled 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 labelled 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 SEND AN EMAIL TO SALES@LINDA.NL**

# LINDA mini RATES 2026

## PRINT

### FACTS & FIGURES

40,000 AVERAGE PRINT RUN  
500,000 AVERAGE REACH\*  
PUBLICATION FREQUENCY 2 ISSUES A YEAR  
IN STORES FOR 12 WEEKS

\*ESTIMATED BRAND REACH PRINT, ONLINE AND SOCIALS

### RATES PRINT

1/1 PAGE	€ 5,000*
2/1 PAGE	€ 10,000*
1/1 ADVERTORIAL PAGE	€ 5,750**
2/1 ADVERTORIAL PAGE	€ 11,500**

\*A SURCHARGE OF 25% APPLIES FOR COVER POSITIONS.

THESE ARE ON REQUEST AND SUBJECT TO AVAILABILITY.

\*\*EXCLUDING PRODUCTION COSTS (CUSTOM) AND IN CONSULTATION WITH THE EDITORIAL TEAM.

### PUBLICATION DATE

LINDA.MINI 01	26 MARCH
LINDA.MINI 02	13 AUGUST

## 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	€ 10,000
LOYALTY CARD SUBSCRIBERS	€ 5,000
SALES CARD TOTAL PRINT RUN	€ 7,500
COVER PASS TOTAL PRINT RUN	€ 14,000
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

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 LINDA. 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.mini 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 SEND AN EMAIL TO SALES@LINDA.NL

# LINDA mini RATES 2026

## DIGITAL

	RATE	PRODUCTION COSTS
ADVERTORIAL ROS LINDA.MINI LABELLED	€ 4,000	FROM € 600
SHOPPING ADVERTORIAL ROS LINDA.MINI LABELLED	€ 4,000	€ 750
LINDA.MINI LIST	€ 1,500	€ 250
LINDA.MINI LAB	€ 7,500	€ 1,450
LINDA.MINI LAB LIVE (SOCIAL FIRST)	€ 11,000	CUSTOM
LINDA.MINI INSTAGRAM STORY	€ 2,000	€ 250
LINDA.MINI FEED POST	€ 4,500	€ 500
LINDA.MINI SOCIAL FORMATS (SOCIAL FIRST, SOCIAL ONLY)	CUSTOM	
SPONSORED SECTION FROM	€ 20,000	€ 4,250
LINDA.MINI DOMAIN PROPOSITON SMALL	€ 20,000	€ 2,200
LINDA.MINI DOMAIN PROPOSITON LARGE	€ 29,000	€ 3,550
SNACK PACK	€ 4,500	€ 850

### ADVERTORIALS

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

### LINDA.MINI LIST OF THE DAY

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

### LINDA.MINI LAB

LINDA.lab tested by the readers of LINDA.mini. 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.mini lab can be expanded as a live event; social first. Tailor-made.

### INSTAGRAM STORY

For extra reach and to boost your campaign: Story including sticker (always within LINDA.) to an advertorial, video or pillar/campaign page on LINDA.nl.

### FEED POST

A post on the Instagram feed of LINDA.mini. Layout and approval by the editors of LINDA.mini. Including paid partnership tag in text and photo.

### 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.mini 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.

### LINDA.MINI DOMAIN PROPOSITION

For advertisers 4 weeks of sponsorship of LINDA.mini on LINDA.nl. Content: sponsored header, content banner for articles, 3 advertorials, 3 Instagram Stories, advertorial rits, 'The best of LINDA. – daily' 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.

### SNACK PACK

Consisting of an advertorial LINDA.mini labelled on LINDA.nl, cross-placement in the LINDA. newsletter and an Instagram Story on LINDA.mini Instagram.

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# L'HOMO. RATES 2026

## PRINT

### FACTS & FIGURES

40,000 AVERAGE PRINT RUN  
PUBLICATION FREQUENCY 1 ISSUE A YEAR  
IN STORES FOR 12 WEEKS

### RATES PRINT

1/1 PAGE	€ 5,500*
2/1 PAGE	€ 11,000*
1/1 ADVERTORIAL PAGE	€ 6,325**
2/1 ADVERTORIAL PAGE	€ 12,650**

\*A SURCHARGE OF 25% APPLIES FOR COVER POSITIONS.

THESE ARE ON REQUEST AND SUBJECT TO AVAILABILITY.

\*\*EXCLUDING PRODUCTION COSTS (CUSTOM) AND IN

CONSULTATION WITH THE EDITORIAL TEAM.

### PUBLICATION DATE

L'HOMO. 23 APRIL

## 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	€ 10,500
SALES CARD TOTAL PRINT RUN	€ 9,000
COVER PASS TOTAL PRINT RUN	€ 14,000
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

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 LINDA. 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 L'HOMO. 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.

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# L'HOMO. RATES 2026

## DIGITAL

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
ADVERTORIAL ROS LINDA.NL L'HOMO. LABELLED	€ 4,000	€ 600
SHOPPING ADVERTORIAL ROS L'HOMO. LABELLED	€ 4,000	€ 750
L'HOMO. INSTAGRAM STORY	€ 2,000	€ 250
L'HOMO. INSTAGRAM FEED POST	€ 4,000	€ 500
L'HOMO. SOCIAL FORMATS	CUSTOM	

### **ADVERTORIALS**

LINDA.nl editors write an advertorial in the L'HOMO. look & feel, based on a clear briefing and supplied images. The advertorial will be featured 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.

### **INSTAGRAM STORY**

For extra reach and to boost your campaign: Story including sticker (always within LINDA.) to an advertorial, video or pillar/campaign page on LINDA.nl.

### **FEED POST**

A post on the Instagram feed of L'HOMO. Layout and approval by the editors of L'HOMO. Including paid partnership tag in text and photo.

### **SOCIAL FORMATS**

Various long and short format options. Distribution via Instagram reels and/or TikTok.

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