

RATE CARD 2020

ISSUE 1

Theme: **Happy & healthy**
Release date: **1 January 2020**
Deadline material: **4 December 2019**

ISSUE 2

Theme: **Winter**
Release date: **22 January 2020**
Deadline material: **2 January 2020**

ISSUE 3

Theme: **Dutch & divine!**
Release date: **12 February 2020**
Deadline material: **22 January 2020**

ISSUE 4

Theme: **Disco (eighties)**
Release date: **4 March 2020**
Deadline material: **12 February 2020**

ISSUE 5

Theme: **Celebrate love (marriage)**
Release date: **25 March 2020**
Deadline material: **4 March 2020**

ISSUE 6

Theme: **Máxima (royalty special)**
Release date: **15 April 2020**
Deadline material: **25 March 2020**

ISSUE 7

Theme: **Eurovision Song Contest**
Release date: **6 May 2020**
Deadline material: **15 April 2020**

ISSUE 8

Theme: **Fake it! (plastic fantastic)**
Release date: **27 May 2020**
Deadline material: **6 May 2020**

ISSUE 9

Theme: **Sports**
Release date: **17 June 2020**
Deadline material: **27 May 2020**

ISSUE 10

Theme: **Hawaii (summer/beach)**
Release date: **8 July 2020**
Deadline material: **17 June 2020**

ISSUE 11

Theme: **Money**
Release date: **29 July 2020**
Deadline material: **8 July 2020**

ISSUE 12

Theme: **Trendsetting spearheads**
Release date: **19 August 2020**
Deadline material: **29 July 2020**

ISSUE 13

Theme: **Men**
Release date: **9 September 2020**
Deadline material: **19 August 2020**

ISSUE 14

Theme: **Animals**
Release date: **30 September 2020**
Deadline material: **9 September 2020**

ISSUE 15

Theme: **Stormy!**
Release date: **21 October 2020**
Deadline material: **30 September 2020**

ISSUE 16

Theme: **Throwback**
Release date: **11 November 2020**
Deadline material: **21 October 2020**

ISSUE 17

Theme: **Surprise (party special)**
Release date: **2 December 2020**
Deadline material: **11 November 2020**



GENERAL INFORMATION BEAU MONDE

Published by: **Pijper Media B.V.**
Publisher: **Anton Pijper**
Release frequency: **17 times a year**
Release day: **Wednesday**
Release day subscribers: **Tuesday**
Advertisement exploitation: **Pijper Media B.V.**
Teleportboulevard 124
1043 EJ Amsterdam
088-654 4004
sales@pijpermedia.nl
Phone: **088-654 4004**
E-mail: **sales@pijpermedia.nl**
Subscription price for a year: **€ 80,50**
Subscription price for 6 months: **€ 42,75**
Price single number: **€ 5,25**
Deadline for submission: **2 weeks before release**
Cancellation term: **4 weeks (contract stays maintained)**
Circulation: **28.188**
Reach: **149.000**

ADVERTISEMENT EXPLOITATION

Sales: Ajo van Vulpen: 06 22031740
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Sales: Nouchka Jonker: 06 24900327
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Sales international: Conny Hofmans
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DELIVER MATERIAL

Beau Monde
Teleportboulevard 124
1043 EJ Amsterdam
Phone: 088 6544 005
E-mail: **materiaal@pijpermedia.nl**

TECHNICAL DATA

Sheetmirror: **220,0 x 275,0 mm**
Printing process: **Offset**
Paper type: **75 grams (inner work)**
Raster: **80 (inner work)**
Finishing: **Boundlessly knitted**
Advertisementmaterial digital files in the file format Certified PDF
MagazinAds_IV4 (CMYK). Deliver advertisements with crop marks on
sheetmirrorformat.

FORMATS AND DIMENSIONS

Format width x height
1/1 page **220,0 x 275,0 mm**
2/1 page **2 x 1/1 page (deliver in separate files)**

ADVERTISEMENT RATES

Price per placement in euro's exclusive of VAT

Format Full colour
1/1 **€ 4.900**
2/1 **€ 9.800**
1/2L **€ 2.450**
1/2S **€ 2.450**
1/4L **€ 1.225**
1/4S **€ 1.225**
1/4V **€ 1.225**
Shopping **€ 1.225**

ALLOWANCE

Beau Monde Promotion Page
Cover 2/3 **20%**
Cover 3 **20%**
Cover 4 **25%**
Other placement wishes **15%**
Advertorial **10%**

BEAUMONDE.NL

Unique visitors: **326.000**
Pageviews: **400.000**
Newsletter members: **22.000**
Facebook: **26.404**
Twitter: **12.200**
Instagram: **23.900**

ADVERTISEMENT RATES BEAUMONDE.NL

Sponsored story: **€ 3.000**
Advertorial: **€ 1.900**
Advertorial in newsletter: **€ 1.700**
Win action: **€ 1.750**
Social only: **€ 1.000**

TERMS AND CONDITIONS

All orders are closed and executed in accordance with the Rules of Advertising of the ROTA Foundation, filed at the Registrar's Office and at the Chambers of Commerce. Special functions are awarded after consultation. Sur-charges are calculated on the gross price per placement. Rates plus propositions on request.