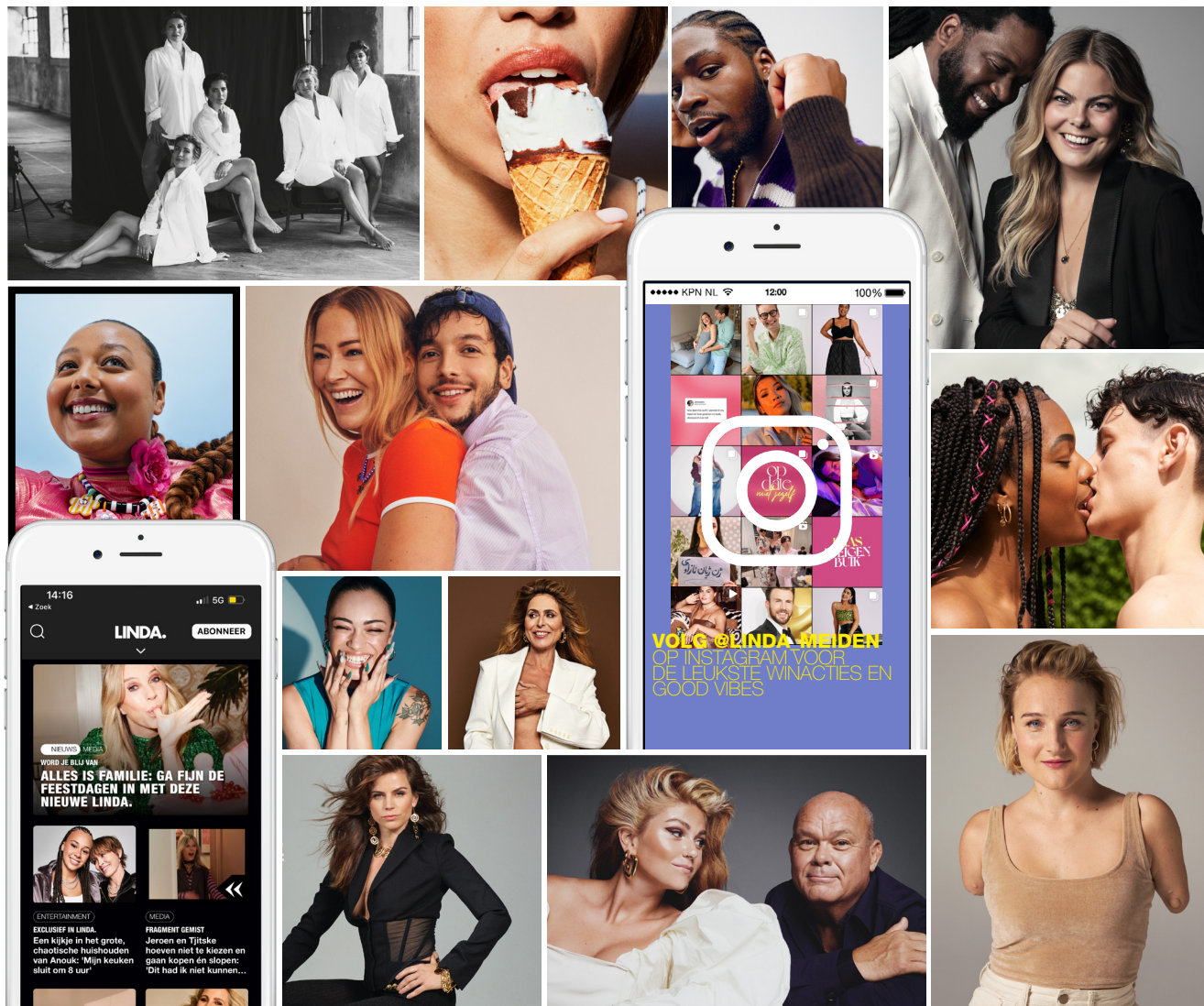




2024  
**LINDA.**  
rates

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**RATES**  
LINDA.  
LINDA.LOVES  
LINDA.MEIDEN





# LINDA.RATES 2024

## PRINT

### 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  
\*\*SOURCE: NPMM-2023-IV, NL13+

### 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

### 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	€ 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:

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 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**

# LINDA. RATES 2024

## NON SPOT LINDA.NL

	<b>RATE</b>	<b>PRODUCTION COSTS</b>
ADVERTORIAL	€ 5,000	FROM € 600
ADVERTORIAL THE BEST OF LINDA. NEWSLETTER – TWICE A WEEK	€ 4,000	
ADVERTORIAL THE BEST OF LINDA. NEWSLETTER – EVERY WORKING DAY	€ 3,500	
CROSS-PLACEMENT ADVERTORIAL RITS	€ 2,500	€ 600
LINDA.LOVES-LIST	€ 1,500	€ 250
LINDA.LAB	€ 10,000	€ 1,450
LINDA.LAB LIVE	€ 17,250	CUSTOM
LINDA.LAB COMBINATION	FROM € 21,500	FROM € 6,200
LINDA.QUIZ	€ 19,500	€ 3,200
DOMAIN PROPOSITION LARGE	€ 30,750	€ 3,550
DOMAIN PROPOSITION SMALL	€ 21,000	€ 2,200
ACTION PAGE	€ 31,000	€ 4,200
SPONSORED SECTION	€ 31,500	€ 4,250

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 '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 banner 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 'The best of LINDA. – twice a week' 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.

# LINDA. RATES 2024

## 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, 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**

# LINDA. RATES 2024

## 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	€ 7,950	€ 850
LINDA.NL SHOPPING SNACK PACK	€ 10,500	€ 1,000

### **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**

# LINDA. RATES 2024

## SPOT LINDA.NL

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

DESKTOP	TARIEF*
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	TARIEF*
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 TARGETTING DOMAIN  
\*\*EXCLUDING HOSTING COSTS €800 PER DAY. FOR MORE INFORMATION, PLEASE CALL +31 35 799 9333 OR EMAIL SALES@LINDA.NL

# LINDA. RATES 2024

## 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, 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



# LOVES LINDA. RATES 2024

## PRINT

### 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*	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	€ 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.**

### \*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 2024. 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 CALL +31 35 799 9333  
OR EMAIL SALES@LINDA.NL**

# LINDA.RATES 2024

## meiden

### PRINT

#### FACTS & FIGURES

41,536 DISTRIBUTED CIRCULATION\*  
65,000 PRINT RUN  
12,500 SUBSCRIBERS  
209,000 AVERAGE REACH\*\*  
PUBLICATION 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.MEIDEN03-SPECIAL AUTUMN	03 SEPTEMBER
LINDA.MEIDEN 04-SPECIAL WINTER	26 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*

**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 2024. 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 CALL +31 35 799 9333  
OR EMAIL SALES@LINDA.NL**

# LINDA. meiden

# RATES 2024

## DIGITAL

	RATE	PRODUCTION COSTS
ADVERTORIAL ROS LINDA.MEIDEN LABELED	€ 5,000	FROM € 600
LINDA.MEIDEN LIST	€ 1,500	€ 250
LINDA.LAB TESTED BY LINDA.MEIDEN	€ 7,500	€ 1,450
LINDA.LAB LIVE TESTED BY LINDA.MEIDEN	€ 10,000	CUSTOM
LINDA.MEIDEN INSTAGRAM STORY	€ 2,000	€ 250
LINDA. MEIDEN FEED POST	€ 4,500	€ 500
LINDA.MEIDEN INSTAGRAM- POLL (3 STORIES)	€ 6,000	€ 750
LINDA.MEIDEN INSTAGRAM-POLL (3 STORIES) + RESULTS ADVERTORIAL	€ 11,000	€ 1,350
LINDA.MEIDEN SOCIAL ADVERTISING	CUSTOM	
LINDA.MEIDEN SOCIAL FORMATS	CUSTOM	
SPONSORED SECTION	€ 20,100	€ 4,250

### 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

# LINDA.meiden.RATES 2024

## 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	€ 5,150	€ 850
SHOPPING SNACK PACK	€ 7,000	€ 1,000

### **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**