

## ADVERTISEMENTS 2024: MAGAZINE

Metropolis M is published bimonthly, six issues per year.

The more often you advertise, the higher your discount.

Per year, you will receive a 10% discount for two advertisements, 15% for three advertisements, 20% for four advertisements and 30% discount for six advertisements.

You can reserve your advertising space at the beginning of each year.

### PRICES AND FORMATS

#### BLACK-AND-WHITE

FORMAT	1 x per year	3 x per year 15 % discount	6 x per year 30% discount
1/4 page	330 euro	280 euro	231 euro
2/4 page	540 euro	459 euro	378 euro
full page	950 euro	805 euro	665 euro

#### COLOUR

FORMAT	1 x per year	3 x per year 15 % discount	6 x per year 30% discount
1/4 page	695 euro	590 euro	486 euro
2/4 page	905 euro	769 euro	633 euro
full page	1635 euro	1389 euro	1144 euro

Advertisements on the books page: full colour, fixed price of 80 euro each, 1/8 page

Surcharge for preferred placement: 15%.

Inserts: fees on request.

#### ADVERTISEMENT FORMATS

1/4 page vertical:	93,5 mm wide x 130 mm high
1/2 page vertical (portrait):	93,5 mm wide x 264 mm high
1/2 page horizontal (landscape):	191 mm wide x 130 mm high
full page bleed:	210 mm wide x 280 mm high (add 3 mm bleed on all sides)
1/8 page on the 'books page':	93,5 mm wide x 63 mm high

#### MAGAZINE SCHEDULE

	nr 1	nr 2	nr 3	nr 4	nr 5	nr 6
reserve by	jan 12	mar 1	april 26	june 21	aug 30	nov 1
delivery by	jan 17	mar 8	may 3	june 26	sep 6	nov 8
subscribers/shops	feb 16	apr 12	june 7	aug 16	okt 11	dec 13

Each issue remains on sale for about two months.

Please provide advertisements in PDF format, using CMYK for a full-colour ads and grayscale for black-and-white.

Send advertisements to [derks@bart.nl](mailto:derks@bart.nl), with cc (copy) to [karolien@metropolism.com](mailto:karolien@metropolism.com). Advertisements can also be sent by WeTransfer. The advertiser bears responsibility for the quality of the advertisement.

For technical inquiries, please contact:

Richard Derks, 31 (0)6 – 250 170 91.

## ADVERTISEMENTS 2024: WEBSITE

The more often you advertise on the website, the greater the discount you receive. For two banners per year, you receive 10% discount, 15% for three banners, 20% for four, 25% for five, and 30% discount for six banners in a year.

### FEES (INCLUDING THE MOBILE WEBSITE):

	7 days	15 days	30 days	60 days
small banner	90 euro	155 euro	290 euro	500 euro
medium banner	120 euro	220 euro	390 euro	700 euro
large banner	150 euro	280 euro	520 euro	980 euro
XL banner fixed on top	220 euro	380 euro	650 euro	

These fees are an indication: the length of time online can be adjusted as required.

Customers who advertise in both the magazine and on the website for the same show receive **50% discount** on the cost of the banner. All banners rotate and are seen on every page that is opened.

### BANNER SPECIFICATIONS

small	310px wide x 180px high,	no larger than 40kb in .gif format
medium	310px wide x 280px high,	no larger than 60kb in .gif format
large	310px wide x 400px high,	no larger than 100kb in .gif format
XL	546 wide px 860 px high,	no bigger than 200 kb in gif. format

### NB!

Please do not forget to send a link to your website.

Text under the banner: no more than 50 characters (incl. spaces), in English and Dutch.

Banners in the sidebar may flash slowly as in a slow slide show, with a maximum of once every 3 seconds

But fixed XL banners at the top of the page may not include animations (one still image).

### NEWSLETTER

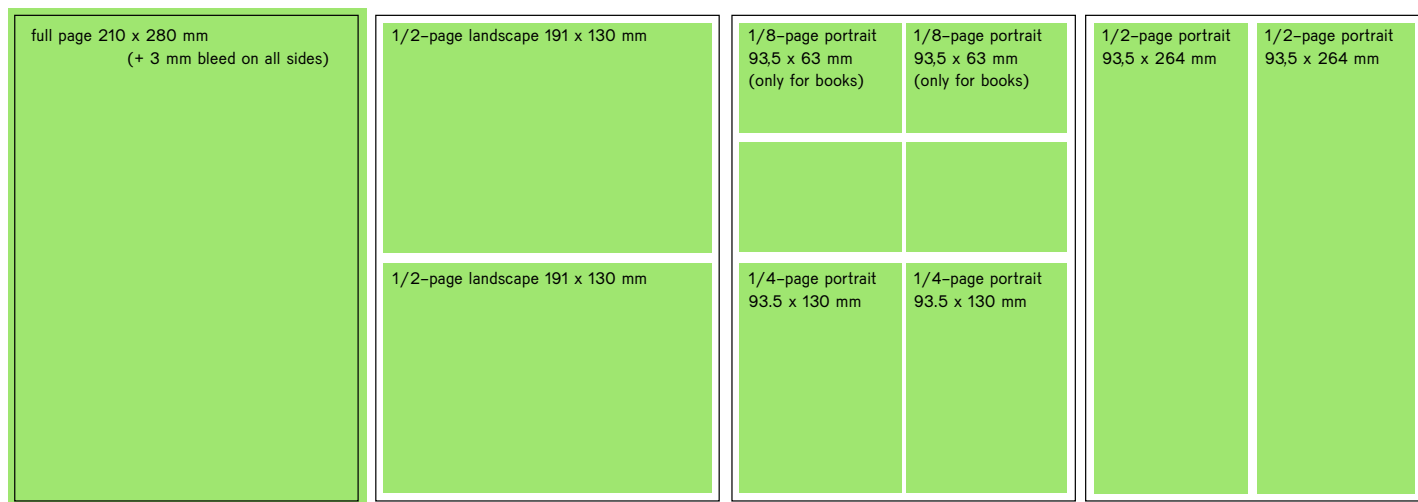
You can advertise in the monthly newsletter, the fixed price is 495 Euros.

Specs: 860 px wide x 273 px high,  
only a still image is possible, and please send the link to your website.

All above-mentioned fees are exclusive BTW/VAT.

Metropolis M advertisements  
Karolien van Gent  
Doelenstraat 30  
NL- 3512 XJ Utrecht  
tel: 030-2369 161  
[karolien@metropolism.com](mailto:karolien@metropolism.com)

## PRINT-ADVERTISEMENT SPECIFICATIONS



### • SIZES:

1/8-page landscape	93,5 x 63 mm (only for books)
1/4-page portrait	93,5 x 130 mm
1/2-page portrait	93,5 x 264 mm
1/2-page landscape	191 x 130 mm
full page	210 x 280 mm (+3 mm bleed on all sides)

### • USE:

PDF-file, Press Quality, images at 300 dpi.

### • COLOR:

CMYK for color-models  
grayscale for black&white-models

### • MAIL TO:

[derks@bart.nl](mailto:derks@bart.nl), and in cc: [karolien@metropolism.com](mailto:karolien@metropolism.com)  
large file(s)? (larger than 10 mb)  
Please use [wetransfer.com](http://wetransfer.com)  
Richard Derks, phone +31 (0)6 250 170 91

### • RESERVATION, PRICE & DEADLINE:

Karolien van Gent, phone +31 (0)30 236 91 61  
[karolien@metropolism.com](mailto:karolien@metropolism.com)

### • DISCLAIMER:

The publisher assumes no liability for errors in the advertisement.

## WEBSITE ADVERTISEMENT SPECIFICATIONS

### BANNER SPECIFICATIONS

small	310px wide x 180px high,	no larger than 40kb in .gif format
medium	310px wide x 280px high,	no larger than 60kb in .gif format
large	310px wide x 400px high,	no larger than 100kb in .gif format
XL banner fixed on top	546 wide px 860 px high,	no bigger than 200 kb in gif. format

### • NOTE

Please do not forget to send a link to your website.

Text under the banner (only possible for banners in sidebar): no more than 50 characters (incl. spaces).

The banner in the sidebar may flash slowly, no more than once every 3 seconds, like a slow slide show.

The fixed XL banner at the top of the page may not include animations (only still images).

### • FOR RESERVATIONS AND INFORMATION

PLEASE EMAIL TO: [karolien@metropolism.com](mailto:karolien@metropolism.com)