

general information

title:	National Geographic Nederland • België
published by:	G+J Publishing C.V.
frequency:	12 times a year
date of publication:	Thursday
advertising-exploitation:	G+J Uitgevers Gebouw Stede, Dalsteindreef 82 t/m 92, 1112 XC Diemen, The Netherlands Telephone: +31 (0)20 794 35 75 E-mail: advertenties@genj.nl Fax: +31 (0)20 794 35 77
annual subscription rate:	€ 49.50
cover price:	€ 4.50
submission date:	4 weeks prior to publication
cancellation date:	6 weeks prior to publication (contract will remain valid)
reproduction material to:	National Geographic Nederland België T.a.v. Advertentie Afdeling Gebouw Stede, Dalsteindreef 82 t/m 92, 1112 XC Diemen, The Netherlands Telephone: +31 (0)20 794 35 75 E-mail: advertenties@genj.nl Fax: +31 (0)20 794 35 77
general conditions:	All advertising contracts/orders are concluded and executed in accordance with the Dutch rules of Advertising.






NATIONAL
GEOGRAPHIC



Nederlands
uitgeversverbond

technical specifications

type page:	175 x 254 mm
type area:	142 x 224 mm
printing process:	Offset rotation
type of paper:	80 grs. WFC gloss (inner pages) 170 grs. WFC gloss (cover)
advertising material:	Digital files in the file format: Certified PDF Magazine Ads_1V3 (CMYK). Illu- strations and text bleed advertisement should be at least 3 mm within the cut- off. Please add crop marks in the docu- ment. Files should be accompanied with a colour proof. When no colour proof is provided, we hold no responsibility for possible deviations. See: www.genj.nl/adverteerders .
screen:	60
binding:	Perfect binding
Distributed circulation:	130,070 (HOI Institute for Media Auditing, quarter 3/07 until quarter 2/08)
reach figures:	See NOM Print monitor



sizes and measurements in mm

type area

format	width x height
2/1 page*	317 x 224 mm
1/1 page	142 x 224 mm
1/2 landscape	142 x 112 mm
1/3 portrait	44.5 x 209 mm
1/4 portrait	69 x 109 mm

* please deliver 2/1 page as if it is a
2x 1/1 page

bleed

please allow 3 mm for clean cut

format	width x height
2/1 page*	350 x 254 mm
1/1 page	175 x 254 mm
1/2 landscape	175 x 123 mm
1/3 portrait	61.5 x 254 mm

* please deliver 2/1 page as if it is a
2x 1/1 page

advertising rates

price per placement in euros (excl. VAT)

format	4-colour
2/1 page	€ 19,750
1/1 page	€ 10,500
1/2 page	€ 5,900
1/3 page	€ 4,100
1/4 page	€ 3,550

discount scale:

1% discount per extra insertion (with a max of 12%). Discount contracts refer to the contracted volume. All advertisements enclosed in the contract should be placed within 12 months.

cost of materials:

The above rates do not include the cost of materials for advertisements. Where advertisements are not submitted as specified, any additional work required will be charged at cost.

position preferences:

A special position can only be granted after consultations. A surcharge of 25% is payable for the back cover. For special positions a surcharge of 15% will be levied. Surcharges apply to the gross price of placement.

special remarks:

Rates for loose, bound or adhesive inserts are available on request.