

GENERAL INFORMATION

title : HAPPINEZ
 published by : WPG Media
 frequency : 8x a year
 publication day : wednesday

advertising : WPG Media
 Wibautstraat 133, 1097 DN Amsterdam
 Postbus 2994, 1000 CZ Amsterdam
 phone: +31 20 - 551 85 38
 e-mail: media@weekbladpers.nl
 website: www.wpgmedia.nl

traffic : Jur Anepool
 phone: +31 20 - 551 85 43
 jur.anepool@weekbladpers.nl

material : happinez.adv@gmail.com
 closing date : see publication and closing dates
 cancellation date : 6 weeks prior to publication

annual subscription : € 49.50
 cover price : € 6.75

general conditions : www.wpgmedia.nl



TECHNICAL INFORMATION

trim area : 230 x 297 mm
 type area : 200 x 265 mm
 printing process : offset
 paper : cover: 200 gr/m² ihh satin mc
 inside: 90 gr/m² hv. satin mc.
 advertising material : material to be digitally provided according to the 'Certified PDF tijdschriften Nederland' (www.tijdschriften.nl). Extra costs caused by submission of unfinished material will be charged.

circulation : 168,190
 (HOI Q3/2015 - 2/2016)
 reach : 468,000 readers
 (NOM print monitor 2015-II/2016-I)

SIZES & MEASUREMENTS

size	width x height in mm
type area	
1/4 □	95 x 130
1/2	95 x 265
1/2 —	200 x 130
1/1	200 x 265
2/1**	430 x 265
bleed-off*	
1/2 —	230 x 148
1/1	230 x 297
2/1	460 x 297

* add 3 mm overfill
 ** backspine 2 x 3 mm

Text advertisements

size	width x height in mm
1/20 □	45 x 50
2/20 —	94 x 50
2/20	45 x 104
3/20 —	143 x 50
3/20	45 x 158
4/20 □	94 x 104

We offer the option to draft your text advertisement for € 50.



ADVERTISING RATES

Page advertisements

1/4 page	€ 3,480
1/2 page	€ 6,630
1/1 page	€ 11,050
2/1 page	€ 22,100
Shopping page (size 95 x 130)	€ 3,150

Text advertisements

1/20 page	€ 400
2/20 page	€ 800
3/20 page	€ 1,200
4/20 page	€ 1,600

Contract discount

2 pages	4% discount
4 pages	5% discount
6 pages	6% discount
8 pages	7% discount

Extra charge

Back cover	25% charge
Cover 2	25% charge
Preference	10% charge

prices excl. btw.

PUBLICATION & CLOSING DATES 2017

issue	publication	closing date advertising	closing date text ad/ shopping
01	25 January	27 December	19 December
02	08 March	06 February	26 January
03	19 April	23 March	09 March
04	31 May	04 May	20 April
05	19 July	25 June	11 June
06	06 September	10 August	27 July
07	25 October	28 September	14 September
08	06 December	09 November	26 October

SPECIALS 2017

	publication	closing date
Special 01 Happi-Love	10 May	12 April
Special 02 Happi-Kidz	14 September	17 August

Special positions & particulars

Requests for a special position can not be accepted as an order condition. Costs for answering cards and inserts can be supplied on quotation.

happinez.nl

For online rates see: www.happinez.nl/online-advertiser

Text advertisements

Text advertisements consist of text and cost € 27.50 per line (25 characters), with three lines as minimum. Text can be submitted online: www.happinez.nl/regeladvertenties