

tnip

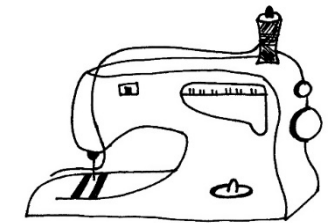
M O D E



THE LARGEST DO-IT-YOURSELF FASHION MAGAZINE IN THE NETHERLANDS



Knipmode is the only Dutch magazine with allround expertise in the field of self-made fashion. This popular monthly is creative, practical and of high-quality. It offers collections for all kinds of women, from classic to trendy. Every issue contains patterns in sizes 34 to 54, with clear descriptions. These collections are intended for women who enjoy making unique garments, who are proud of themselves and what they have created with painstaking accuracy. *Knipmode* offers inspiration, practical and technical information, styling tips and service.





Knipmode magazine
Reach: 159,000



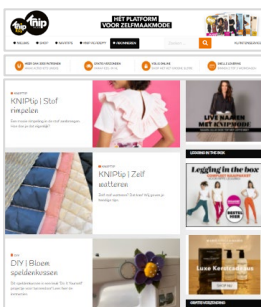
Knipmode
Special editions



Knip Academy
Online sewing courses

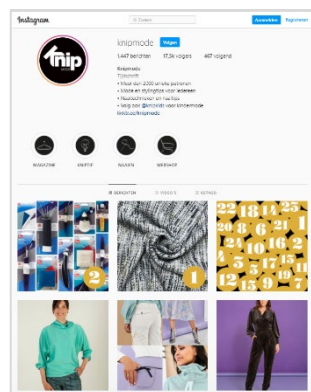


Knipmode.nl
85,000 pageviews monthly

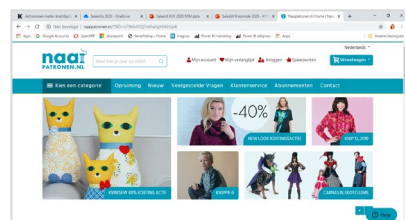


This is
Knipmode

Dresses from Janice



Knipmode Instagram
21,000+ followers



Naaipatronen.nl



Knipmode newsletter
54,000 subscribers



Knipmode facebook
41,000+ followers





Facts & figures



KnipMode readers

Creative women who enjoy making clothes, like to add a personal touch to them and are looking for the ultimate fit. She is of average age and likes to look well-groomed. She is above average in cooking, baking, home ideas, gardening and do-it-yourself.

Male/Female: 16% / 84%

Age: younger than 35 years 21%, 35-65 years 49%, 65+ years 30%

Income: Average

KnipMode Magazine

Frequency: 12 editions a year

Print reach: 159,000 (NPM-DGM 2023-I)

www.knipmode.nl

85,000 pageviews monthly

Google Analytics

KnipMode Newsletter

54,000 newsletter subscribers

CTO: 26% CTR: 13% Open Rate: 52%

Frequency: every two weeks (26x) on Friday
(odd week numbers)

Facebook

41,000+ fans

Instagram

21,000+ followers

Pinterest

5,900 followers





Rates and formats 2024

*Top basis van 2 correctieronden (geen korting van toepassing)



Base rate

in euro's excl. VAT

1/1 page € 5,655.-

Format index

1/2 page	63
2/1 page	187

Position index

Preferred position	110
Spread in center	110
1st page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Fold out cover*	280

*excl. production costs – on request



Formats and measurements (mm)

Format width x height

Trim size

1/1	220 x 285
1/2 landscape	220 x 142
1/2 portrait	110 x 285
2/1	220 x 285 – 220 x 285

+ 5 mm bleed on all sides

Technical specifications

Trim size: 220 x 285 mm (wxh)

Advertisement material:

Please submit your digital ad files as CertifiedPDF.

Digital

Product Rate

NBI – Newsletter Item	€ 2,750
FBB – Facebook Message	€ 800
BI – Branded Item	€ 1,500
Native-in-Article (Cost p. Quality View – QV)	€ 1.25
BI + FBB	€ 2,300
BI + NBI	€ 4,250
BI + FBB + NBI	€ 5,050

Production costs*1

Newsletter Item - NBI	€ 175
Facebook message - FBB	€ 225
Branded Item – BI	€ 550

Banners

Billboard	(970*250)	€ 36 cpm
Halfpage	(300*600)	€ 36 cpm
Rectangle	(300*250)	€ 25 cpm
Leaderboard	(728*90)	€ 15 cpm
Large Leaderboard	(970*70/90)	€ 36 cpm
Wide Skyscraper	(160*600)	€ 18 cpm

Mobile banners

Banner	(320*100)	€ 15 cpm
Interscroller	(320*480)	€ 36 cpm

CPM: per 1,000 impressions

Questions about advertising material:
Traffic Department: traffic@roularta.nl

All contracts awarded to us are subject to the advertising terms and conditions,
which can be found on our website <https://roularta.nl/voorwaarden/>



WINACTIE:
Knipmode mag 4 Cluse
Watches weggeven.
Wil je kans maken op een
horloge, ga naar
knipmode.nl/acties
en doe mee.

09/11/2012 12:01:17



With Knipmode, you will reach a dedicated and loyal audience. Whether it be advertorials or branded content, print as well as online, there are many options for a commercially attractive partnership.

Knipmode is happy to assist you.



More information:
Roularta Media Nederland
T. +31 (0)20 210 5459
E. advertising@roularta.nl
www.roularta.nl