

## General

- Tips about the latest shows, concerts, exhibitions, festivals and films in Amsterdam and the surrounding area
- Competitions for readers

## Reach

Distribution Weekly on Thursdays  
 Open rate 28%  
 Number of subscribers 32,000

## Sizes & rates (in euros excl. of VAT)

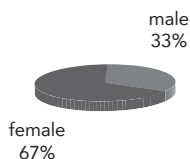
Type of advertisement	size wxh	rate
e-flyer large	copy + video + image	800
e-flyer	copy + video + image	700
tip	copy + image	600
vertical banner	300 x 470 pixels	600
rectangle banner	640 x 240 pixels	600

## Kids Uitmail

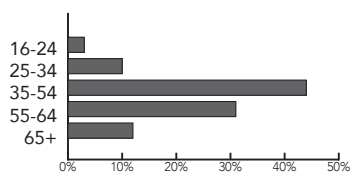
- Activities in the Amsterdam Metropolitan Area, especially for young people
- Distribution on Mondays, around school holidays for Northern and Central Netherlands

edition	booking	Uitmail sent
May holidays 2019	29/04 to 05/05	Mon 22 April
Autumn holidays 2019	19/10 to 27/10	Mon 14 October
Christmas holidays 2019	23/12 to 05/01	Mon 16 December

## Gender



## Age



## Income

