

observant

Advertising in Observant is an efficient way to reach Maastricht University students and employees. It is the only newspaper at the UM that addresses all students and employees, including those who speak English.

Observant is distributed free of charge at the university and various locations in the city (such as the library, cinemas, bookstores, university hospital). We also have a few hundred postal subscriptions.

As a rule, Observant works with an external advertising agency. This agency uses commercial rates in accordance with prevailing market prices. For regional organisations, a special rate applies. To qualify, contact must be with the Observant editorial staff and your business or organisation must supply a ready-to-print advertisement.

Rates for regional advertisers:

Measurements are Width x Height. All prices include full colour.

- 1/1 page, Width x Height	260 x 385 mm:	€ 1,000.--
- 1/2 page, Width x Height	260 x 190 mm or 127,5 x 385 mm:	€ 500.--
- 1/4 page, Width x Height	260 x 93 mm or 127,5 x 190 mm:	€ 250.--
- 1/8 page, Width x Height	127,5 x 93 mm or 62 x 190 mm:	€ 125.--
- 1/16 page, Width x Height	127,5 x 44 mm or 62 x 93 mm:	€ 62.50
- 1/32 page, Width x Height	127,5 x 22 mm or 62 x 44 mm:	€ 31.25

Contract reductions:

- 5 insertions (within 1 year) for the price of 4
- in case of more insertions 25 % reduction

Technical details:

- Type page: 289 x 415 mm
- Type area: 260 x 385 mm
- Columns: 4 x 62 mm, column separation 3.5 mm
- Screen: 34 point
- Resolution: 300 dpi
- Printing technique: offset
- Colour: CMYK
- Material: ready-to-print, certified PDF / NO SPOT COLOR
- Delivery: via e-mail: Marion.Janssens@Maastrichtuniversity.nl
- Printer: Drukkerij Janssen/Pers, Gennep
- Bleed printing is not possible

Further information:

- Circulation: 6,000
- Publication frequency: weekly (on Thursdays) with the exception of the academic stops
- Reservation deadline: Wednesday of the preceding week
- Submission deadline: Monday 10:00hrs. in the week of publication
- Prices remain valid until 1 January 2022

Contact details:

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