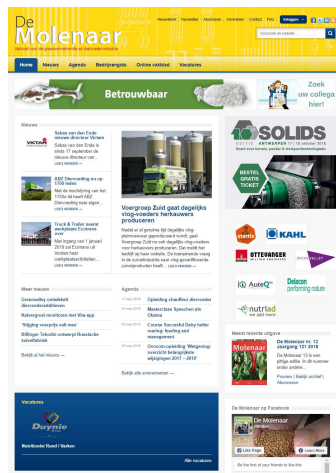


Media kit De Molenaar 2019



Trade journal De Molenaar:
average circulation of 1,035 copies
(Jan. - Aug. 2018)



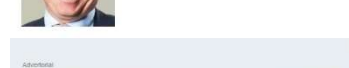
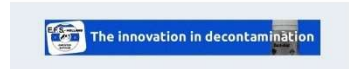
Website www.demolenaar.nl:
average of 13,446 page views per month
(Jan.- Aug. 2018)



De Molenaar on Facebook:
324 followers (Sept. 2018)



Digital newsletter:
1,607 subscribers (Aug. 2018)



International digital newsletter in English:
1,795 subscribers (Aug. 2018)

Rates are in Euros, excluding 21% VAT, and based on full colour advertisements. Contract period: 12 months, starting on the date of the first insertion. Eisma Businessmedia by reserves the right to change the information provided at any time. No rights can be derived from this media kit. Our general terms and conditions, as filed with the Chamber of Commerce order number 01010690, apply to all orders and deliveries.

Media kit 2019



De Molenaar



General information

Title	De Molenaar	
Subtitle	Trade journal for the grain processing and animal feed industry	
Published by	Eisma Businessmedia bv Celsiusweg 41 8912 AM Leeuwarden The Netherlands	
Publisher	Peter Feenstra	
Advert department	Sales manager Felix Berentsen +31 (0)6-42759518 f.berentsen@eisma.nl	Sales support Wilma Zijlstra +31 (0)88-2944847 w.zijlstra@eisma.nl
Editors	Jacqueline Wijbenga, general editor-in-chief Daniël Kooistra, editorial coordinator +31 (0)88-2944823 redactiemolenaar@eisma.nl	
Volume	122	
Publication frequency	17 x per year	

Advertising rates

Size	Number of full colour insertions (in 12 months)				
	1 x	3 x	6 x	12 x	17 x
1/1 page	€ 2,296	€ 2,269	€ 2,236	€ 2,191	€ 2,146
1/2 page	€ 1,172	€ 1,157	€ 1,142	€ 1,119	€ 1,092
1/4 page	€ 624	€ 616	€ 608	€ 593	€ 577

Inserts/bound inserts

Insert max. 1 A4	€ 1,044
Insert max. 1 A3 (folded to A4)	€ 1,641
Insert larger than 1 A3	on request
Bound insert, max. 1 A3	on request
Bound insert, larger than 1 A3	on request

for technical specifications, please contact us well in advance

Surcharges

Cover 2	+ 15 %
Cover 3	+ 10 %
Cover 4	+ 20 %
Special position	+ 10 %
Classifieds	€ 22
Dtp costs	based on actual costs incurred for designing and making the advert

Printing details

Printing procedure	offset
Cover paper	135 g/m ²
Inside paper	90 g/m ²

Directory listings

- A monthly small advert in the magazine and a permanent hyperlink to your own internet site on www.demolenaar.nl.
- On a yearly basis only, with automatic renewal for the following year(s).
- Rate for all of 2019: € 597

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Media kit 2019



Dimensions

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page:		
- without bleed	191 x 265	--
- with bleed (*)	230 x 300	--
1/2 page	94 x 265	191 x 130
1/4 page	94 x 130	191 x 63
Print area	191 x 265	
Page size (*)	230 x 300	→ <u>Add 3 mm trim all around</u>
Colour mode	CMYK	
Resolution	300 dpi	

Digital file types

PDF

- Certified PDF in CMYK colours
- Images and fonts embedded

If we provide the layout for your artwork

- Text in Word
- Images as separate files (not embedded) as EPS or JPG file

Where to send your advert to

Up to 10 mb by e-mail to molenaar@zeedesign.nl, use <https://eisma.wetransfer.com> for larger files.

Inserts

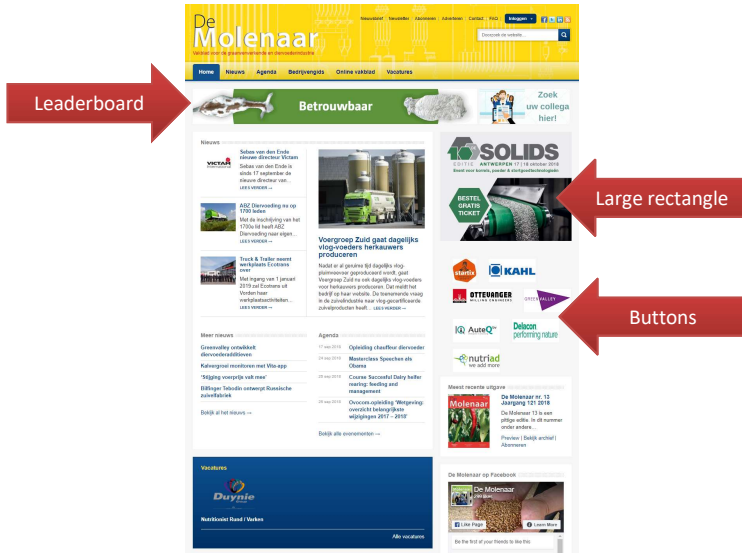
Amount	same as circulation (see page 1)
Delivery type	in boxes
Deadline	no less than 6 working days before the publication date
Delivery address	Veldhuis Media Attn.: Theo Nitrauw Kanaaldijk OZ3 8102 HL Raalte, The Netherlands ref.: sender, title and number of edition

Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date	Theme /focus
1	12 December 2018	17 December 2018	04 January 2019	
2	09 January 2019	14 January 2019	25 January 2019	safety (product / process / work force)
3	30 January 2019	04 February 2019	15 February 2019	+ Petfood Magazine section
4	20 February 2019	25 February 2019	08 March 2019	
5	13 March 2019	18 March 2019	29 March 2019	animal feed emissions
6	03 April 2019	08 April 2019	19 April 2019	
7	24 April 2019	29 April 2019	10 May 2019	+ Petfood Magazine section
8	14 May 2019	17 May 2019	31 May 2019	preview Victam Europe
9	04 June 2019	07 June 2019	21 June 2019	
10	26 June 2019	01 July 2019	12 July 2019	review Victam Europe
11	17 July 2019	22 July 2019	02 August 2019	pressing (technique)
12	07 August 2019	12 August 2019	23 August 2019	+ Petfood Magazine section
13	28 August 2019	02 September 2019	13 September 2019	
14	18 September 2019	23 September 2019	04 October 2019	animal feed: the use by-products
15	09 October 2019	14 October 2019	25 October 2019	
16	30 October 2019	04 November 2019	15 November 2019	+ Petfood Magazine section
17	25 November 2019	28 November 2019	13 December 2019	circular way of farming

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Website www.demolenaar.nl



Logolink

A logolink is a short and clickable text in combination with a logo, leading to a website of your choice.

Specifications

- logo 60 x 30 pixels, max. 99 kb
- max. 25 characters, incl. spaces

Rate

- € 163 a month

Full banner

A full banner is a horizontal advert that attracts much attention due to its position among the page's editorial content.

Specifications

- 468 x 60 pixels (computer and laptop), max. 99 kb
- 320 x 50 pixels (tablet and smartphone)

Rate

- € 506 a month

Button

A button is highly suitable for enlarging company or brand awareness. A button contains a hyperlink to a site of your choice.

Specifications

- 120 x 60 pixels, max. 99 kb

Rate

- € 327 a month

Large rectangle

A large rectangle is a large advert size that is always on the right-hand side of the page, above the 'fold'. This type of advert is ideal for communicating different types of messages, including video.

Specifications

- 336 x 280 pixels (computer and laptop), max. 99 kb
- 300 x 250 pixels (tablet and smartphone)

Rate

- € 784 a month

Advertorial

An advertorial is a text advert that somewhat resembles the editorial content of the website. Advertorials are positioned above logolinks and offer more space for text to invite the visitor to click through to another website.

Specifications

- logo/image: 80 x 60 pixels, max. 99 kb
- header: max. 30 characters, incl. spaces
- body: max. 120 characters, incl. spaces

Rate

- € 556 a month

Delivery specifications

File types: .jpg, .gif, animated.gif, html5
 Colour mode: RGB
 Resolution: 72 dpi
 Destination site: state site to click through to
 Send copy to: l.vanderlans@eisma.nl
 Please provide the large rectangle, the leaderboard and the full banner in two sizes for optimal visibility on different devices.

Your post on our Facebook page

De Molenaar has a Facebook page, which is available for your posts. They will be clearly marked as sponsored and appear on the time lines of some 300 page likers.

Specifications

- please ask your account manager

Rate

- € 78 per post

Digital newsletter De Molenaar



'Stijging voerprijs valt mee'
De prijs van varkens, rundvee- en pluimveevoer stijgt niet zo hard als iedereen verwacht. Dat zegt commercieel directeur Johan Schuttert van....
[Lees verder »](#)



ABZ Diervoeding nu op 1700 leden
Met de inschrijving van het 1700e lid heeft ABZ Diervoeding naar eigen zeggen een mijlpaal in haar geschiedenis bereikt. 'De aanwas van....
[Lees verder »](#)

Advertorial

Vitale biggen en leghennen met GreenPower

Greenpower is een door Greenvalley zelf ontwikkeld diervoederadditief dat dieren ondersteunt in de weerstand tegen pathogene bacteriën. Het bestaat uit een mix van monoglycerolvetzuren, geselecteerd op basis van onderzoek bij het CVI en TNO. GreenPower zorgt voor vitelere biggen en heeft een positief effect op de darmgezondheid van leghennen.

[Meer informatie >>>](#)



Advertorial



Truck & Trailer neemt werkplaats Ecotrans over
Met ingang van 1 januari 2019 zal Ecotrans uit Vorden haar werkplaatsactiviteiten overdragen aan Truck & Trailer. Ecotrans is een internationaal geïntendeerd transportbedrijf dat gespecialiseerd is in....

[Lees verder »](#)



Biologisch additief leidt tot betere voederconversie
Onderzoek toont aan dat het toedienen van het 100% natuurlijk en biologische additief Epona aan het voer leidt tot een significant betere voederconversie bij vleesvarkens. Het onderzoek had tot doel de....

[Lees verder »](#)



Full banner

Full banner

A full banner is a horizontal newsletter advert that runs across virtually the entire centre width of the newsletter.

Specifications

- 468 x 60 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 327 per edition

Blockbuster

A blockbuster is an oversized full banner, which attracts more attention than a full banner because of its dimensions.

Specifications

- 550 x 150 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 337 per edition

Advertorial

An advertorial is a text advert that resembles the editorial content of the newsletter in terms of layout.

Specifications

- header: max. 50 characters, incl. spaces
- body: max. 350 characters, incl. spaces
- photo/logo/image: 600 x 400 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 349 per edition

Delivery specifications

File types: .jpg, .gif
Colour mode: RGB
Resolution: 72 dpi
Destination site: state site to click through to
Send copy to: l.vanderlans@eisma.nl

Publication date digital newsletter

The digital newsletter appears weekly on Thursdays and, if there is enough relevant news, on Tuesdays.

More information and possibilities?

For more information and ways of using the media channels and the expertise of De Molenaar for your own communication needs please go to www.adverterenbijeisma.nl or call your account manager.

International digital newsletter in English



ASF alerts European pig industry
The discovery of African swine fever in wild boars in Belgium has alerted pig producers in Western Europe. Several countries have put additional regulation in place. The pig industry ...
[Read more »](#)



The innovation in decontamination

Full banner



Innov'space award for DenkaVit Mellow Go
Mellow Go, a new prestarter for piglets developed by DenkaVit, was awarded an Innov'Space 2018 award. This was announced at the exhibition Space in Rennes, which ...
[Read more »](#)



Knut Nesse steps down as CEO of Nutreco
Effective October 1st, 2018 Rob Koremans will be CEO of Nutreco. Knut Nesse steps down after a career of 23 years at Nutreco of which six years as CEO. Koremans joined Nutreco in August. Koremans is a Doctor of Medicine from RSM...
[Read more »](#)

Advertorial

Worldwide access to De Molenaar

Reading De Molenaar across the globe does not have to mean receiving your copies weeks late and paying a postage surcharge. You can also read De Molenaar online: every issue one day before it is delivered to Dutch subscribers and with access to the entire archive dating back to 2008. The only requirement: you have to be able to read Dutch...
[Make your own online account](#)



Full banner

A full banner is a horizontal newsletter advert that runs across almost the entire width of the newsletter.

Specifications

- 468 x 60 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 327 per edition

Blockbuster

A blockbuster is an oversized full banner, which attracts more attention than a full banner because of its dimensions.

Specifications

- 550 x 150 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 337 per edition

Advertorial

An advertorial is a text advert that resembles the editorial content of the newsletter in terms of layout.

Specifications

- header: max. 50 characters, incl. spaces
- body: max. 350 characters, incl. spaces
- photo/logo/image: 600 x 400 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 349 per edition

Delivery specifications

File types:	.jpg and .gif (animated banners will show only one frame in Outlook)
Colour mode:	RGB
Resolution:	72 dpi
Destination site:	state the site to click through to
Send copy to:	l.vanderlans@eisma.nl

Publication dates

The newsletter appears on Mondays, once every month, usually halfway each month.

More information

Call +31 (0)6 42759518 or +31 (0)88 2944847 for more information or for a personal quote. Or send a message to f.berentsen@eisma.nl or w.zijlstra@eisma.nl and we'll get back to you.