

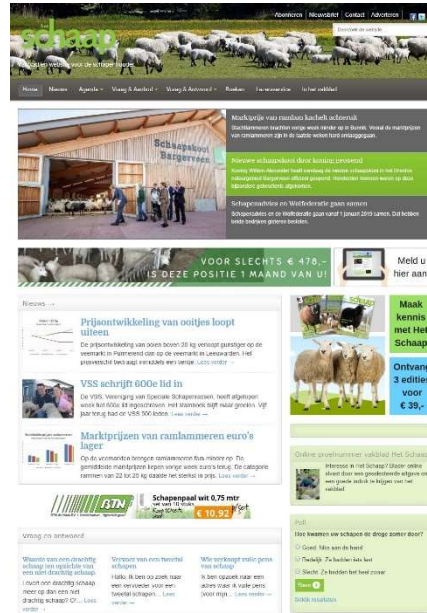
Media kit Het Schaaap 2019



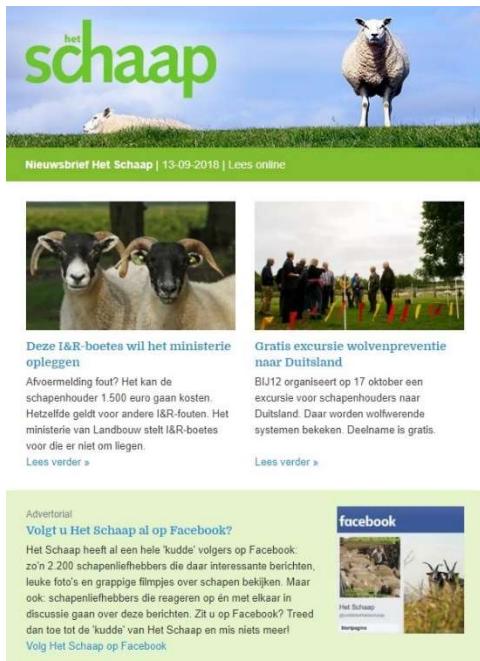
het schaaap



Trade journal Het Schaaap:
average circulation of 4,615 copies (Jan. - Aug. 2018)



Website www.hetschaaap.nl:
29,750 page views per month (Aug. 2018)



Monthly digital newsletter:
4,911 subscribers (Aug. 2018)



Het Schaaap on Facebook:
2,253 followers (Sept. 2018)

Rates are in Euros, excluding 21% VAT, and based on full colour advertisements, unless stated otherwise. Contract period: 12 months, starting on the date of the first insertion. Eisma Businessmedia bv 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



Het Schaap



General information

Title	Het Schaap	
Subtitle	Trade journal for sheep farmers in The Netherlands and Belgium	
Published by	Eisma Businessmedia bv Celsiusweg 41 8912 AM Leeuwarden	
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 Jacques Engelen, editor-in-chief +31 (0)88-2944978 Jacqueline van Onna +31 (0)88-2944979 hetschaap@eisma.nl	
Volume	42	
Publication frequency	10 x a year	

Advertising rates

Number of insertions (in 12 months)

	1 x	3 x	6 x
Full colour			
1/1 page	€ 3,174	€ 3,020	€ 2,868
1/2 page	€ 1,927	€ 1,835	€ 1,746
1/4 page	€ 1,335	€ 1,269	€ 1,204
1/8 page	€ 955	€ 906	€ 863
1/16 page	€ 688	€ 657	€ 599
Black and White			
1/1 page	€ 1,846	€ 1,759	€ 1,666
1/2 page	€ 997	€ 953	€ 906
1/4 page	€ 536	€ 513	€ 488
1/8 page	€ 291	€ 277	€ 264
1/16 page	€ 155	€ 148	€ 140

Text advert 'lammetje' insertion per print edition + one month online on www.hetschaap.nl/advertenties

- first 6 lines in one column € 48.40
- per additional line (max. 8) € 6.90

Printing details

Printing procedure	offset
Cover paper	135 g/m2 hv gesatineerd mc
Inside paper	90 g/m2 hv halfmat mc

Inserts/bound inserts

Insert max. 1 A4	on request
Insert max. 1 A3 (folded to A4)	on request
Insert larger than 1 A3	on request
Bound inserts, max. 1 A3	on request
Bound inserts, larger than 1 A3	on request

for technical specifications, please contact us in advance

Surcharges

Cover 2	+ 15 %
Cover 3	+ 10 %
Cover 4	+ 20 %
Special position	+ 10 % (centre fold not available)
Classifieds	€ 22
Dtp costs	based on actual costs incurred for designing and making the advert

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Dimensions

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page:		
- without bleed	210 x 280	--
- with bleed (*)	230 x 300	--
1/2 page	102 x 280	210 x 137
1/4 page	102 x 137	210 x 65
1/8 page	102 x 65	--
1/16 page	49 x 65	102 x 30
Print area	210 x 280	
Print 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

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

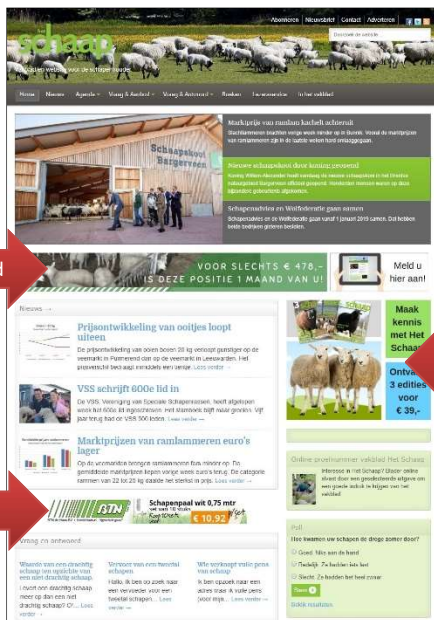
Inserts

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 Nitraw Kanaaldijk OZ3 8102 HL Raalte, The Netherlands ref.: sender, title and number of edition

Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date
1	21 December 2018	03 January 2019	18 January 2019
2	28 January 2019	31 January 2019	15 February 2019
3	25 February 2019	28 February 2019	15 March 2019
4	01 April 2019	04 April 2019	19 April 2019
5	06 May 2019	09 May 2019	24 May 2019
6/7	17 June 2019	20 June 2019	05 July 2019
8	22 July 2019	25 July 2019	09 August 2019
9	26 August 2019	29 August 2019	13 September 2019
10/11	30 September 2019	03 October 2019	18 October 2019
12	25 November 2019	28 November 2019	13 December 2019

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Leaderboard

Large rectangle

Full banner

Leaderboard

A leaderboard is a big, almost page-wide advertisement and one of the most common online advert sizes. A leaderboard is displayed below the head (below the three most recent news items on the home page, directly below the head on all other pages).

Specifications

- 728 x 90 pixels (computer and laptop), max. 99 kb
- 320 x 50 pixels (tablet and smartphone)

Rate

- € 492 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

- € 369 a month

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

- € 122 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
- € 406 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

- € 596 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 leaderboard, the full banner and the large rectangle in two sizes for optimal visibility on different devices.

Your post on our Facebook page

Het Schaaap 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 2,200 page likers.

Specifications

- please ask your account manager

Rate

- € 78 per post

Digital newsletter Het Schaap



Deze I&R-boetes wil het ministerie opleggen

Afvoermelding fout? Het kan de schapenhouder 1.500 euro gaan kosten. Hetzelfde geldt voor andere I&R-fouten. Het ministerie van Landbouw stelt I&R-boetes voor die er niet om liegen.
[Lees verder »](#)



Gratis excursie wolvenpreventie naar Duitsland

BIJ12 organiseert op 17 oktober een excursie voor schapenhouders naar Duitsland. Daar worden wolfverende systemen bekeken. Deelname is gratis.
[Lees verder »](#)

Advertorial

Volgt u Het Schaap al op Facebook?

Het Schaap heeft al een hele 'kudde' volgers op Facebook: zo'n 2.200 schapenliefhebbers die daar interessante berichten, leuke foto's en grappige filmpjes over schapen bekijken. Maar ook: schapenliefhebbers die reageren op én met elkaar in discussie gaan over deze berichten. Zit u op Facebook? Treed dan toe tot de 'kudde' van Het Schaap en mis niets meer!
[Volg Het Schaap op Facebook](#)



Ministerie: wolvenschade is zaak provincies

Het ministerie van LNV is niet van plan zich te bemoeien met het afhandelen van wolvenschade. Dat is een zaak van de provincies, zegt minister Schouten op vragen van de Tweede Kamer.
[Lees verder »](#)



'Omnummeren mag voortaan maar één keer'

Schapen mogen voortaan nog maar één keer worden omgenummerd. Verliezen ze hun oormerken daarna weer, dan moet exact hetzelfde nummer worden besteld. Dat stelt RVO voor.
[Lees verder »](#)

Meer nieuws

[Veel minder schapen geslacht voor offerfeest](#)

[Schadevergoeding voor mishandelde schapenhouder](#)

[Wolf inderdaad dader slachtpartij Laag-Zuthem](#)

[Notering van slachtschapen zakt verder weg](#)

Full banner

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

Specifications

- 468 x 60 pixels, max. 99 kb

Rate

- € 246 a month

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

- € 253 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

- € 263 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 newsletter is appears monthly, mid-month on a Thursday.

More information and possibilities?

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