

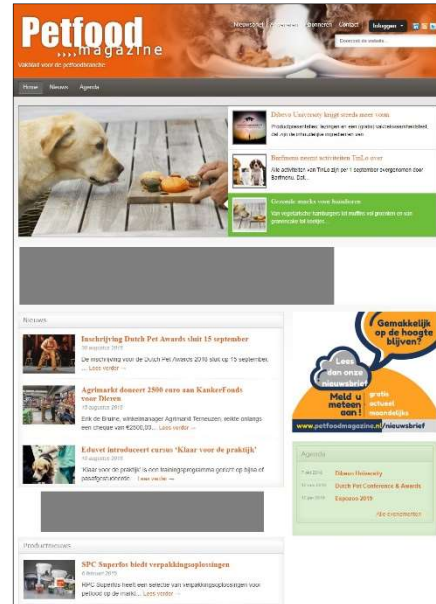
# Media kit Petfood Magazine 2019



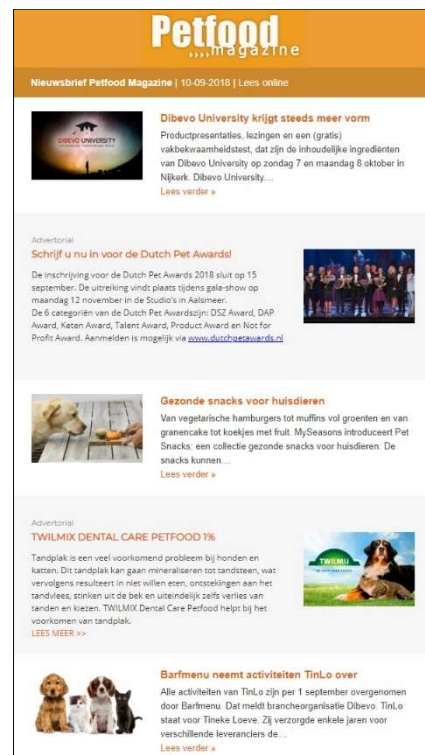
# Petfood magazine



Trade journal Petfood Magazine:  
average circulation of 1,107 copies (Jan. - Aug. 2018)



Website [www.petfoodmagazine.nl](http://www.petfoodmagazine.nl):  
average of 1,738 page views per month  
(Jan. - Aug. 2018)



Monthly digital newsletter:  
465 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 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 onder number 01010690, apply to all orders and deliveries.

# Media kit 2019



## Petfood Magazine



## General information

Title	Petfood Magazine	
Subtitle	Trade journal for the petfood industry in the Netherlands and Belgium	
Publication form	Clearly recognisable section of De Molenaar	
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 petfoodmagazine@eisma.nl	
Volume	16	
Publication frequency	4 x a year	

## Advertising rates

Size	Number of full colour insertions (in 12 months)		
	1 x	2 x	4 x
1/1 page	€ 2,296	€ 2,269	€ 2,236
1/2 page	€ 1,172	€ 1,157	€ 1,142
1/4 page	€ 624	€ 616	€ 608

## Printing details

Printing procedure	offset
Cover paper	90 g/m <sup>2</sup>
Inside paper	90 g/m <sup>2</sup>

## 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

## 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 in advance

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## 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

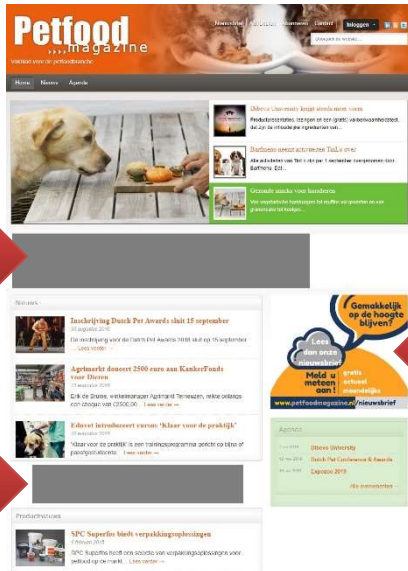
Up to 10 mb by e-mail to [petfood@zeedesign.nl](mailto:petfood@zeedesign.nl), use <https://eisma.wetransfer.com> for larger files.

## 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 T.a.v. Theo Nitraw Kanaaldijk OZ 3 8102 HL Raalte, The Netherlands ref.: sender, title and number of edition

## Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date
1	30 January 2019	04 February 2019	15 February 2019
2	24 April 2019	29 April 2019	10 May 2019
3	07 August 2019	12 August 2019	23 August 2019
4	30 October 2019	04 November 2019	15 November 2019



Leaderboard

Full banner

Large rectangle

### 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

- € 67 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

- € 180 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](mailto:l.vanderlans@eisma.nl)  
 Please provide the full banner, the large rectangle and the leaderboard in two sizes for optimal visibility on different devices.

### 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. 40 kb
- 320 x 50 pixels (tablet and smartphone)

#### Rate

- € 160 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

- € 278 a month

### 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).

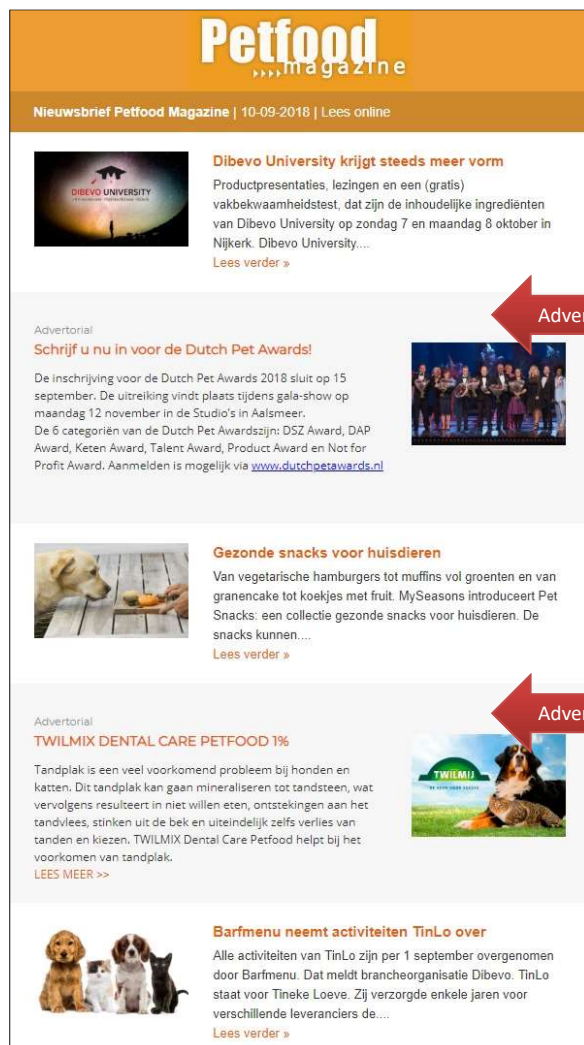
#### Specifications

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

#### Rate

- € 257 a month

## Digital newsletter Petfood Magazine



**Petfood**  
magazine

Nieuwsbrief Petfood Magazine | 10-09-2018 | Lees online

**Dibevo University krijgt steeds meer vorm**  
Productpresentaties, lezingen en een (gratis) vakbekwaamheidstest, dat zijn de inhoudelijke ingrediënten van Dibevo University op zondag 7 en maandag 8 oktober in Nijkerk. Dibevo University...  
[Lees verder »](#)

Advertorial  
**Schrijf u nu in voor de Dutch Pet Awards!**  
De inschrijving voor de Dutch Pet Awards 2018 sluit op 15 september. De uitreiking vindt plaats tijdens gala-show op maandag 12 november in de Studio's in Aalsmeer. De 6 categorieën van de Dutch Pet Awards zijn: DSZ Award, DAP Award, Keten Award, Talent Award, Product Award en Not for Profit Award. Aanmelden is mogelijk via [www.dutchpetawards.nl](http://www.dutchpetawards.nl)

**Gezonde snacks voor huisdieren**  
Van vegetarische hamburgers tot muffins vol groenten en van granencake tot koekjes met fruit. MySeasons introduceert Pet Snacks: een collectie gezonde snacks voor huisdieren. De snacks kunnen...  
[Lees verder »](#)

Advertorial  
**TWILMIX DENTAL CARE PETFOOD 1%**  
Tandplak is een veel voorkomend probleem bij honden en katten. Dit tandplak kan gaan mineraliseren tot tandsteen, wat vervolgens resulteert in niet willen eten, ontstekingen aan het tandvlees, stinken uit de bek en uiteindelijk zelfs verlies van tanden en kiezen. TWILMIX Dental Care Petfood helpt bij het voorkomen van tandplak.  
[LEES MEER >>](#)

**Barfmenu neemt activiteiten TinLo over**  
Alle activiteiten van TinLo zijn per 1 september overgenomen door Barfmenu. Dat meldt brancheorganisatie Dibevo. TinLo staat voor Tineke Loeve. Zij verzorgde enkele jaren voor verschillende leveranciers de...  
[Lees verder »](#)

### 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

- € 98 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

- € 108 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

- € 118 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](mailto:l.vanderlans@eisma.nl)

### Publication date digital newsletter

The digital newsletter appears monthly on a Monday at the start of the month.

### More information and possibilities?

For more information and ways of using the media channels and the expertise of Petfood Magazine for your own communication needs please go to [www.adverterenbijesima.nl](http://www.adverterenbijesima.nl) or call your account manager.

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