

Media kit Marktvisie 2019



A clear view on the market

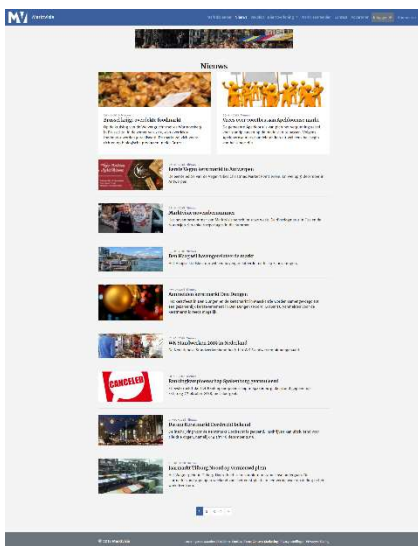
MARKTVISIE



Trade journal Marktvisie:
average circulation of 4,539 copies (Oct. 2018)

Market calendar in the magazine:
the upcoming three months printed in every issue

Digital newsletter:
3,003 subscribers (July 2018)



Website www.markt-visie.nl:
55,005 page views per month (July 2018)



Market calendar online:
1,223 upcoming markets (Sept. 2018)



Marktvisie on Facebook:
almost 1,000 followers (Sept. 2018)

Rates are in Euros, excluding 21% VAT, and regardless of use of colour. 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 under number 01010690, apply to all orders and deliveries.

Marktvisie



General information

Title	Marktvisie
Subtitle	A clear view on the market
Published by	Eisma Businessmedia bv Celsiusweg 41 8912 AM Leeuwarden The Netherlands
Publisher	Peter Feenstra
Advert department	Alle Postma T +31 (0)88-2944849 E a.postma@eisma.nl
Traffic/Calendar	Linda van der Lans T +31 (0)88-29 44 855 E l.vanderlans@eisma.nl
Marketing	Ria Hoekstra E r.hoekstra@eisma.nl
Editors	Jacqueline Wijbenga, general editor-in-chief Marijke Kuypers, editor-in-chief T +31 (0)88 – 29 44 819 Daniël Kooistra T +31 (0)88 – 29 44 823 E marktvisie@eisma.nl
Volume	33
Publication frequency	11 x per year

Advertising rates

Number of insertions (in 12 months), regardless of colour				
Size	1x	3x	6x	11x
1/1 page	€ 1,288	€ 1,158	€ 1,045	€ 896
1/2 page	€ 805	€ 728	€ 658	€ 586
1/4 page	€ 466	€ 419	€ 376	€ 334

Useful addresses (minimum contract duration 6 consecutive months)

Size 58 x 20 mm	€ 42 per insertion
Size 58 x 50 mm	€ 62 per insertion

Your market in the calendar € 11 per month
(standard publication period of 3 months in print and online)

Advert design rates

Dtp costs charged for designing and making your advert for you:

1/1 page	€ 107
1/2 page	€ 72
1/4 page	€ 52

Other surcharges

Bleed	+ 10 %
Special position	+ 20 %
Glued-on item	on request
Fold-out item	on request

Printing details

Printing details	offset
Cover paper	150 gr/m ²
Inside paper	90 g/m ²

Inserts/bound inserts

1 x A4	1,5 x 1/1 page rate
2 x A2	2 x 1/1 page rate
3 x A4	2,5 x 1/1 page rate
4 x A4	3 x 1/1 page rate
8 x A4	4 x 1/1 page rate

for technical specifications. please contact us well in advance

Dimensions

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page:		
- without bleed	200 x 260	--
- with bleed (*)	236 x 306	--
1/2 page	97.5 x 260	200 x 127.5
1/4 page	97.5 x 127.5	200 x 62.5
Print area	200 x 260	
Page size (*)	230 x 300	→ <u>Add 3 mm trim all around</u> (is discarded after printing)
Colour mode	CMYK	
Resolution	300 dpi	

Where to send you advert

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

Digital file types

PDF

- Certified PDF in CMYK
- Images and fonts embedded

If we provide the design of your advert

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

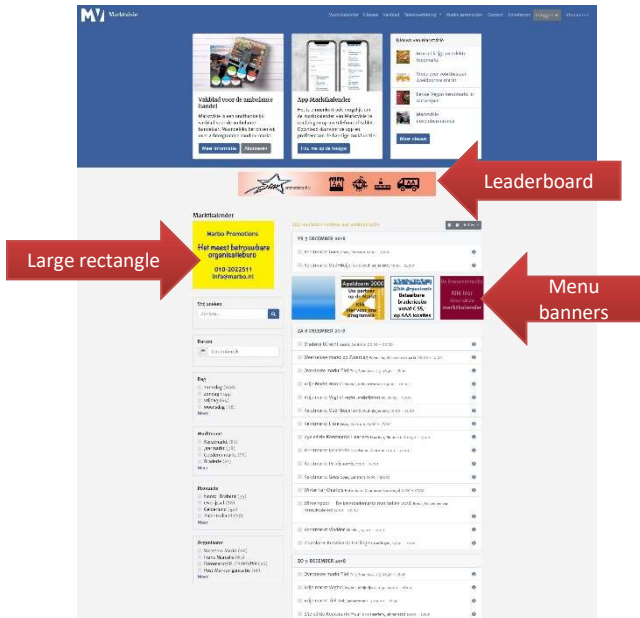
Inserts

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
1/2	08 January 2019	15 January 2019	05 February 2019
3	05 February 2019	12 February 2019	05 March 2019
4	05 March 2019	12 March 2019	02 April 2019
5	05 April 2019	12 April 2019	07 May 2019
6	03 May 2019	10 May 2019	04 June 2019
7	03 June 2019	11 June 2019	02 July 2019
8	09 July 2019	16 July 2019	06 August 2019
9	06 August 2019	13 August 2019	03 September 2019
10	03 September 2019	10 September 2019	01 October 2019
11	08 October 2019	15 October 2019	05 November 2019
12	05 November 2019	12 November 2019	03 December 2019

Website www.markt-visie.nl



Menu banner

A menu banner is a square banner with a position between the calendar items (the most popular pages!).

Specifications
 • 150 x 150 pixels, max. 99 kb

Rate
 • € 150 a month

Large rectangle

A large rectangle is a large advert size that is always on the left-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
 • € 664 a month

Leaderboard

A leaderboard is a big, almost page-wide advertisement that is displayed at the top of each web page.

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

Rate
 • € 658 a month

Pop-up banner

A pop-up banner is a large banner that pops up in the middle of the page when the website is opened. The main advantage of this banner is that people need to actively click on the banner in order to continue, contributing to its high attention value.

Specifications
 • 550 x 550 pixels, max. 99 kb

Rate
 • € 746 a month

Full banner

A full banner is a smaller version of a leaderboard and is placed between the news items.

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

Rate
 • € 393 a month

Delivery specifications

File types: .jpg, .gif, animated.gif, html5
 Colour mode: RGB
 Resolution: 72 dpi
 Maximum size: 99 kb
 Destination site: state the site to click through to
 Send copy to: l.vanderlans@eisma.nl
 Please provide the leaderboard, full banner and large rectangle in two sizes for optimal visibility on different devices.

Your post on our Facebook page

Marktvisie has a Facebook page, which is available for your posts. They will be clearly marked as sponsored and appear on the time lines of almost 1,000 page likers.

Specifications
 • please ask your accountmanager

Rate
 • € 78 per post

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Digital newsletter Marktvisie

MARKTVISIE


Nieuwsbrief Marktvisie | 03-09-2018 | [Lees de nieuwsbrief online](#)



Krachtenbundeling in strijd tegen mobiele bendes

Minister Ferdinand Grapperhaus van Justitie en Veiligheid heeft het startsein gegeven voor intensievere landelijke samenwerking in de strijd tegen mobiele bendes.

[Lees verder »](#)



Marktondernemers dupe afschaffing dividendbelasting


Belangenorganisaties van speciaalzaken in groenten en fruit (ADN), bloemen en planten (VBW), vis (VNV) en de markthandel (CVAH) trekken aan de bel over de ernstige effecten van de afschaffing van de dividendbelasting.

[Lees verder »](#)


Advertorial

Samen sterk. Samen voordelig.

Uw **verplichte aansprakelijkheidsverzekering** voor op de markt. **supervoordelig** omdat u ergens lid van bent. Waar vindt u dat tegenwoordig nog? Voor slechts € 23,50 een heel jaar lang verzekerd. Met een dekking van € 2.500.000 per gebeurtenis. Bij Marktvisie blijft u **verzekerd** van een voordelige dekking bij schade aan derden. Samen sterk. Samen voordelig. U ook?



Advertorial



Septemбернаummer van Marktvisie

Deze week verschijnt **nummer 9** van Marktvisie. Daarin is uiteraard de Marktkalender opgenomen, maar ook staan er uiteenlopende artikelen in. Abonnees kunnen deze en vorige uitgaven nu al online lezen. Wilt u voortaan ook Marktvisie ontvangen? [Bekijk hier](#) de verschillende abonnementsvormen.

Marktkalender

In onze Marktkalender staan ruim 1.300 markten, van week- en jaarmarkten tot braderieën en themamarkten.

Als abonnee van Marktvisie kunt u door in te loggen op de website de markten voor het hele jaar bekijken en filteren op provincie, maand en marktsoort.

Wilt u als organisator uw markt(en) weergegeven in onze Marktkalender?

[Meld ze hier aan.](#)

Wo 5 sept Weekmarkt Woerden
Wo 5 sept Overdekte Bazaar Tiel
Wo 5 sept Overdekte Markt Wamel
Wo 5 sept Overdekte Markt Tiel
Wo 5 sept Jaarmarkt Kesteren
Vr 7 sept Jaarmarkt Steenberg
Vr 7 sept Klompenfeest Twello
Vr 7 sept Braderie Leek
Za 8 sept Jaarmarkt Kockengen

Bekijk alle markten in de kalender

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

- € 405 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

- € 415 per edition

Advertorial

An advertorial is a text advert that somewhat resembles the editorial content of the website.

Specifications

- logo/image: 80 x 60 pixels, max. 99 kb
- header: max. 30 characters, incl. spaces
- body: max. 120 characters, incl. spaces
- destination site: state website to click through to

Rate

- € 433 per edition

Publication date digital newsletter

The newsletter is sent 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 Marktvisie for your own communication needs please go to www.adverterenbijeisma.nl or call your account manager.