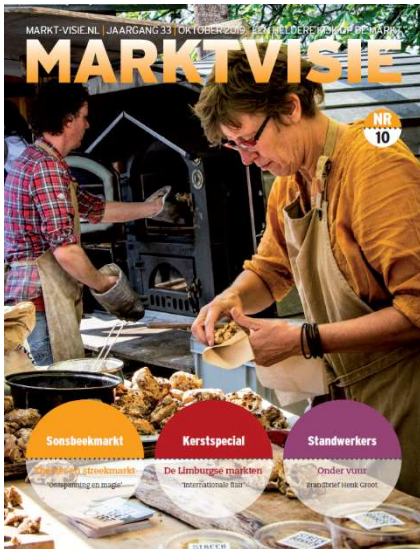


# Media kit Marktvisie 2020



A clear view on the market

# MARKTVISIE

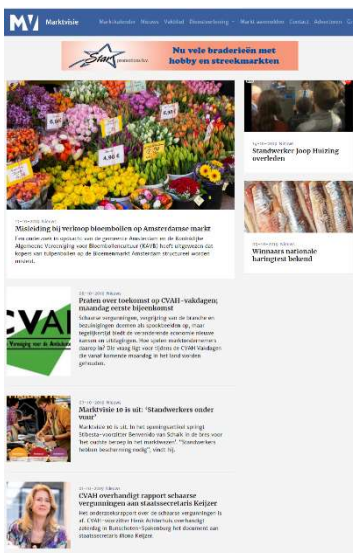


Trade journal Marktvisie:  
average circulation of 4,300 copies  
(Febr. - Oct. 2019)

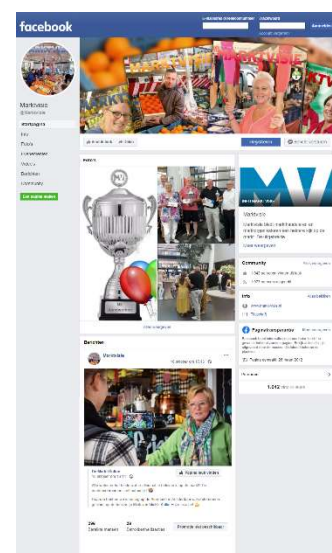
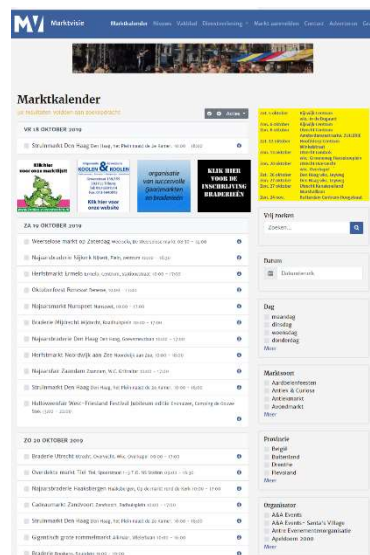
Market calendar in the magazine:  
the upcoming three months printed in every issue



Digital newsletter:  
3,000 subscribers (Sept. 2019)



Website www.markt-visie.nl and online market calendar: average 17,810 page views per month  
(July – Sept. 2019)



Marktvisie on Facebook:  
1,042 page likes / 1,077 followers  
(Oct. 2019)

## Marktvisie



## Advert copy requirements

Colour mode: CMYK Resolution: 300 dpi

### 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

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

Please coordinate the delivery of loose inserts and attachments with your account manager (address, number, deadline)

## General information

Title	Marktvisie
Subtitle	A clear view on the market
Published by	Eisma Businessmedia bv Celsiusweg 41 8912 AM Leeuwarden The Netherlands
Publisher	Rens Sturuss
Advert department	Thérèse Benjamins T +31 (0)88-2944849 E <a href="mailto:t.benjamins@eisma.nl">t.benjamins@eisma.nl</a>
Traffic/Calender	Linda van der Lans T +31 (0)88-29 44 855 E <a href="mailto:l.vanderlans@eisma.nl">l.vanderlans@eisma.nl</a>
Marketing	Ria Hoekstra E <a href="mailto:r.hoekstra@eisma.nl">r.hoekstra@eisma.nl</a>
Editors	Jacqueline Wijbenga, general editor-in-chief Ido Dijkstra, editorial coordinator Daniël Kooistra T +31 (0)88 – 29 44 819 E <a href="mailto:marktvisie@eisma.nl">marktvisie@eisma.nl</a>
Volume	34
Publication frequency	11 x per year

## 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)

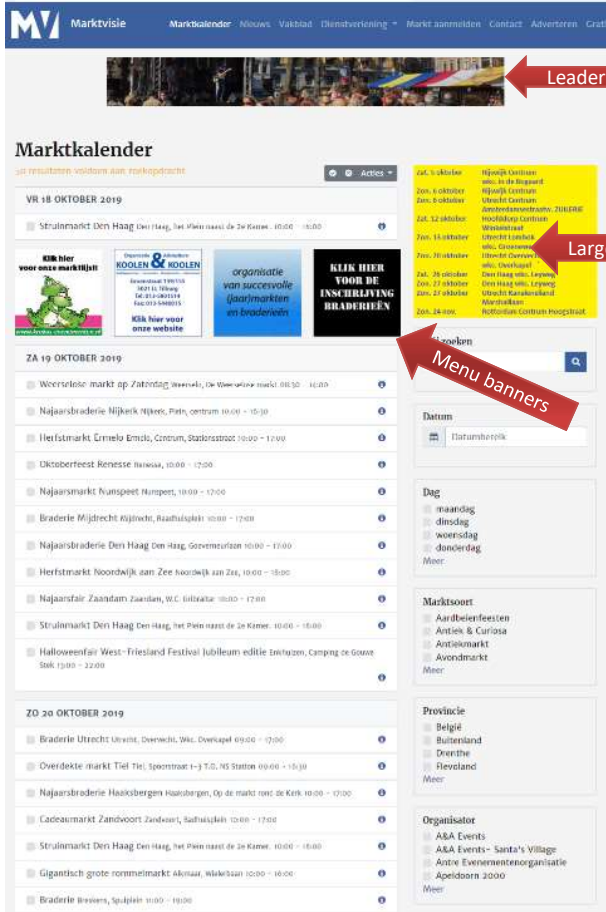
Your market in our calendar (both print and online): town, location, time and potentially any other market details.

Your organisation in the section 'nuttige adressen' (useful addresses): 58 x 20 or 58 x 50 mm.

## Publication list 2020

Number	Reservation deadline	Copy deadline	Publication date
1/2	07 January 2020	14 January 2020	04 February 2020
3	04 February 2020	11 February 2020	03 March 2020
4	10 March 2020	17 March 2020	07 April 2020
5	03 April 2020	10 April 2020	05 May 2020
6	28 April 2020	07 May 2020	02 June 2020
7	09 June 2020	16 June 2020	07 July 2020
8	07 July 2020	14 July 2020	04 August 2020
9	04 August 2020	11 August 2020	01 September 2020
10	08 September 2020	15 September 2020	06 October 2020
11	06 October 2020	13 October 2020	03 November 2020
12	03 November 2020	10 November 2020	01 December 2020

## Website [www.markt-visie.nl](http://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
- 160 x 160 pixels, max. 99 kb

### 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)

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

### 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)

### 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)

### 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 over 1,000 page followers.

- Specifications
- please ask your accountmanager

## Digital newsletter Marktvisie



The screenshot shows the layout of the Marktvisie digital newsletter. At the top, it says 'MARKTVISIE' and 'Nieuwsbrief Marktvisie.nl 30-09-2019'. Below this is a main article titled 'Paul Bol wint ook het NK standwerken in Middelburg' with a photo of Paul Bol and a 'Lees verder' link. A red arrow labeled 'Advertorial' points to this article. Below the main article is an 'ADVERTORIAL' section titled 'Nieuw: gratis inblikkeemplaar Marktvisie' with a 'Download het gratis inblikkeemplaar' button and a thumbnail image of the magazine cover. Below that is another article titled 'CVAH Vakdagen over toekomst ondernemen op de markt' with a 'Lees verder' link and a small icon. A red arrow labeled 'Fullbanner' points to a banner below this article that says 'Uw markt hier? Snel, simpel en voordelig geregeld!'. At the bottom, there is a 'Marktkalender komende week' section listing various markets for the week of October 2nd to 6th, and a 'Meer markten op Markt-Visie.nl' button.

## 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

## 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

## Advertorial

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

### Specifications

- logo/image: 600 x 400 pixels, max. 99 kb
- header: max. 30 characters, incl. spaces
- body: max. 120 characters, incl. spaces
- destination site: state website to click through to

## 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.adverterenbijesima.nl](http://www.adverterenbijesima.nl) or call your account manager.