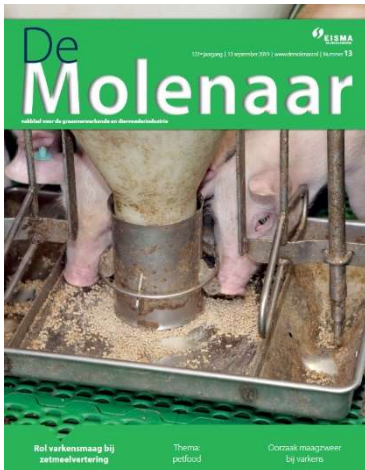


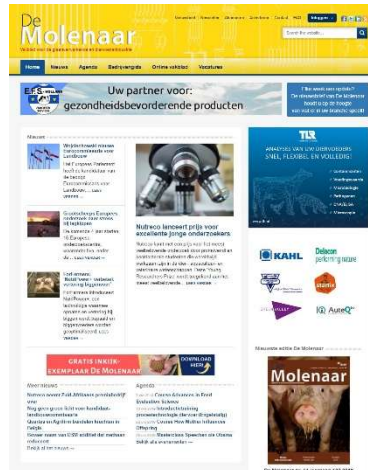
Media kit De Molenaar 2020



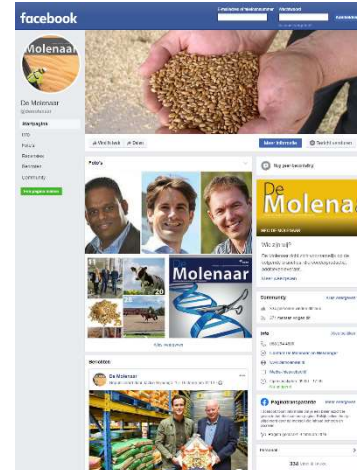
De Molenaar



Trade journal De Molenaar:
circulation of 1,133 copies
(Sept. 2019)



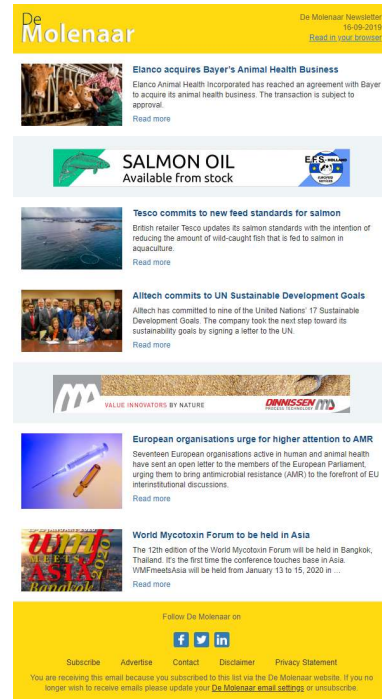
Website www.demolenaar.nl:
12,255 page views per month
(Sept. 2019)



De Molenaar on Facebook:
334 page likes / 370 followers (Oct. 2019)



Digital newsletter:
1,661 subscribers (Sept. 2019)



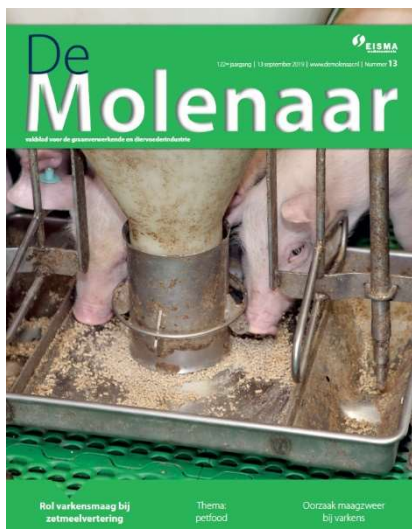
International digital newsletter in English:
1,648 subscribers (Sept. 2019)

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 2020



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	Rens Sturuss	
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	123	
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	€ 2,365	€ 2,337	€ 2,303	€ 2,257	€ 2,211
1/2 page	€ 1,207	€ 1,192	€ 1,177	€ 1,152	€ 1,124
1/4 page	€ 642	€ 634	€ 626	€ 611	€ 595

Inserts/bound inserts

Insert max. 1 A4	€ 1,075
Insert max. 1 A3 (folded to A4)	€ 1,690
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 %
Dtp costs	based on actual costs incurred for designing and making the advert

Printing details

Printing procedure	offset
Cover paper	135 g/m2
Inside paper	90 g/m2

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 2020: € 615

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Media kit 2020



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

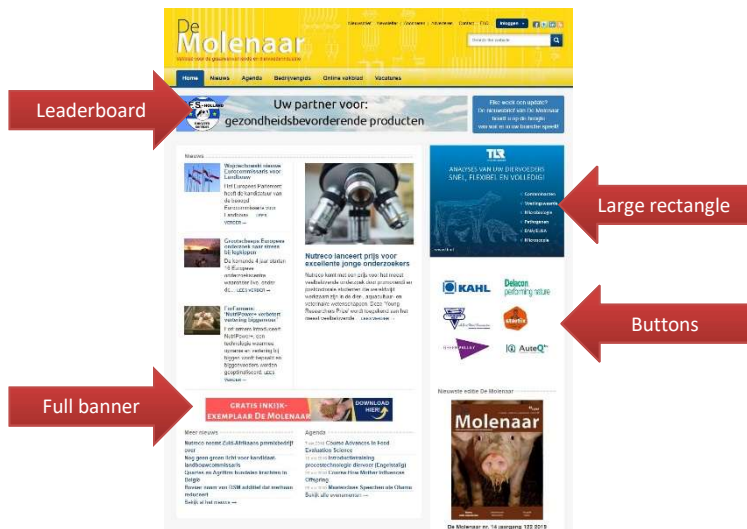
Amount	same as circulation (see page 1)
Delivery type	in boxes
Deadline	no less than 6 working days before the publication date
Delivery address	Veldhuis Media Attn.: Theo Nitrau Kanaaldijk OZ3 8102 HL Raalte, The Netherlands ref.: sender, title and number of edition

Publication list 2020

Number	Reservation deadline	Copy deadline	Publication date	Theme /focus
1	11 December 2019	16 December 2019	3 January 2020	
2	08 January 2020	13 January 2020	24 January 2020	Gas reduction (of animals and industry)
3	29 January 2020	03 February 2020	14 February 2020	
4	19 February 2020	24 February 2020	6 March 2020	+ Petfood Magazine section
5	11 March 2020	16 March 2020	27 March 2020	
6	31 March 2020	03 April 2020	17 April 2020	
7	20 April 2020	23 April 2020	8 May 2020	
8	11 May 2020	14 May 2020	29 May 2020	Heat stress
9	03 June 2020	08 June 2020	19 June 2020	+ Petfood Magazine section
10	24 June 2020	29 June 2020	10 July 2020	
11	15 July 2020	20 July 2020	31 July 2020	
12	05 August 2020	10 August 2020	21 August 2020	Protein transition
13	26 August 2020	31 August 2020	11 September 2020	+ Petfood Magazine section
14	16 September 2020	21 September 2020	2 October 2020	
15	07 October 2020	12 October 2020	23 October 2020	Gut health
16	28 October 2020	02 November 2020	13 November 2020	+ Petfood Magazine section
17	23 November 2020	26 November 2020	18 December 2020	Emission reduction

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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

- € 168 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

- € 521 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

- € 337 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

- € 807 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 directly below the head.

Specifications

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

Rate

- € 671 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

- € 573 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: w.zijlstra@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 330 page likers / 370 followers.

Specifications

- please ask your account manager

Rate

- € 80 per post

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Media kit 2020



Digital newsletter De Molenaar

De Molenaar

Nieuwsbrief De Molenaar
10-10-2019
[Lees in browser](#)



Groot Europees onderzoek naar stress bij legkippen

De komende 4 jaar starten 16 Europese onderzoekscentra, waaronder Ivo, onder de noemer ChickenStress, een grootscheeps onderzoek om de fundamentele en meer praktische oorzaken en gevolgen van stress bij legkippen, in al...

[Lees verder](#)

ADVERTORIAL

Advertorial

Workshop Data Science: voorwaarden en valkuilen

Maakt u al optimaal gebruik van alle gegevens die bekend zijn van uw klanten, databronnen en uw eigen organisatie? Leer in de ééndaagse praktisch ingerichte workshop 'Data Science', op 20 november 2019, de belangrijkste voorwaarden en uitgangspunten. Na afloop begrijpt u hoe u Data Science vruchtbaar kunt toepassen in uw eigen organisatie.

[Meer informatie](#)



ForFarmers: 'NutriPower+ verbetert vertering biggenvoer'

ForFarmers heeft een nieuwe technologie ontwikkeld waarmee nauwkeurig wordt bepaald hoe de opname en vertering van voedingsstoffen bij biggen verloopt. De nieuwe technologie, NutriPower+, wordt vanaf nu ingezet bij de samenstelling en...

[Lees verder](#)



Wojciechowski nieuwe Eurocommissaris voor Landbouw

Het Europees Parlement heeft de kandidatuur van de beoogd Eurocommissaris voor Landbouw, Janusz Wojciechowski, dinsdagmiddag 8 oktober goedgekeurd. Dat meldt VVD-Europarlementariër Jan Huitema. Tijdens zijn herkansing, een tweede...

[Lees verder](#)



DE KERN VOOR SUCCES

Full banner



Nutreco lanceert prijs voor excellente jonge onderzoekers

Nutreco komt met een prijs voor het meest veelbelovende onderzoek door promovendi en postdoctorale studenten die wereldwijd werkzaam zijn in de dier-, aquacultuur- en veterinaire wetenschappen. Deze 'Young Researchers Prize' wordt toegekend aan...

[Lees verder](#)



De Molenaar agenda

22 oktober
Course How Mother Influences Offspring, Wageningen
30 oktober
Basiscursus ISCC, Giessen
Volledige agenda

Blockbuster

ALOPUR® keeps animal performance high through better gut health

Control gram-positive bacteria for better yield



Corbion

Keep creating

DOWNLOAD BROCHURE >

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

- € 337 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

- € 347 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

- € 359 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: w.zijlstra@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.

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.

International digital newsletter in English



Elanco acquires Bayer's Animal Health Business
Elanco Animal Health Incorporated has reached an agreement with Bayer to acquire its animal health business. The transaction is subject to approval.
[Read more](#)



SALMON OIL
Available from stock



Full banner



Tesco commits to new feed standards for salmon
British retailer Tesco updates its salmon standards with the intention of reducing the amount of wild-caught fish that is fed to salmon in aquaculture.
[Read more](#)



Alltech commits to UN Sustainable Development Goals
Alltech has committed to nine of the United Nations' 17 Sustainable Development Goals. The company took the next step toward its sustainability goals by signing a letter to the UN.
[Read more](#)



VALUE INNOVATORS BY NATURE

DINNISSEN MY
PROCESS TECHNOLOGY

Full banner



European organisations urge for higher attention to AMR
Seventeen European organisations active in human and animal health have sent an open letter to the members of the European Parliament, urging them to bring antimicrobial resistance (AMR) to the forefront of EU interinstitutional discussions.
[Read more](#)



World Mycotoxin Forum to be held in Asia
The 12th edition of the World Mycotoxin Forum will be held in Bangkok, Thailand. It's the first time the conference touches base in Asia. WMFmeetsAsia will be held from January 13 to 15, 2020 in ...
[Read more](#)

Follow De Molenaar on



[Subscribe](#) [Advertise](#) [Contact](#) [Disclaimer](#) [Privacy Statement](#)

You are receiving this email because you subscribed to this list via the De Molenaar website. If you no longer wish to receive emails please update your [De Molenaar email settings](#) or unsubscribe.

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

- € 337 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

- € 347 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

- € 359 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: w.zijlstra@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.