

Media kit Het Schaap 2021



het : VAKBLAD VOOR DE SCHAPENHOUDER SCHAAP



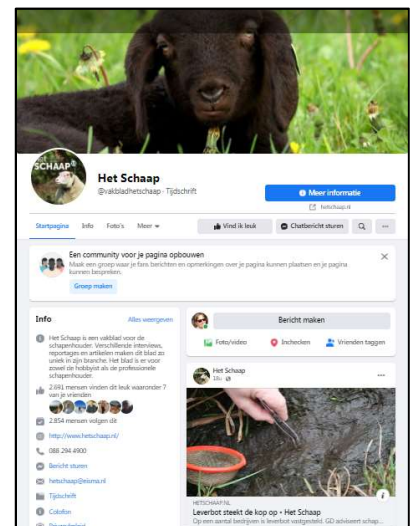
Trade journal Het Schaap: circulation of 4,128 copies (Jan. - Sept. 2020)



Monthly digital newsletter: 5,228 subscribers (Sept. 2020)



Website www.hetschaap.nl: 21,297 page views per month (Jan. - Sept. 2020)



Het Schaap on Facebook: 2,691 page likers / 2,855 page followers (Oct. 2020)

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 under number 01010690, apply to all orders and deliveries.

Media kit 2021



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	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 Jacques Engelen, editor-in-chief +31 (0)88-2944978 Jacqueline van Onna +31 (0)88-2944979 hetschaap@eisma.nl	
Volume	45	
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	€ 3,367	€ 3,204	€ 3,043
1/2 page	€ 2,045	€ 1,947	€ 1,852
1/4 page	€ 1,416	€ 1,347	€ 1,277
1/8 page	€ 1,013	€ 961	€ 916
1/16 page	€ 730	€ 697	€ 636
Black and White			
1/1 page	€ 1,958	€ 1,866	€ 1,767
1/2 page	€ 1,058	€ 1,011	€ 961
1/4 page	€ 569	€ 545	€ 518
1/8 page	€ 309	€ 294	€ 280
1/16 page	€ 165	€ 157	€ 148

Printing details

Printing procedure	offset
Cover paper	250 g/m2 woodfree silk mc
Inside paper	90 g/m2 woodfree offset

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)
Dtp costs	based on actual costs incurred for designing and making the advert

Text advert 'lammetje' insertion per print edition + one month online

on www.hetschaap.nl/advertenties

- first 6 lines in one column	€ 51.35
- per additional line (max. 8)	€ 7.30

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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	
Page size (*)	230 x 300	→ (*) Add 3 mm trim all around
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 www.wetransfer.com for larger files.

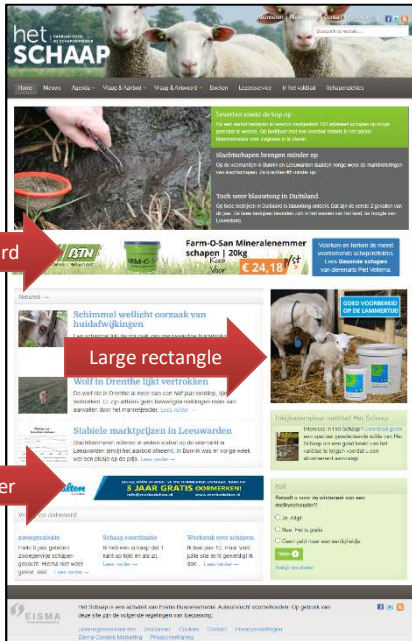
Inserts

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

Publication list 2021

Number	Reservation deadline	Copy deadline	Publication date
1	4 January 2021	7 January 2021	22 January 2021
2	8 February 2021	11 February 2021	26 February 2021
3	8 March 2021	11 March 2021	26 March 2021
4	2 April 2021	8 April 2021	23 April 2021
5	5 May 2021	10 May 2021	28 May 2021
6/7	7 June 2021	10 June 2021	25 June 2021
8	26 July 2021	29 July 2021	13 August 2021
9	30 August 2021	2 September 2021	17 September 2021
10/11	11 October 2021	14 October 2021	29 October 2021
12	22 November 2021	25 November 2021	10 December 2021

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Leaderboard

Large rectangle

Full banner

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

- € 430 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

- € 632 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 leaderboard, the full banner and the large rectangle in two sizes for optimal visibility on different devices.

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

- € 522 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

- € 391 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

- € 130 a month

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 almost 2,700 page likers and over 2,800 page followers.

Specifications

- please ask your account manager

Rate

- € 82 per post

Digital newsletter Het Schaap

het : VANBLAD VOOR DE SCHAPENHOUDER
SCHAAP

Nieuwsbrief Het Schaap 15-10-2020 | [Lees in browser](#)

Wolf in Drenthe lijkt vertrokken

De wolf die in Drenthe al meer dan een half jaar rondliep, lijkt vertrokken. Er zijn althans geen bevestigde meldingen meer van aanvallen door het mannetjesdier.

[Lees verder](#)

Marktprizen (bovenkant noteringen)

In euro's per kilo

Week	Ossen < 20 kg Bunnik	Ossen < 20 kg Leeuwarden	Rammen < 22 kg Bunnik	Rammen < 22 kg Leeuwarden
wk36	~105	~105	~105	~105
wk37	~105	~105	~105	~105
wk38	~105	~105	~105	~105
wk39	~105	~105	~105	~105
wk40	~105	~105	~105	~105
wk41	~105	~105	~105	~105

Stabiele marktprijzen in Leeuwarden

Slachtlammers noteren al weken stabiel op de veemarkt in Leeuwarden terwijl het aanbod afneemt. In Bunnik was er vorige week wel een plusje op de prijs.

[Lees verder](#)

ADVERTORIAL

Eindelijk iets dat makkelijk en snel registreert!

Gribb is dé betrouwbare dieradministratietool die de gegevens niet alleen in de database opslaat, maar ook direct doorspeelt aan de RVO zodat jij je daar geen zorgen meer over hoeft te maken! Je dieradministratie in één klik!

[Lees verder](#)

Schimmel wellicht oorzaak van huidafwijkingen

Een schimmel lijkt de oorzaak van merkwaardige huidafwijkingen bij schapen. GD kreeg er enkele meldingen van en wil graag weten of meer schapenhouders die verschijnselen hebben gezien.

[Lees verder](#)

Ook schapen lijken gevoelig voor corona

Niet als mensen zouden ook diverse zoogdieren, waaronder schapen, besmet kunnen raken met het coronavirus. Dat blijkt uit een studie. Er is nog geen enkele besmetting bij schapen vastgesteld.

[Lees verder](#)

NIEUW: GRATIS INKIJKEXEMPLAAR

DOWNLOAD

[Full banner](#)

Volg Het Schaap op

Vakblad Commerciële mogelijkheden Contact Disclaimer Privacyverklaring

Deze e-mail werd gestuurd naar r.hoekstra@eisma.nl. Je ontving deze e-mail omdat je bent aangemeld voor de nieuwsbrief van Het Schaap. Je kunt je voor deze nieuwsbrief [afmelden](#) door je profiel te bewerken. Voor de hele verzendlijst afmelden kan ook.

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
• € 260 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
• € 268 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
• € 279 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 newsletter appears monthly 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.adverterenbijeisma.nl or call your account manager.