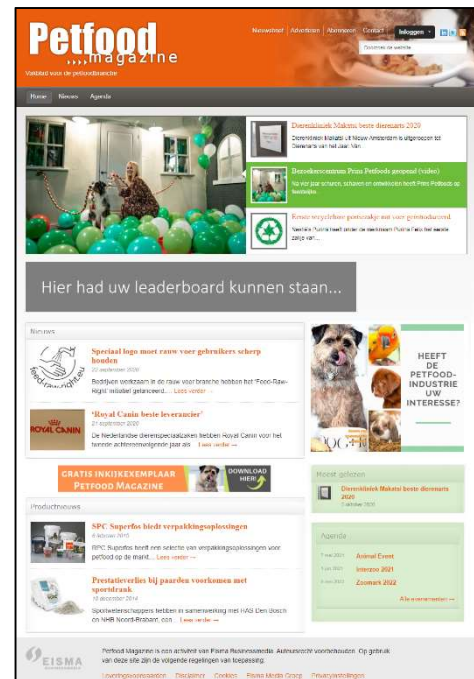
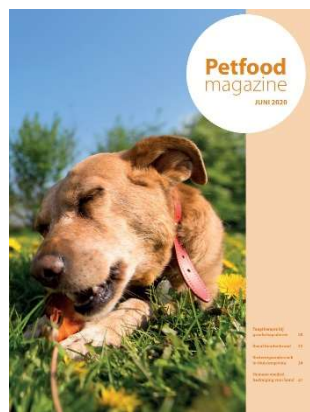
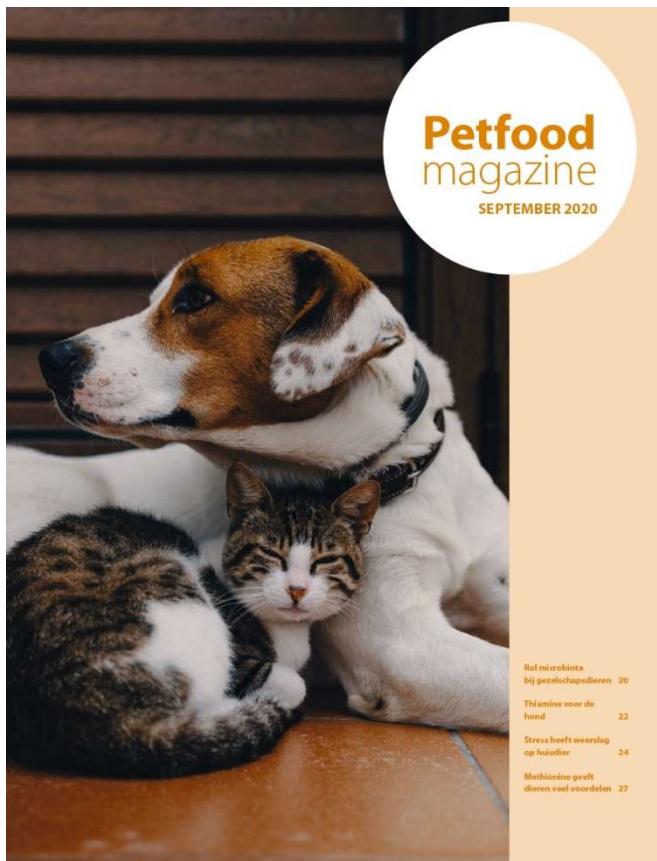


Media kit Petfood Magazine 2021



Petfood magazine



Website www.petfoodmagazine.nl:
2.786 page views per month (Sept. 2020)



Trade journal Petfood Magazine: circulation of 1,125 copies

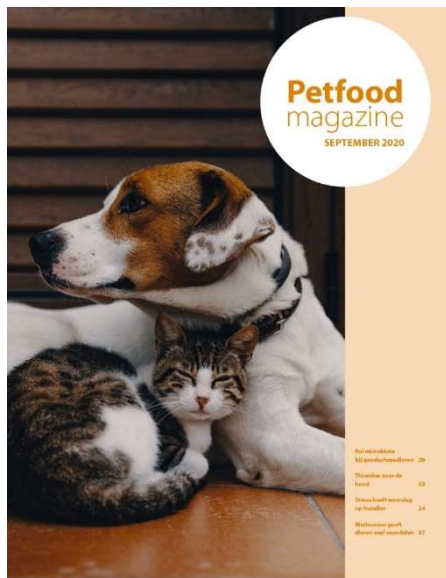
Monthly digital newsletter: 526 subscribers
(Sept. 2020)

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 2021



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 Rens Sturuss
Advert department Sales manager Sales support
Felix Berentsen Linda van der Lans
+31 (0)6-42759518 +31 (0)88-2944855
f.berentsen@eisma.nl l.vanderlans@eisma.nl
Editors Jacqueline Wijbenga, general editor-in-chief
Daniël Kooistra, editorial coordinator
+31 (0)88-2944823
petfoodmagazine@eisma.nl
Volume 18
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 | € 2,436 | € 2,407 | € 2,373 |
| 1/2 page | € 1,243 | € 1,227 | € 1,212 |
| 1/4 page | € 662 | € 653 | € 645 |

Printing details

| | |
|--------------------|---------------------|
| Printing procedure | offset |
| Cover paper | 90 g/m ² |
| Inside paper | 90 g/m ² |

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 |

Inserts/bound inserts

| | |
|---------------------------------|------------|
| Insert max. 1 A4 | € 1,107 |
| Insert max. 1 A3 (folded to A4) | € 1,741 |
| 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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Media kit 2021



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; use www.wetransfer.com for larger files.

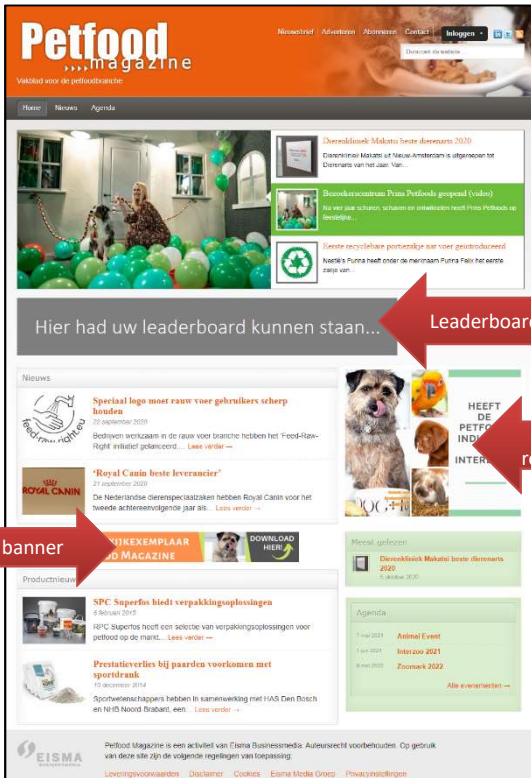
Inserts

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

Publication list 2021

| Number | Reservation deadline | Copy deadline | Publication date |
|--------|----------------------|------------------|------------------|
| 1 | 24 February 2021 | 01 March 2021 | 12 March 2021 |
| 2 | 18 May 2021 | 21 May 2021 | 04 June 2021 |
| 3 | 11 August 2021 | 16 August 2021 | 27 August 2021 |
| 4 | 03 November 2021 | 08 November 2021 | 19 November 2021 |

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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
- € 71 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
- € 190 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. 40 kb
 - 320 x 50 pixels (tablet and smartphone)
- Rate
- € 170 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
 Please provide the full banner, the large rectangle and the leaderboard in two sizes for optimal visibility on different devices.

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
- € 295 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
- € 273 a month

Digital newsletter Petfood Magazine



The screenshot shows a digital newsletter layout for Petfood Magazine. At the top left is the 'Petfood magazine' logo. The top right corner contains the text 'Nieuwsbrief Petfood Magazine 05-10-2020' and a link 'Lees in browser'. The main content area features several articles: 'Eerste recyclebare portiezakje nat voer geïntroduceerd' with a recycling symbol image; 'Bezoekerscentrum Prins Petfoods geopend (video)' with a photo of a dog and balloons; 'DHA gold: een duurzame bron van DHA omega 3' with a 'DHA gold' product image and a red arrow pointing to it labeled 'Advertorial'; 'Speciaal logo moet rauwvoergebruikers scherp houden' with a 'Feed-Right' logo and a red arrow pointing to it labeled 'Advertorial'; 'GRATIS INKIJKEXEMPLAAR PETFOOD MAGAZINE' with a red arrow pointing to it labeled 'Full banner'; and 'Dierenkliniek Makatsi beste dierenarts 2020' with a photo of a dog. The footer includes social media icons for Twitter and LinkedIn, and links for 'Commerciële mogelijkheden', 'Contact', 'Disclaimer', and 'Privacyverklaring'.

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

- € 104 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

- € 114 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

- € 126 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

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.adverterenbijeisma.nl or call your account manager.

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