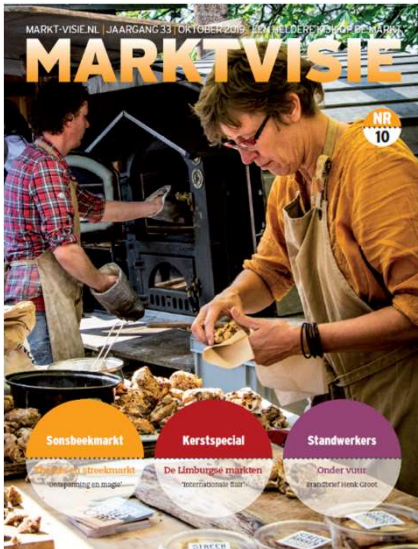


# Media kit Marktvisie 2021



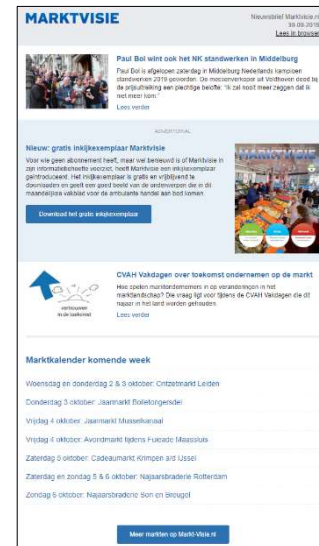
A clear view on the market

# MARKTVISIE

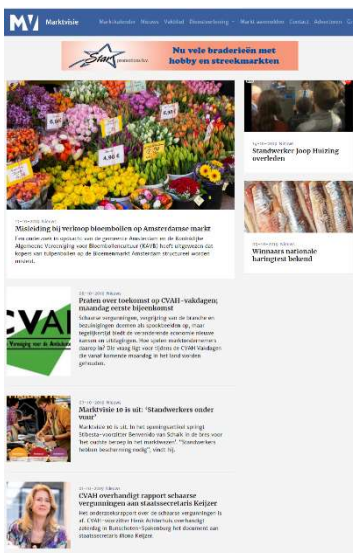


Trade journal Marktvisie:  
average circulation of 4,300 copies  
(Febr. - Oct. 2019)

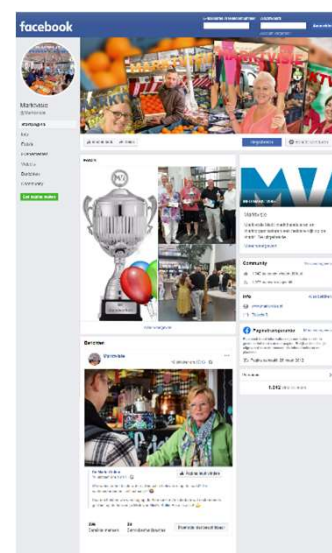
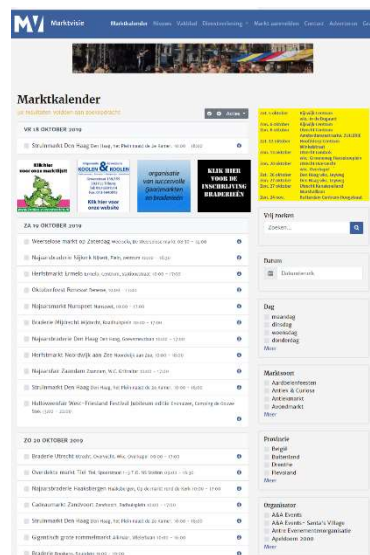
Market calendar in the magazine:  
the upcoming three months printed in every issue



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)

# Media kit 2021



## 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	Rens Sturuss
Advert department	Corine Hamer T +31 (0)88-2944837 E c.hamer@eisma.nl
Traffic/Calender	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 Daniël Kooistra T +31 (0)88 – 29 44 819 E marktvisie@eisma.nl
Volume	35
Publication frequency	11 x per year

## 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 [www.wetransfer.com](http://www.wetransfer.com) for larger files.

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

## 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	→ (*) Add 3 mm trim all around (is discarded after printing)

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

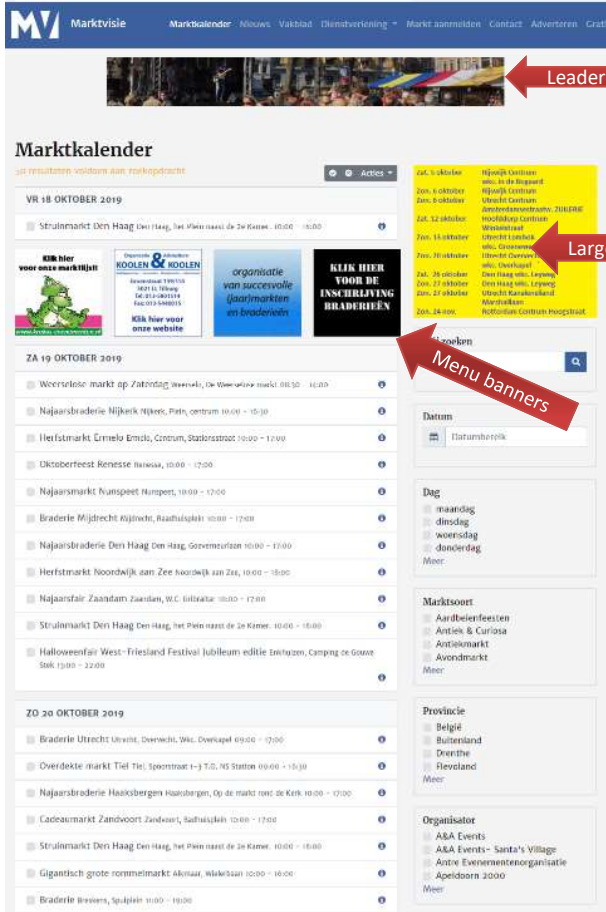
Your organisation in the section 'nuttige adressen' (useful addresses): 58 x 20 or 58 x 50 mm.

## Publication list 2021

Number	Reservation deadline	Copy deadline	Publication date
1/2	5 January 2021	12 January 2021	2 February 2021
3	2 February 2021	9 February 2021	2 March 2021
4	9 March 2021	16 March 2021	6 April 2021
5	2 April 2021	12 April 2021	4 May 2021
6	29 April 2021	6 May 2021	1 June 2021
7	8 June 2021	15 June 2021	6 July 2021
8	6 July 2021	13 July 2021	3 August 2021
9	10 August 2021	17 August 2021	7 September 2021
10	7 September 2021	14 September 2021	5 October 2021
11	5 October 2021	12 October 2021	2 November 2021
12	9 November 2021	16 November 2021	7 December 2021

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## 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 left is the 'MARKTVISIE' logo. To the right, it says 'Nieuwsbrief Marktvisie.nl', '30-09-2019', and 'Lees in browser'. The main content area features several articles. The first article is titled 'Paul Bol wint ook het NK standwerken in Middelburg' and includes a photo of a group of people. A red arrow labeled 'Advertorial' points to this article. Below it is an 'ADVERTORIAL' section titled 'Nieuw: gratis inblikkeemplaar Marktvisie' with a 'Download het gratis inblikkeemplaar' button. To the right of this is a large image of a market stall with a red arrow labeled 'Fullbanner' pointing to it. Below that is an article titled 'CVAH Vakdagen over toekomst ondernemen op de markt' with a blue arrow icon and the text 'vertrouwen in de toekomst'. At the bottom, there is a 'Marktkalender komende week' section listing market events from Wednesday to Sunday. A 'Meer markten op Markt-Visie.nl' button is at the bottom right.

## 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.