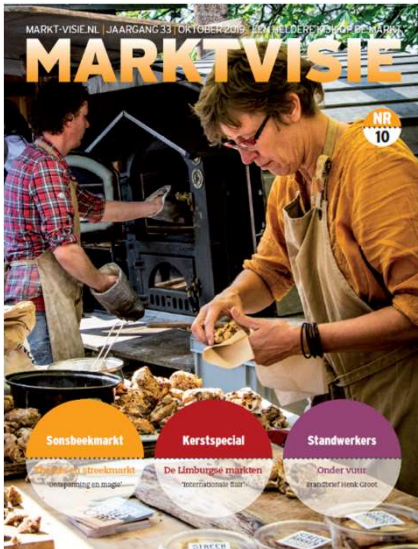


Media kit Marktvisie 2021



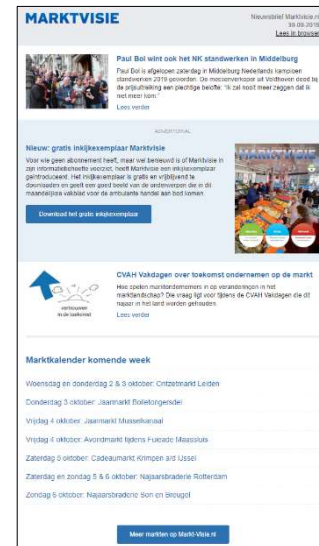
A clear view on the market

MARKTVISIE

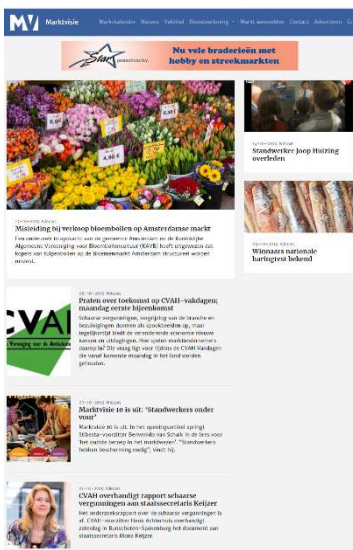


Trade journal Marktvisie: average circulation of 4,300 copies (Febr. - Oct. 2019)

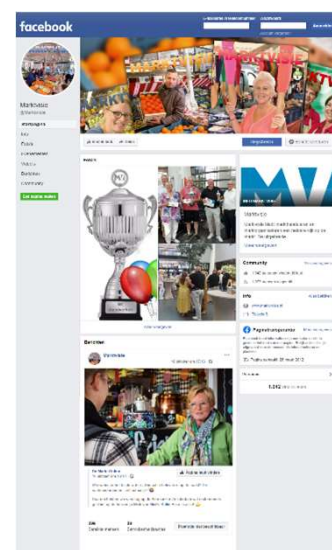
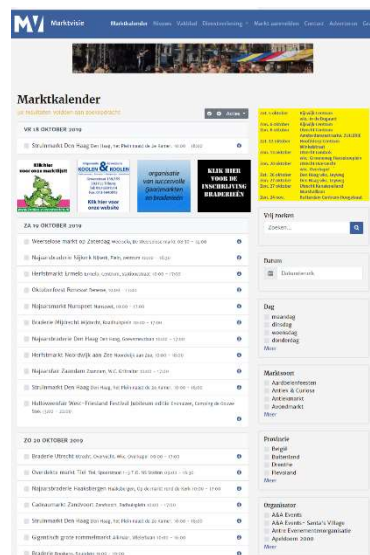
Market calendar in the magazine: the upcoming three months printed in every issue



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



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, use www.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	Bertine Jansen T +31 (0)88-2944849 E salesmarktvisie@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, editor Peter de Wit, editorial coordinator T +31 (0)88 29 44 819 E marktvisie@eisma.nl
Volume	35
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	→ (*) 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.

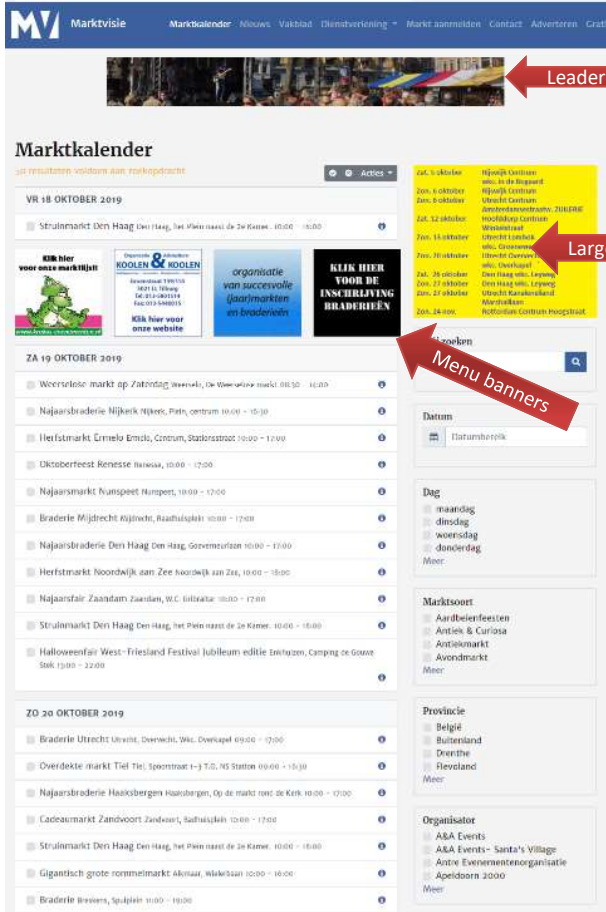
Your organisation in the section 'nuttige adressen' (useful addresses): 58 x 20 or 58 x 50 mm.

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

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.

Website 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
 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 Paul Bol and his team. 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 'vertouwen in de toekomst'. At the bottom, there is a 'Marktkalender komende week' section listing market events from Wednesday to Sunday, 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 or call your account manager.