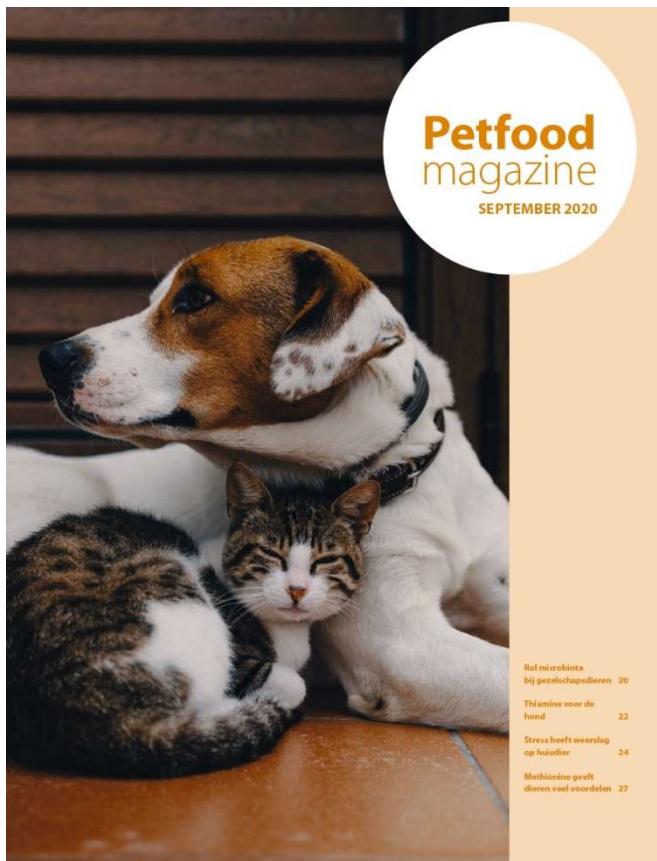


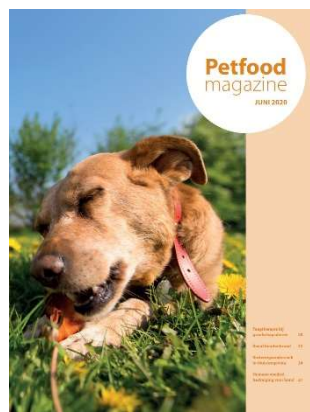
Media kit Petfood Magazine 2022



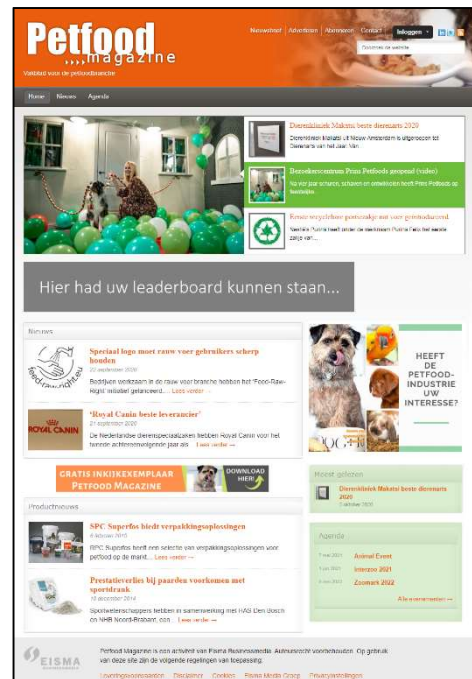
Petfood magazine



Rol microbiota bij gezelschapsdieren	20
Thamime voor de hond	22
Stress heeft weerlag op huishier	24
Melkdrinke geeft dieren veel voordeel	27



Trade journal Petfood Magazine: circulation of 1,125 copies



Website www.petfoodmagazine.nl:
2.800 page views per month (Oct. 2021)



Monthly digital newsletter: 560 subscribers
(Oct. 2021)

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 2022



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 Felix Berentsen +31 (0)6-42759518 f.berentsen@eisma.nl	Sales support Anke van Bel +31 (0)88-2944734 a.vanbel@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	€ 2,509	€ 2,479	€ 2,444
1/2 page	€ 1,280	€ 1,264	€ 1,248
1/4 page	€ 681	€ 673	€ 664

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	€ 1,140
Insert max. 1 A3 (folded to A4)	€ 1,793
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 2022



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.

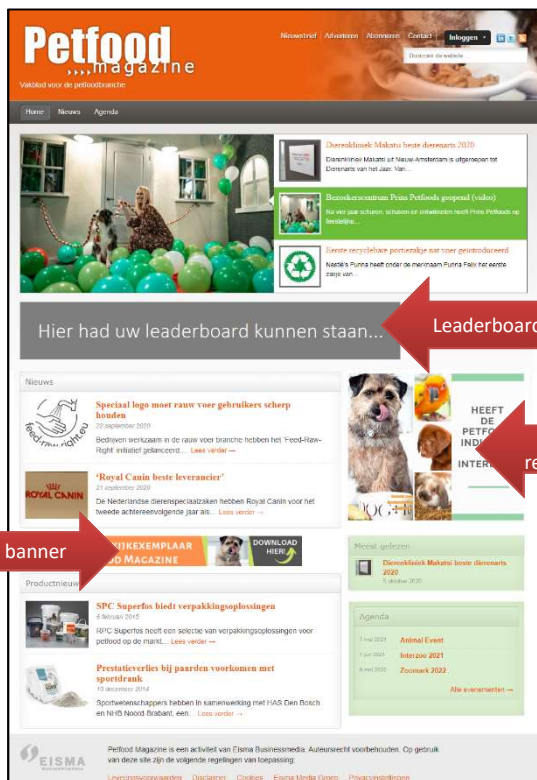
Inserts

Amount	1200
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	23 February 2022	01 March 2022	11 March 2022
2	13 May 2022	24 May 2022	03 June 2022
3	10 August 2022	16 August 20212	26 August 2022
4	02 November 2022	08 November 2022	18 November 2022

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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

- € 73 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

- € 196 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

- € 175 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

- € 304 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

- € 281 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: a.vanbel@eisma.nl

Please provide the full banner, the large rectangle and the leaderboard in two sizes for optimal visibility on different devices.

Digital newsletter Petfood Magazine



Nieuwsbrief Petfood Magazine
05-10-2020
[Lees in browser](#)



Eerste recyclebare portiezakje nat voer geïntroduceerd

Nestlé's Purina heeft onder de merknaam Purina Felix het eerste zakje van monoverpakking in de diervoederindustrie ontwikkeld. Dit is volgens de fabrikant uniek omdat....

[Lees verder](#)



Bezoekerscentrum Prins Petfoods geopend (video)

Na vier jaar schuren, schaven en ontwikkelen heeft Prins Petfoods op feestelijke wijze het Prins Experience Center geopend. Nicolette Kluijver verrichtte donderdag 1 oktober....

[Lees verder](#)

ADVERTORIAL

DHA gold: een duurzame bron van DHA omega 3

Tot voor kort werden gezondheidsvoordelen van DHA voor gezelschapsdieren aangetoond met DHA uit visolie. Uit recent onderzoek blijkt dat DHA gold een veilig, biologisch beschikbare en alternatieve bron van DHA is voor katten en honden. DHA gold is een duurzaam geproduceerde microalg die bijdraagt aan gezondheidsvoordelen voor gezelschapsdieren.

[Lees verder](#)



Advertorial



Speciaal logo moet rauwvoergebruikers scherp houden

Bedrijven werkzaam in de rauwvoerbranche hebben het 'Feed-Raw-Right' initiatief gelanceerd. Met een logo op verpakkingen van rauwe voeders voor gezelschapsdieren, worden consumenten er aan herinnerd om bewust om te gaan met het product. Rauwe....

[Lees verder](#)



Full banner

GRATIS INKIJKEXEMPLAAR
PETFOOD MAGAZINE



Dierenkliniek Makatsi beste dierenarts 2020

Dierenkliniek Makatsi uit Nieuw-Amsterdam is uitgeroepen tot Dierenarts van het Jaar. Van de vele duizenden stemmers wist de dierenarts uit het Drentse dorp het grootste aantal aan zich te binden. De derde editie van de verkiezing vond wederom....

[Lees verder](#)

Volg Petfood Magazine op



Commerciële mogelijkheden

Contact

Disclaimer

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

- € 107 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

- € 117 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

- € 130 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: a.vanbel@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.adverterenbijesima.nl or call your account manager.

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