

EVmi

Expertisecentre Foodindustry

evmi.nl

Platform for professionals in the food industry

Planning & Rates 2020

EVMI

EVMI is an independent media platform - in print and online - for professionals in the food industry. EVMI informs about nutritional and technical aspects of food production, and also pays attention to sustainability and marketing. The editorial sections are: Food Innovation, Management and Process & Technology

Readers profile

EVMI focusses on quality managers, product developers, marketing managers and general managers in the food and stimulants industry, and the suppliers and customers of these companies.

Multimedia campaign

EVMI offers various options to advertise online and offline. Think of advertisements, branded content, online bannering or online advertorials. This media card offers you an overview of the standard opportunities. Customization is of course also possible. Our Media Advisor is happy to help you to decide which appropriate (multimedia) campaign matches your marketing objectives.



Statistics



Magazine

8x per year, circulation 2,100

Website evmi.nl

On average 20,000 unique visitors per month

Digital Newsletter

5,500 subscribers

Twitter

2.100 followers

Publication dates 2020 Print

Edition	Theme	Closure of delivery	Publication date
1	Digitalization	3 February	18 February
2	Packaging	10 March	24 March
3	Career	21 April	5 April
4	Processing	2 June	16 June
5	Ingredients	25 August	8 September
6	Sustainability	28 September	13 October
7	Food Safety	26 October	10 November
8	Trends 2021	30 November	15 December

Print Advertisements

Size	Format Specification w x h (mm)	Rate €
1/1 page	210 x 297 (incl 3 mm = bleed)	3.150
1/2 portrait	93 x 275	2.050
1/2 landscape	190 x 135	2.050
1/4 pagina portrait	93 x 135	1.450
1/4 pagina landscape	190 x 65	1.450
26/5000 Surcharge branded content *		+ 750 per page
Leaflet / insert		Upon request
29/5000 Other advertisement formats		Upon request

* including editorial

Labtechnology Magazine

Maximize your exposure and advertise in Labtechnology Magazine. Labtechnology Magazine is a section with lab ins & outs and company news about developments in and around the laboratory. The section appears in the trade publications C2W, MeMo and EVMI. This way you reach the entire target group. Ask your media advisor for the possibilities.



Evmi.nl & Digital Newsletter

Maximize your exposure: use our website and the digital newsletter. The digital newsletter is issued twice a week, sent on Tuesdays and Thursdays.

Online advertisements evmi.nl

Format	Specification	Rate €
Full banner	468 x 60, 320 x 50	975 a month
Leaderboard	728 x 90, 320 x 50	1.650 a month
Large Rectangle	336 x 280, 300 x 250	1.975 a month
Production		Upon request
Digital advertorial		€ 500

• Video production

An interview or product presentation of approximately 1 minute, made by Alea Publishers. This video is shown on the website of EVMI and on the YouTube channel and is of course available for your own website and social media channels.

• Bannering

Your banner will be shown on the homepage and/or other pages. The banner can be shown in a carousel of maximum 3 banners.

• Logolink

A logolink is a short clickable text in combination with a logo, which leads to a website.

• Digital advertorial

A digital advertorial is a short message about your company or product written and commissioned by you, and posted after approval. Maximum 250 words.

Advertisements Digital Newsletter

Size	Format w x h pixels	Rate €
Banner	320 x 50	500
Digital advertorial		500

Specifications online banners

	Website	Website Newsletter
File type	jpg, gif, animated gif, html5	jpg
Color mode	RGB	RGB
Resolution	72 dpi	72 dpi
Maximum size	99 kb	99 kb
Landing page	Insert web address	Insert web address

Business Directory (updated)

Inclusion of your company data in the online database at www.evmi.nl and in every edition of the magazine.

In EVMI magazine: under a section logo and data entry.

On EVMI online; full company description, social channels, video, add your own news, and more, € 655,-* per year.

* With a free EVMI business listing, your basic information will be included in the online business directory.

Delivery of advertising material

Use the Ad platform for supplying print advertising material Portal. From the Ad | Portal you will receive an email with the request to provide your advertising material. Note: this e-mail can sometimes be in your spam / unwanted e-mail folder end up. You provide advertising material for online placements (website and newsletters) to traffic@archermedia.nl. You will receive a request from the Traffic department for this.

We also take care of the (advertisement) layout for many customers. Contact us and discuss the options.



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