



# More<sub>than</sub>Drinks!

*Inspiration &  
trade journal  
about wine, beer  
and liquor.*

**morethandrinks.nl**

**Planning & Rates 2020**



## More than Drinks!

*More than Drinks* is the magazine for the beverage industry. Read our magazine daily online or receive the magazine in print five times a year to read about inspiration, reports, the people behind the companies, marketing, social developments and trade fairs. The newest products and concepts are introduced alongside the latest news from the Netherlands and beyond. Advice is given on management, presentation, security, service and customer relations. Furthermore, influencers share their vision on the branch. *More than Drinks!* is a platform with the necessary information for the liquor specialist of the future.

## Readers profile

*More than Drinks!* is aimed at professionals in

- retail trade in alcoholic and non-alcoholic drinks
- wholesale business and distributive trades
- distilleries
- beer breweries, soft drink manufacturers
- producers for other necessities for the liquor stores, such as glass, shop interior, gift items, etcetera.

## Multimedial campaign

*More than Drinks!* offers various options for online and offline advertising. Think of advertisements, branded content, online bannerings or online advertorials. This media card offers you an overview of the standard opportunities. Customization is also possible. Our Media Advisor is happy to help you to decide which appropriate (multimedia) campaign matches your marketing objectives.



## Statistics

**Magazine** 5x a year, circulation 3,000

**Weekly newsletter:** 2,500

**Website visitors** 6,500 a month

**Website** [morethandrinks.nl](https://morethandrinks.nl)

## Publication dates 2020 More than drinks!

Edition	Theme	Closing date advertorials	Publication date
1	The future of the beverage industry / More than Drinks Inspiration!	25 February	6 March
2	Novelties	24 April	8 May
3	Summer in a glass	19 June	3 July
4	Marketing and packaging	18 August	28 August
5	Winter in a glass	23 October	6 November

## Print advertisements More than Drinks!

Format	Specification w x h (mm)	Rate €
1/1 page	230 x 300 (excl. 3 mm bleed)	1.750
1/2 page (portrait)	93 x 275	995
1/2 page (landscape)	190 x 135	995
1/4 page (portrait)	93 x 135	595
1/4 page (landscape)	190 x 65	595
Surcharge branded content*		+ 350 a page
Leaflet/insert		On request
Other advertisement formats		On request

\* Including editorial edit

## Morethandrinks.nl & Digital Newsletter

Maximize your exposure: use our website and the digital newsletter. The digital newsletter is issued weekly on Wednesday.

## Online advertisements morethandrinks.nl

Format	Specification w x h (mm)	Rate €
Full banner	468 x 60	175 per maand
Leaderboard	728 x 90	300 per maand
Large Rectangle	336 x 280	350 per maand



### • **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.

## Advertisements Digital Newsletter

Format	w x h pixels	Rate €
Banner	468 x 60	100 per magazine

## Specifications online banners

	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

## Delivery of advertising material

Use the Ad | Portal for supplying print **advertising material**. From the Ad | Portal you will receive an email with the request to provide your advertising material. Note: this e-mail can sometimes be delivered in your spam / unwanted e-mail folder.

Advertising material should be provided for **online placements** (website and newsletters) to [traffic@virtumedia.nl](mailto:traffic@virtumedia.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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All amounts mentioned are in euros, excluding VAT

### Delivery inserts/leaflets

**Amount:** equal to the circulation

**Complete:** packed in boxes

**Deadline:** maximum 6 working days before publication date

### Delivery address

Veldhuis Media  
T.n.v Theo Nitrau  
Kanaaldijk O.Z 3

8102 HL Raalte  
Include: sender, title of the journal and edition.