



BAKKERS

IN BEDRIJF

bakkersinbedrijf.nl

*The most read
trade journal
of the sector*



Planning & Rates 2020

Bakkers in bedrijf

Bakkers in bedrijf is an independent media platform for the entire bread- and pastry-cook branche. Bakkers in bedrijf daily informs about news, consumer trends and technological developments via its website and social media channels Facebook, Twitter, LinkedIn and Instagram. The digital newsletter, which includes the most important articles, is sent weekly. The trade journal monthly informs about the entire supply chain around bread, pastry, chocolate and ice cream. Raw materials, bakery machines, store design, suppliers, training courses; it is all mentioned in the journal. We visualize the entire industry, from the fields to the baker, and from the small bakery on the corner to the larger industrial bakeries. We thematically zoom in on all matters affecting bakers and bakery staff in their daily work.

Reader profile

Bakkers in bedrijf is aimed at all professional bakers in the Netherlands: baking according to traditional methods, industrial, wholesale, in the hospitality industry, in food service or at schools.

Multimedial campaign

Bakkers in bedrijf offers various options for online and offline advertising. Think of advertisements, branded content, online bannering 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

Journal 10x per year, circulation 3.250

Website bakkersinbedrijf.nl

On average 14,000 unique visitors a month

Digital newsletter 5.000 subscribers

Facebook 1.670 followers

Twitter 1.770 followers

Instagram 550 followers

Publication dates 2020 Print

Edition	Theme	Closing date advertorials	Closing date advertising material	Publication date
1	Baking business	15 January	31 January	14 February
2	Icecream	12 February	28 February	13 March
3	Chocolate	11 March	27 March	10 April
4	Business operations	8 April	24 April	8 May
5	Raw materials	6 May	22 May	5 June
6	Employee special	3 June	19 June	3 June
7	Bakery machines	5 August	21 August	4 September
8	Holidays	2 September	18 September	2 October
9	Career	7 October	23 October	6 November
10	Trends	11 November	27 November	11 December

Print advertisements

Format	Specification w x h (mm)	Rate €
1/1 page	230 x 300 (excl. 3 mm bleed)	1.850
1/2 portrait	93 x 275	1.150
1/2 portrait	190 x 135	1.150
1/4 portrait	93 x 135	650
1/4 portrait	190 x 65	650
Surcharge branded content*		+ 350 a page
Leaflet/insert		On request
Other advertisement formats		On request

*Including editorial edit

Bakkersinbedrijf.nl & Digital Newsletter

Maximize your exposure: use our website and the digital newsletter.

The digital newsletter is issued weekly on Wednesday.

Adverteren bakkersinbedrijf.nl

Format	Specification w x h (pixels)	Rate €
Full banner	468 x 60, 320 x 50	300 a month
Leaderboard	728 x 90, 320 x 50	500 a month
Large Rectangle	336 x 280, 300 x 250	600 a month
Digital advertorial		475
Company profile		2.550
Logo link		175
Partner content		775
Dedicated digital magazine		On request
Video production		On request

• **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.

• **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. The advertorial will be posted alongside editorial content.

• **Logolink**

Een logolink is een korte klikbare tekst in combinatie met een logo, die naar een website leidt.

• **Video production**

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

Advertisements Digital Newsletter

Format	w x h pixels	Rate €
Banner	320 x 50	375
Digital advertorial		375
Partner mailing		1.525

Specifications online banners

	Website	Nieuwsbrief
File type	jpg, gif, animated gif, html5	jpg
Color mode	RGB	RGB
Resolution	72 dpi	72 dpi
Maximum size	99 kb	99 kb
Landingspage	insert web address	insert web address

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. 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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0031 30 691 33 12

Subscriptions Mijntijdschrift.com
alea@mijntijdschrift.com
088 22 666 89

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 Nitrauw
Kanaaldijk O.Z 3
8102 HL Raalte
Include: sender, title of the journal and edition.