

VIS

vismagazine.nl

*Media
platform for
the fishing
industry*

PLANNING & RATES 2020

Vismagazine

Vismagazine has been the main mediaplatform for the professionals in the fishing industry for the past 37 years. Vismagazine is, with a completely refurbished website, a weekly newsletter and social media accounts, the main news source for the industry. The magazine and the website inform the reader about everything that is going on in the fishing industry. With up-to-date information, great coverage and interesting stories about the industry, which is constantly modernizing.

The trade journal is published 9 times a year, and in the spring and fall the Hygiene Special and Packaging special will be included. The website www.vismagazine.nl daily covers the news and the calendar shows the main events and trade fairs for the industry. The digital newsletter is sent weekly and contains the most interesting and important news items. Once a year the Viswijzer is published: a handy book with an overview of the suppliers of the industry. This information can also be found on the website or in the company register. Overall: VIS will keep you constantly updated about the fishing industry.

Readers profile

Vismagazine is a trade journal for everyone who works professionally in the fishing industry. Vismagazine is the most important news source for the sector. It publishes about the newest developments in the industry, but also informs about your colleague entrepreneurs in the fishing industry.

Multimedial campaign

Vismagazine 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

Trade Journal

9x a year + 1 employmentspecial, circulation 2.650

Website vismagazine.nl

On average 5.000 unique visitors each month

Digital newsletter

600 subscribers

Facebook

700 Followers

Twitter

1.300 Followers

Publication dates 2020 Print

Edition	Theme	Closing date advertising material	Publication date
1	Catfish / Machinery	21 January	4 February
2	Salmon / Packaging	3 March	17 March
3	Lobster / International (+ Hygiene Special)	2 April	17 April
4	North Sea Fish / Refrigeration	12 May	26 May
5	Herring / Automatisatie	9 June	23 June
6	Mussels / Seasoning	11 August	25 August
7	Shellfish / Innovation (+ Packaging Special)	15 September	29 September
8	Farmed Fish / Food Service	20 October	3 November
9	Trends / Business Services	17 November	1 december

Print advertisements

Formaat	Specificatie b x h (mm)	Tarief €
1/1 page	230 x 300 (excl. 3 mm bleed)	2.310
1/2 page portrait	93 x 275	1.250
1/2 page landscape	190 x 135	1.250
1/4 page portrait	93 x 135	875
1/4 page landscape	190 x 65	875
Surcharge branded content*		+ 750 a page
Leaflet/insert		On request
Other advertisement formats		On request

*including editorial check

Vismagazine.nl & Digital Newsletter

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

Advertisements vismagazine.nl

Format	Specificatie	Tarief €
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		On request
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.

• **Video production**

An interview or product presentation of approximately 1 minute, made by Alea Publishers. This video is shown on the website of Vismagazine 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
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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