

vlees+

*Platform
for the meat
professional*

vleesplus.nl

PLANNING & RATES 2020

Vlees+

Vlees+ is an independent media platform for meat professionals. With informative articles, tips and advice in the trade journal, on the website and in the digital newsletter, we want to lift the entrepreneurship of the butcher, caterer and supplier to a higher level.

Vlees+ offers a look behind the scenes of butchers and caterers, but also offers a podium for other fresh specialists and suppliers. In addition, attention is paid to related products such as counters, scales and measuring equipment.

Reader profile

The Vlees + magazine promotes entrepreneurship and informs readers about current events in this lively industry, but also provides background information about the various meats, products, machines, training, staff and many more related topics. We write about the entire production chain.

Multimedial campaign

Vlees+ 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

8 times a year, circulation 2300

Website vleesplus.nl

On average 5600 unique visitors each month

Digital newsletter

640 subscribers

Facebook

440 Followers

Publication dates 2020 Print

Edition	Theme	Closing date advertising	Publication date
1	Sliced meat	11-02-20	21-02-2020
2	Seasoning	24-03-20	03-04-2020
3	BBQ	28-04-20	08-05-2020
4	Meals	09-06-20	19-06-2020
5	Machinery	04-08-20	14-08-2020
6	Shop interior	08-09-20	18-09-2020
7	Holidays	13-10-20	23-10-2020
8	Trends	17-11-20	27-11-2020

Print advertisements

Format	Specification w x h (mm)	Rate €
1/1 page	230 x 300 (excl. 3 mm bleed)	1.575
1/2 page portrait	93 x 275	950
1/2 page landscape	190 x 135	950
1/4 page portrait	93 x 135	575
1/4 page landscape	190 x 65	575
Surcharge branded content*		+ 750 a page
Leaflet/insert		On request
Other advertisement formats		On request

*including editorial check

Vleesplus.nl & Digital Newsletter

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

Adverteren vleesplus.nl

Format	Specification w x h (pixels)	Rate €
Leaderboard	728 x 90, 468 x 60, 320 x 50	500 a month
Large Rectangle	336 x 280, 300 x 250	600 a month
Digital advertorial		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.

• **Videoproduction**

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		1.775

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
Landing page	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.



Publisher Alea Publishers
Huis ter Heideweg 13
3705 MA Zeist

Publisher Roeland Dobbelaer

Editorial office Alea Publishers
Afd. Food
Huis ter Heideweg 13
3705 MA Zeist

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

Advertisement exploitation

Alea Publishers
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bartveenstra@aleapublishers.nl
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Alle Postma
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Supply of material

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Delivery address

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