

# BAKKERS

## IN BEDRIJF

The most  
read  
magazine  
of the  
sector

# Planning & rates 2024

## Bakkers in bedrijf

Bakkers in bedrijf is an independent media platform for the entire bread and pastry industry. Bakkers in bedrijf covers news, consumer trends and technological developments on a daily basis through the website and the social media channels Facebook, Twitter, LinkedIn, and Instagram. The digital newsletter carrying the most important messages is distributed weekly. The magazine reports on the entire chain regarding bread, confectionery, chocolate, and ice cream every month. Raw materials, bakery machines, industry, shop fitting, suppliers, training; all these subjects are covered. We portray the entire industry, from acre to baker, and from the baker to the entrepreneur around the corner to the large, industrial bakeries. Thematically, we cover all matters that concern bakers and bakery employees in their daily work extensively.



## Readers' profile

is intended for all professional bakers in the Netherlands: industrial, traditional, wholesale, the catering industry, in food service, and in schools.

We work closely together with all involved industry parties. So that we are not only working for the sector, but also with the sector. Bakkers in bedrijf wants to stand right beside the baker. This is what distinguishes the platform.

## Multimedia campaign

Bakkers in bedrijf offers several possibilities for online and offline advertisement. Think of advertisements, branded content, online bannering, or online advertorials. This media chart provides you with an overview of the standard possibilities. Customization is of course also possible. Please contact our media advisor for a suitable (multimedia) campaign for your marketing objectives.

### ► Statistics

**Magazine** 9x per year, circulation 2,850

**Website** bakkersinbedrijf.nl  
On average 15,000 unique visitors a month

**Digital newsletter** 5,500 subscribers

**Facebook** 3,200 followers

**X (Twitter)** 1,800 followers

**Instagram** 1,450 followers

**LinkedIn** 3,050

Total reach 25,000+ each month

## Publication dates 2024 Print

Edition	Theme	Closure of delivery for advertorials	Deadline for advertorial texts	Closure of delivery for advertising materials	Publication date
1	Ice cream / Additional sales	2 January	23 January	30 January	23 February
2	Store and Bakery furnishing + Packaging Special	6 February	27 February	5 March	29 March
3	Ovens and Cooling + Mechanical Engineering Special	5 March	26 March	2 April	26 April
4	Bakery machines / Maintenance	9 April	30 April	7 May	31 May
5	Future-proof bakery / Employees	7 May	28 May	4 June	28 June
6	Holiday season / Chocolate	9 July	6 August	13 August	6 September
7	Raw materials / Ingredients	6 August	3 September	10 September	4 October
8	Bake off / Automation + Hygiene Special	17 September	8 October	15 October	8 November
9	Product developments / Innovation + Mechanical Engineering Special	15 October	5 November	12 November	5 December

## Print Advertisements

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

\* Editing included

## Bakkersinbedrijf.nl & Digital Newsletter

Maximize your exposure: use our website and the digital newsletter. The digital newsletter is distributed weekly, on Wednesdays.

## Advertising on bakkersinbedrijf.nl

Format	Specification w x h (pixels)	Rate €
Leaderboard	728 x 90, 320 x 50	€ 600 a month
Full banner	728 x 90, 320 x 50	€ 500 a month
Large Rectangle	336 x 280, 300 x 250	€ 400 a month
Video/Vlog	YouTube-link	€ 400 a month
Digital advertorial	200 to 450 words + 1 to 2 images	€ 475
Logo link		€ 150 a month
Partner content		€ 650 a month
Dedicated digital magazine		Upon request

### ► Bannering

A banner on the homepage and/or underlying pages. A banner can be presented in a carousel of maximum three banners.

### ► Video/vlog

A (YouTube) video on the EVMI homepage, alternating between the two rectangle positions on the right side.

### ► Digital advertorial

A digital advertorial is a short text about the company or

product. The layout with a maximum of 450 words is carried out by EVMI and is submitted to you for approval.

### ► Logo link

We can put your logo with a clickable link leading to your website at the homepage of EVMI.

### ► Company profile

You can place your company details on the website in the online Business Directory of Alea Uitgevers. If desired, we can also include this information in each issue of the trade magazine.

## Advertisements Digital Newsletter

Size	Format w x h pixels	Rate
Banner	728 x 90	€ 375
Digital advertorial	headline 40 characters (inclu spaces) / text 60 words / 1 image / landing page	€ 375
Partner mailing		€ 1.525

## Specifications online banners

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

## Submitting advertising material

Use the Ad platform for supplying advertising material. From the Ad | Portal (Zezar) you will receive an email with the request to provide your advertising material. Note: this e-mail can sometimes end up in your spam / unwanted e-mail folder.

If you have any questions you can contact the Traffic department: [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl).

For many of our customers we also take care of the (advertisement) layout. Contact us to discuss the options.



## ALEA PUBLISHERS

**Publishing House** Alea Publishers  
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**Publisher** Roeland Dobbelaer

**Editorial office** Alea Publishers  
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**Advertising exploitation**

Alea Publishers  
Salesmanager  
Gjelt Douma  
[gjeltdouma@aleapublishers.nl](mailto:gjeltdouma@aleapublishers.nl)  
06 46 751 467

**Supply of material**

[traffic@virtumedia.nl](mailto:traffic@virtumedia.nl)  
030 691 33 12

**Subscriptions**

[klantenservice@virtumedia.nl](mailto:klantenservice@virtumedia.nl)  
085 040 74 00

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

### Aanleveradres:

Veldhuis Media  
T.n.v Marcel Maassen  
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Include: sender, title of the journal and edition.