



EVmi

EXPERTISECENTRE FOODINDUSTRY

Platform for
professionals in the
food industry

Planning & Rates 2024



EVMI

EVMI is an independent media platform - in print and online - for professionals in the food industry. EVMI informs about nutritional and technical aspects of food production, and also pays attention to sustainability and marketing. The editorial sections are: Food Innovation, Management and Process & Technology

Readers profile

EVMI focusses on quality managers, product developers, marketing managers and general managers in the food and stimulants industry, and the suppliers and customers of these companies.

Multimedia campaign

EVMI offers various options to advertise online and offline. Think of advertisements, partner- en branded content, online bannering or online advertorials. This media card offers you an overview of the standard opportunities. Customization is of course also possible. Our Media Advisor is happy to help you to decide which appropriate (multimedia) campaign matches your marketing objectives.

► Statistics

Magazine 8x per year, circulation 2.500

Total readers 4250

Circulation Specials 10.000

Total readers 17.000

Website evmi.nl

On average 11,000 unique visitors each month

Digital newsletter 4.300 subscribers

X 2.100 followers

LinkedIn 750 followers

total reach each month 20.000+

Publication dates 2024 print & digital

Edition	Theme	Closure of delivery	Closure of delivery text and images paid articles	Closure of delivery for advertising materials	Publication date
1	Processing	11 Dec '23	18 January	25 January	16 February
2	Agrofood	8 February	29 February	7 March	29 March
3	Food safety	14 March	4 April	11 April	3 May
4	Robotization	25 April	16 May	23 May	14 June
5	Ingredients	11 July	8 August	15 August	6 September
6	Automation	22 August	12 September	19 September	11 October
7	Transition	26 September	17 October	24 October	25 November
8	Digitization	24 October	14 November	21 November	13 December

Section Process & Production

This section covers process, production and machine automation and instrumentation. Everything needed to effectively deploy the technological developments in the food industry.

The readers are engineers, (technical) managers, (technical) purchasers and directors/owners in the food and stimulants industry and are actively involved in decision making in the process and production automation. They are mostly employed at (end) users in the food and beverage industry, but also at machine builders, system integrators, etc.

We highlight the automation and optimization of process and production in the broadest possible sense. From drive and control, vision, robotics, mechanical engineering, and safety to process instrumentation, sensors, control valves, process safety, cyber security, etc.

Section Food Innovation

This section focuses on research & development, ingredients & raw materials, shelf life, food safety, quality.

The readers are food technologists, food specialists, innovation managers, and quality managers. Every official who focuses on the innovation of our food, whether it concerns composition, processing, or production.

The subjects and themes are broadly everything related to innovation. Whether it is about the product, the process, or the business model. But it is also about innovation in the field of ingredients, production materials in production and logistics, food safety, food sources, etc.

Section Machine Construction, Hygiene, and Packaging

New in EVMI. In each issue of EVMI, three new sections will now be featured: Machine Construction, Hygiene, and Packaging, containing the latest trends in these three crucial domains for the food industry.

Section Food Lab

Many developments that have repercussions on our food take place in the lab. Therefore, we also treat the laboratory side of food.

Readers include laboratory technologists, food and process technologists, analytical chemists, microbiologists, biotech, and molecular biologists. But also, quality managers and product developers who want to stay informed.

In this section we discuss topics concerning analysis and laboratory equipment, quality control & microbiology. Developments that interact in different ways with the source, production, quality, and safety of our food. Now and in the near future.

Section Management

This section features organization, legislation & regulations, recruitment & selection, training and courses, coaching, consulting, certification, and marketing.

Its readers are the managers of the food (production) companies: directors/owners, team leaders, executives, HR managers, quality managers.

We cover topics related to, among other things, management, strategy, and business models. What influence do changing consumer desires and a growing demand for information about origin and impact on environment and climate have? And what are the consequences of the shortage on the labor market for the food industry?



Print advertisements

Size Format	Specification (w x h mm)	Rate €
1/1 page	230 x 300 (excl 3 mm = bleed)	€ 2.375
1/2 page portrait	93 x 275	€ 1.575
1/2 page landscape	190 x 135	€ 1.575
1/4 page portrait	93 x 135	€ 975
1/4 page landscap	190 x 65	€ 975
Surcharge branded content*		+ 350 per page
Leaflet/insert		Upon request

* including editorial

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By offering the digital magazine through all Alea Publisher's food websites and newsletters the number of readers of this issue will be greatly expanded. And by placing it on the socials (including LinkedIn) there will also be a nice spin-off.

Your branded content in our print magazine will also be published in the digital magazine.

Digital magazine

Alea Publishers will also provide a digital version for a number of themes in addition to the paper publications. A beautifully designed full screen online magazine, in which all interesting content around the theme is bundled and can be read in a pleasant way via desktop, tablet and telephone.

Would you like your own digital magazine to present your service/product or company?

Feel free to contact us. Your media advisor will be happy to inform you.

Go here for an overview:
<https://digitaalmagazine.evmi.nl/>

Online advertisements evmi.nl

<https://www.evmi.nl/>

Format	Specification	Rate €
Leaderboard (header)	728 x 90, 320 x 50	€ 1.575 a month
Leaderboard (position 2)	728 x 90, 320 x 50	€ 1.350 a month
Large Rectangle	336 x 280, 300 x 250	€ 785 a month
Video / film	YouTube-link	€ 785 a month
Digital advertorial	200 to 300 words + 1 to 2 images	€ 500
Logo link		€ 500 a year

Company Profile

► 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	€ 650
Digital advertorial	Headline 40 characters (incl. spaces) / tekst 60 words / 1 image / landing page	€ 650
Partnermailing		€ 1.650

Specifications online banners

	Website	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

Business Directory

Inclusion of your company data in the online database at www.evmi.nl and in every edition of the magazine.

In EVMI magazine: under a section logo and data entry.

On EVMI online; full company description, social channels, video, add your own news, and more, € 655,-* per year.

* With a free EVMI business listing, your basic information will be included in the online business directory.

Delivery of 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.

We also take care of the (advertisement) layout for many customers. Contact us and discuss the options.

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