

Vakblad

ijs!

Trade magazine
for the gelato
industry in The
Netherlands and
Belgium
(Flanders)

Planning & rates 2024

Vakblad IJs!

Vakblad IJs! is an independent media platform for the artisan ice cream maker. The magazine is published 4 times a year and offers professional depth and practical tips. The magazine also features matters such as raw materials, recipes, assortment, flavors, presentation, ice cream machines, pasteurizers, (shock) freezing, refrigeration, additional sales, interior, personnel, insurance, tax, hygiene, packaging, regulations, and insurance. In addition to the magazine, a digital newsletter is distributed monthly, and the website offers daily access to the latest news.



Readers' profile

For all professionals working with ice cream, with the emphasis on artisan ice cream makers. The magazine is made in close collaboration with the Ambachtelijk IJscentrum (Artisanal Ice Center).

Multimediale campagne

Vakblad IJs! offers various options for online and offline advertising. Think of advertisements, branded content, online bannering, or online advertorials. This media chart provides an overview of the standard possibilities. Customization is also possible. Please contact our media advisor for a suitable (multimedia) campaign for your marketing objectives.

► Statistics

Magazine

4 times a year, circulation 1,600 (of which 400 in Belgium and 275 VAIJ members)

Total readers 4480

Website

vakbladijis.nl
On average 5,000 unique visitors a month

Digital newsletter 920 subscribers

Facebook 1.300 followers **LinkedIn** 450 followers **X (Twitter)** 850 followers

Total reach 8.000+ each month

Publication dates 2024 Print

Edition	Theme	Closure of delivery for advertorials	Deadline for advertorial texts and images	Closure of delivery for advertising materials	Publication date
1	Innovation/Staff	2 January	23 January	30 January	23 February
2	Craftsmanship/Food Safety	20 February	12 March	19 March	12 April
3	Product development/business transfer	6 August	3 September	10 September	4 October
4	Ice cream parlor of the future/Starting an ice cream parlor	1 October	22 October	29 October	22 November

Print advertisements

Size	Specification w x h (mm)	Rate €
1/1 page	260 x 210 (excl. 3 mm = bleed)	€ 1.425
1/2 portrait	93 x 275	€ 775
1/2 landscape	190 x 135	€ 775
1/4 portrait	93 x 135	€ 475
1/4 landscape	190 x 65	€ 475
Surcharge branded content*		+ € 350 a page
Leaflet/insert		Upon request
Other advertisement formats		Upon request

* Editing included, *exclusief fotografie*

Vakbladijs.nl & Digital Newsletter

Maximize your exposure: use our website and the digital newsletter.
The digital newsletter is distributed once a month.

Advertising on vakbladijs.nl

Format	Specification	Rate €
Leaderboard (header)	728 x 90, 320 x 50	€ 700 a month
Leaderboard (position 2)	728 x 90, 320 x 50	€ 600 a month
Large Rectangle	336 x 280, 300 x 250	€ 400 a month
Video/vlog	YouTube-link	€ 400 a month
Digitale advertorial	200 to 450 words + 1 a 2 images	€ 575
Logolink		€ 150 a month
Company profile		€ 650 a year
Dedicated digitaal 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	w x h pixels	Rate €
Banner	728 x 90	€ 500
Advertorial	headline 40 characters (inclu spaces) / text 60 words / 1 image / landing page	€ 500
Partner mailing	Text and images upon request	€ 950

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
Landings 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.

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



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All amounts mentioned are in euros, excluding VAT.

Delivery inserts/leaflets	Delivery address:	Eekhorstweg 1
Amount: equal to the circulation	Veldhuis Media	7942 JC Meppel
Complete: packed in boxes	T.n.v Marcel Maassen	www.veldhuismedia.nl
Deadline: maximum 6 working days before publication date	mmaassen@veldhuis.nl	Include: sender, title of the journal and edition.