

The background of the entire page is a close-up photograph of various fresh fish, including salmon and sea bream, resting on a bed of crushed white ice. The fish are vibrant in color, with the salmon showing a bright orange-red hue and the sea bream displaying a mix of orange, white, and dark spots. The ice is glistening, suggesting freshness.

cvis

Media
platform
for the fishing
industry

Planning & rates 2024

Fish magazine

For 41 years now, Fish Magazine has been the media platform for every professional in the fishing chain. With a website, a weekly newsletter, and social media accounts FISH is the news source for the entire fishing industry. The magazine and the website inform the reader with up-to-date information, beautiful reports, and interesting stories about the wonderful sector, which is in full swing.

The magazine appears nine times a year; the Hygiene Special and the Packaging Special are sent alongside the magazine in the spring and autumn respectively. The website Vismagazine.nl offers daily news updates and the Agenda contains important events and trade shows for the industry. The digital newsletter is sent out weekly on Mondays and contains the most interesting and important news items.

Readers' profile

Fish Magazine is for professional in the fish processing, trading, and selling industry. Fish Magazine is the news source for the fishing industry, from board to plate. Fish Magazine closely follows the current developments in the sector – from fishery to consumer – and reports on all interesting facts about fellow entrepreneurs in the fishing industry.

Multimedia campaign

Fish Magazine offers different advertising possibilities, both online and offline. Think of an advertisement, branded content, online bannering, or online advertorials. This media chart offers an overview of the standard possibilities. Customization is of course also possible. Our media advisor will happily help you set up an appropriate (multimedia) campaign to achieve your marketing objectives.



► Statistics

Magazine

8 times a year, circulation 2,650

Total readers 4,373

Website vismagazine.nl

On average 6,000 unique visitors a month

Digital newsletter 850 subscribers

Facebook

1,100 followers

LinkedIn

900 followers

X (Twitter)

1,400 followers

Total reach 10,000+ 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	Whitefish/Seasonings	11 January	1 February	8 February	1 March
2	Salmon/Product development + Packaging Special	22 February	14 March	21 March	12 April
3	Shellfish/Meals + Mechanical Engineering Special	21 March	11 April	18 April	10 May
4	Herring/Shop interior	9 May	30 May	6 June	28 June
5	North Sea fish/ Equipment	4 July	1 August	8 August	30 August
6	Mussels/ Frying (+ Visbeurs)	1 August	29 August	5 September	27 September
7	Farm-raised fish/Packaging + Hygiene Special	12 September	3 October	10 October	1 November
8	Fish substitutes/Digitalization + Mechanical Engineering Special	17 October	7 November	14 November	6 December

Print advertisements

Print Advertisements	Size Format Specification (w x h mm)	Rate €
1/1 page	230 x 300 (excl 3 mm = bleed)	€ 1,250
1/2 page portrait	93 x 275	€ 995
1/2 page landscape	190 x 135	€ 995
1/4 page portrait	93 x 135	€ 595
1/4 page landscape	190 x 65	€ 595
Surcharge branded content*		+ € 350 per page
Leaflet/insert		Upon request

* Editing included

Advertising on vismagazine.nl

Format	Specification	Rate €
Leaderboard (header)	728 x 90, 320 x 50	€ 500 a month
Leaderboard (position 2)	728 x 90, 320 x 50	€ 400 a month
Large rectangle	336 x 280, 300 x 250	€ 400 a month
Video/vlog	YouTube-link	€ 500 a month
Digitale advertorial	200 to 450 words + 1 a 2 images	€ 500
Logolink		€ 150 a month
Dedicated digital magazine		Upon request

► Bannering

A banner on the homepage and/or underlying pages. A banner can be presented in a carrousel 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
Partner mailing	headline 40 characters (incl. spaces) / text 60 words / 1 image / landing page	€ 500
Partnermailing		€ 1,000

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.

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