

VLEES

MAGAZINE

Platform
for the meat
professional

Planning & rates
2024

Meat Magazine

Meat Magazine is an independent media platform for meat professionals. Through informative articles, tips and advice in the magazine, the website and in the digital newsletter, we want to take the entrepreneurship of butchers, caterers, and suppliers to a higher level.

Meat Magazine offers a look behind the scenes of butchers and caterers; they have their say, as do other fresh produce specialists. Meat Magazine offers attention to the developments at the butcher's shop and in the meat processing industry, and writes about suppliers of related products, such as counters, scales and measuring

Readers' profile

The trade magazine Meat Magazine encourages entrepreneurship, aims to inform readers about current affairs in this lively industry and provides background information on the various types of meat, products, machinery, training, personnel, and the meat processing industry. We write about the entire production chain and are therefore also well read in the entire chain.

Multimedia campaign

Meat Magazine offers various possibilities for online and offline advertising. Think of an advertisement, branded content, online banner, or online advertorials. This media chart provides you with an overview of the standard possibilities. Customization is of course also possible. Our media consultant will happily help you determine an appropriate (multimedia) campaign to achieve your marketing objectives.



► Statistics

Magazine

8 times a year, circulation 2,650

Website www.vleesmagazine.nl

On average 11,000 unique visitors a month

Digital newsletter

5,000 subscribers

Facebook

1,150 followers

X (Twitter)

2,725 followers

Instagram

1,915 followers

Total Reach 25000+ a month

Publication dates 2024 Print

Edition	Theme	Closure to register branded content	Text and images branded content	Closure of delivery for advertising materials	Publication date
1	Hybrid products / Seasonings	2 January	23 January	30 January	23 February
2	Chicken/ BBQ + Packaging Special	13 February	5 March	12 March	5 April
3	Lamb / Meals + Special Mechanical Engineering	21 March	11 April	16 April	10 May
4	Beef / Store decoration	2 May	23 May	28 May	21 June
5	Pig / Equipment	9 July	30 July	6 August	30 August
6	Calf / Automation (+ Slavakto)	30 July	27 August	3 September	27 September
7	Game / Packaging + Hygiene Special	17 September	8 October	15 October	8 November
8	Poultry / Sustainability + Special Mechanical Engineering	15 October	5 November	12 November	6 December

Print advertisements

Size	Format Specification (w x h mm)	Rate €
1/1 page	230 x 300 (excl 3 mm = bleed)	€ 1.750
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	€ 575
1/4 page landscape	190 x 65	€ 575
Surcharge branded content*		+ 350 per page
Leaflet/insert		Upon request
Other advertisement sizes		Upon request

* Including editorial production

Advertising on vleesmagazine.nl

Format	Specification	Rate €
Leaderboard (header)	728 x 90 (desktop). 468 x 60 (mobile)	€ 600 a month
Leaderboard (position 2)	728 x 90, 320 x 50	€ 500 a month
Large Rectangle	336 x 280 (desktop). 300 x 250 (mobile)	€ 500 a month
Video/Vlog	YouTube-link	€ 600 a month
Digital advertorial	200 to 450 words + 1 a 2 images	€ 500
Logo link		€ 150 a month
Partner content		€ 650 a year
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	w x h pixels	Rate €
Banner	728 x 90	€ 475
Partner mailing	Headline 40 characters (inclu spaces) / text 60 words / 1 image / landing page	€ 475
Partner mailing		€ 1.525

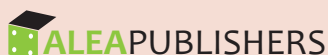
Specifications online bannersnewsletter

	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

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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Supply of material

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Subscriptions

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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
mmaassen@veldhuis.nl

Eekhorstweg 1
7942 JC Meppel
Include: sender, title of the journal and edition.