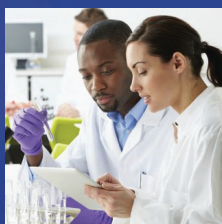


Mediakit 2018

Our drive is to generate
good quality leads for our
clients



Facts & Figures
Network OSV

Print edition
Online advertising

Digital newsletter
List of suppliers

In 2019 distribution to
Belgium

FACTS & FIGURES

VAKBLAD VOEDINGSINDUSTRIE

The trade magazine for entrepreneurs and managers of food

For over 25 years we have been providing information about trends & developments, sustainable entrepreneurship, innovations, packaging, hygiene and food safety, processing, process technology and science. Vakblad Voedingsindustrie is part of a cross-media concept, a mix of requested communication (Internet and a digital newsletter) and unsolicited communication (we make sure the magazine is published in the entire sector). In addition, with our network Ondernemers Sociëteit Voedingsindustrie (OSV), we facilitate personal contact moments with the target group, which makes full circle.

We are advised by the market: our readers and OSV members. The editors maintain contacts with domestic and foreign research institutes / knowledge centers / universities and translate the results of relevant research into practice. A pleasant mix of science, trends and developments, domestic and foreign (product) news and 'nice to know'. The print edition is in Dutch, online we publish in Dutch and English.

TARGET GROUP

Vakblad Voedingsindustrie is targeted at managers within processing companies involved in the meat, poultry and fish industries, the (convenience) food industry (including snacks, salads, fish products, preserves, meal components and other fresh products) and wholesalers around the world.



EXTRA ATTENTION FOR MEAT

Due to recent developments and market demands, we have included a separate section in our magazine: Meat industry. In this section we respond to news and developments that apply specifically to this niche market. In addition to the booklet in print, we also give online attention to the meat industry in a separate segment on the website.



PRINT STATISTICS

Published: 8 times a year
Circulation: 3.000 copies



DIGITAL NEWSLETTER

Frequency: 50 times a year
Active subscribers: 5.345
Delivery rate: 97%
Unique open rate: 24,2 to 29,7%
Click-through rate: 11% to 14,4%



ONLINE STATISTICS

Unique visitors a month: 4.500
Pageviews a month: 8.300
Average time on page : 00:01:52



SOCIAL MEDIA

Linkedin: 2.100 connections
Twitter: 720 followers

NETWORK OSV

Personal contact with our own network organisation OSV

We are the only Dutch publisher in food with our own network organisation: Ondernemers Sociëteit Voedingsindustrie (OSV).

The OSV was founded in 1993 and we're proud of its 25 years existence. Our network has approximately 300 members: primarily comprising decisionmakers in the food industry. The members come together at workshops, lectures, company visits, and the Winter and Summer barbecues. For vakblad Voedingsindustrie the way to gather information at the source.

Especially in this digital age it is important to continue to keep meeting each other in person, this creates trust and ensures a higher level of respect.

What does an OSV-membership cost?

The OSV membership costs only € 395 per calendar year + registration fee of € 25 (all prices excl. VAT). As soon as a personal contribution is due for a meeting (golf day / barbecue), this will be clearly communicated in advance. Company visits and workshops are free for members.

The members of the OSV receive vakblad Voedingsindustrie and they get a 5% discount on all standard advertising possibilities in vakblad Voedingsindustrie. They also receive a free upgrade in the suppliers guide. This way membership is recouped in no time. Check our memberlist online.

It does not matter what you know but who you know!



www.osvnetwerk.com



VAKBLAD VOEDINGSINDUSTRIE PRINT

VAKBLAD VOEDINGSINDUSTRIE WITH SECTION MEATINDUSTRY

Our magazine is published eight times a year and targeted at managers within processing companies involved in the meat, poultry and fish industries, the (convenience) food industry and wholesalers around the world. The entire magazine is published online in Dutch and English, the print version is only in Dutch. The articles concerning Meatindustry are bundled together in a special section Meatindustry.

PUBLICATION DATE	EDITORIAL DEADLINE	ADVERTISING DEADLINE	SPECIAL FOCUS ON
6 February	8 January	17 January	Food Processing
6 March	5 February	14 February	Packaging/Empack
10 April	12 March	21 March	Sustainability
8 May	9 April	18 April	Food safety
12 June	14 May	23 May	Engineering and Construction
11 September	13 August	22 August	Innovations
9 October	10 September	19 September	Cleaning and disinfection
13 November	15 October	24 October	Automation, digitization and Robotisation

THE CHOICE IS YOURS

Depending on your target group and / or your message, you can choose to place your statement in the MEATindustry section or elsewhere in the regular magazine.

PAPIER EN AFWERKING

Roto offset, HHMC half mat, 135 grams; cover 250 grams HHMC half mat, one-sided with gloss laminate. Glued.

PRICES PRINT

FORMAT	1x	2x	3x	6x	8x
1/1 page	€ 1.643	€ 1.575	€ 1.480	€ 1.395	€ 1.315
1/2 page	€ 964	€ 915	€ 875	€ 820	€ 775
1/4 page	€ 525	€ 495	€ 475	€ 445	€ 420

Rates per advertisement, excl. VAT

COMPANY REPORT/ CASE STUDY/ADVERTORIAL

2/1 page	€ 2.957	Including interview and photographer on location in the Netherlands. We
1/1 page	€ 1.889	translate the article into English and publish it online (Dutch and English).

PRODUCT NEWS

1/8 page	€ 495	(80 words plus 1 photo ór 100 words without photo)
Incl. placement online	€ 650	(Dutch and English)

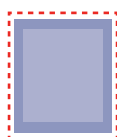
EXTRA OPTIONS ONLY BY PRIOR AGREEMENT

Folded-down corner cover	€ 600	(subject to availability)
Loose/bound insert	€ 1.250	(minimum price; specifications on request)
Back cover	+ 20%	(subject to availability)
Glossy outsert	€ 3.480	(subject to availability)

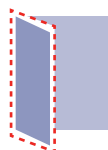
We offer the cross-media placement of 'superior advertising options' which are entirely tailor-made, such as a split cover, glossy outsert, bellyband or card sticker, with for example a special landing page online.

ADVERTISING MATERIAL PRINT

PDF	Certified PDF, 300 dpi, CMYK
Material	< 10 Mb by e-mail to kiki@b2bcommunications.nl For larger files please use wetransfer.com (free)

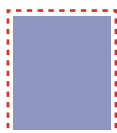


Trim Size: 215 x 250 mm
Bleed: +3 mm all round
Type area: 193 x 225 mm



Glossy Outsert

Front side: 107,5 x 191 mm
Back side: 107,5 x 250 mm
Bleed: +3 mm all round



1/1 Page

Format : 215 x 250 mm
Bleed: +3 mm all round

On the frontside the logo of Vakblad Voedingsindustrie must be retained.



1/2 Page

Portrait: 94 x 225 mm
Landscape: 193 x 110 mm

We will place the logo in the pdf. Therefore the type area of the front side is 59 mm less high than the back side.



1/4 Page

Portrait: 94 x 110 mm

ONLINE ADVERTISING

We stand for free knowledge sharing and do not ask for a subscription fee for the online editions. All information from the professional journal is available to everyone and can be freely shared (Facebook, LinkedIn, Twitter, Pinterest and Google) and mailed to business contacts. Company reports, case studies and advertorials are posted completely online. We translate all articles into English.

All information (including your articles, advertorials and press releases) remains accessible online. We invest in your reach, ensure years of conversion and therefore make a longterm commitment.

PRICES ONLINE

NR.	FORMAT	DESCRIPTION	HOMEPAGE	CONTENT PAGE
1	Large leaderboard	970 x 90 pixels	€ 1.250	€ 250
2	Leaderboard	728 x 90 pixels	€ 995	€ 250
3	Large rectangle	336 x 280 pixels	€ 995	€ 250
4	Logo + pay-off		€ 395	€ 100
5	Advertorial XL	500 words 3 photos	€ 1.250	
6	Advertorial	300 words 1 photo	€ 995	
7	Whitepaper	Introduction + PDF	€ 495	€ 250
8	Video	Title + YouTubelink	€ 495	€ 250

Rates per month and excl. VAT

Advertorials are placed into the archive after one month and remain available online.

MATERIAL DETAILS

- All characters including spaces
- All material max 100 Kb
- Resolution max. 72 dpi
- Banners up to 3 per position, display ad random
- Animated banner only after deliberation!
- All sizes: width x height

Adblockers

**At this moment our
banners are not blocked
(sept. 2018)**

1. Large leaderboard

970 x 90 pixels: jpg, gif
(animated or non-animated)

2. Leaderboard

728 x 90 pixels: jpg, gif
(animated or non-animated)

3. Large rectangle

336 x 280 pixels: jpg, gif
(animated or non-animated)

4. Logo with payoff

Logo 200 x 150 pixels: jpg, png, gif
(non-animated) Payoff: 40
characters

5. Advertorial XL

Title 35 characters, text 180 characters
and 1 photo (200 x 100 pixels) on
homepage; jpg, gif (non-animated);
content page max. 500 words and 3
photos (600 x 450 pixels)
Deliver text in Word.

6. Advertorial

Title 35 characters, text 225 characters
and 1 photo (200 x 100 pixels); jpg, gif
(non-animated); destination URL.
Deliver text in Word.

7. Whitepaper

Title 35 characters, text 175 characters
and 1 photo (200 x 275 pixels) jpg, gif
(non-animated); Link to pdf.
Deliver text in Word and whitepaper
as pdf.

8. Video

We embed your youtube link in our
website.

All sizes: width x height

All characters including spaces

Advertorial XL

Advertorial

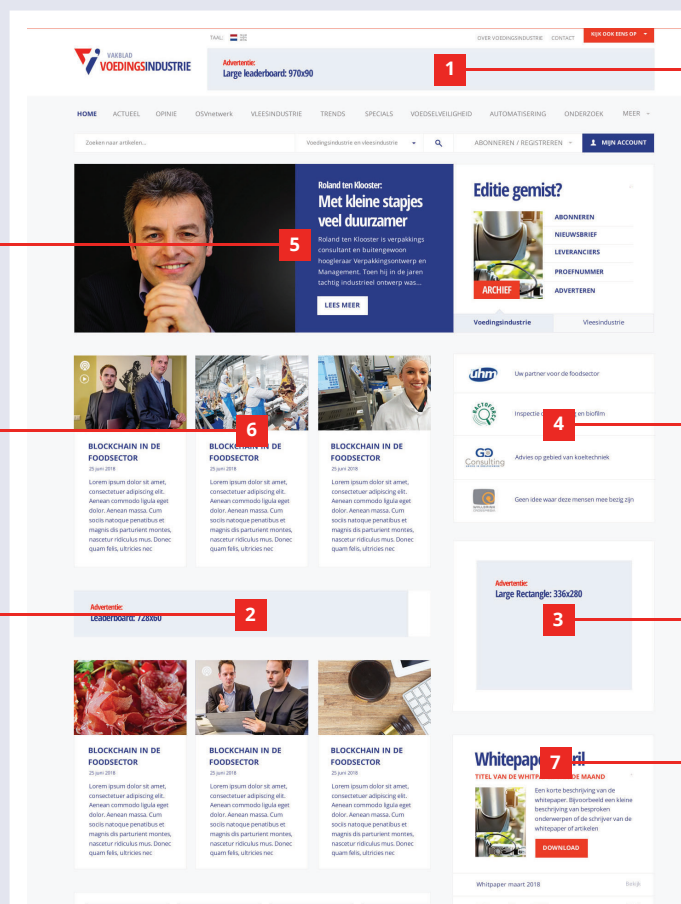
Leaderboard

Large leaderboard

Logo + pay-off

Large rectangle

Whitepaper



DIGITAL NEWSLETTER

Every Tuesday we send out a digital newsletter to 5,345 subscribers (food sector). With a unique open rate of 24.2% to 29.7%, we also reach a large part of your market via this channel. In addition to current developments, we also highlight the articles published in the magazine in the newsletter.

PRICES DIGITAL NEWSLETTER

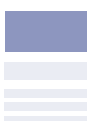
NR.	FORMAT	DESCRIPTION	DUTCH
1	Full banner	600 x 100 pixels	€ 595
2	Advertorial A	With photo and page online	€ 595
3	Advertorial B	With photo and destination URL	€ 395
4	Logo with payoff	200 x 150 pixels with pay-off	€ 250

Prices per placement, excl. VAT



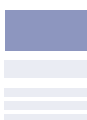
Full banner

600 x 100 pixels: jpg, gif (non-animated). Always indicate the destination URL.



Advertorial A

Title 50 characters, text 500 characters and 1 photo (280 x 360 pixels = wxh) jpg, gif (non-animated); online 300 words maximum and 1 photo (600 x 450 pixels). Deliver text in Word.



Advertorial B

Title 50 characters, text 500 characters and 1 photo (280 x 360 pixels = wxh) jpg, gif (non-animated) and destination URL. Deliver text in Word.



Logo with payoff

Logo 200 x 150 pixels: jpg, gif (non-animated); Payoff: 40 characters.

Material details

- All characters including spaces
- All material max. 100 Kb
- Resolution max. 72 dpi
- All sizes: width x height

SUPPLIERS IN THE FOODINDUSTRY

The website contains a well-organized list of suppliers that are relevant to the food industry. Subdivided into categories.

We keep the list as up-to-date as possible. The data gets checked once a year. If changes are made in the meantime, it is up to the customer to inform us.

UPGRADE	LISTING	PRICE
	Company details: company name, address, telephone, e-mail, website and pay-off or specialization in 1 category	FREE
Upgrade 1	Listing in 2 to 4 categories	€ 88
Upgrade 2	+ Logo in 1 category	€ 250
Upgrade 3	+ Logo and listing in 2 to 4 categories	€ 400
Upgrade 4	First to fifth position in supplierslist in 2 to 4 categories	€ 750

Prices per year, excl. VAT

OSV members receive a free upgrade in the supplier list. They automatically start with a free entry in 2 to 4 categories, the upgrade to a listing with logo is only € 88, - etc.



CONTACT INFORMATION



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SUBSCRIPTION PRINT EDITION

€ 80,- (excl. 6% VAT).

Different prices apply outside the Netherlands.

GENERAL TERMS AND CONDITIONS

General terms and conditions can be downloaded at our website.

Vakblad Voedingsindustrie is published by:

b2b Communications BV

Arnhemsestraatweg 19

6881 NB VELP (GLD)

+31(0)26 370 00 27

www.b2bcommunications.nl

info@b2bcommunications.nl



www.vakbladvoedingsindustrie.nl



www.OSVnetwerk.com



www.vlees-industrie.nl

DID YOU KNOW?

In addition to the possibilities in this media card, we can support your media communications with all possible tools.

Did you know that:

- ✓ we conceive, design, realize and monitor complete advertising campaigns?
- ✓ we can create a modern white paper for you and think along with you about the content?
- ✓ we can help with your SEO?
- ✓ we have developed our own e-mail software with (reversed) web tracking and extensive reporting possibilities?
- ✓ we provide Direct Mailings, from start to finish?
- ✓ we also write texts for your website?
- ✓ we realize video productions, apps and VR games?
- ✓ we have our own webinarstudio, where we can stream your webinar and guide you with the content and script?

NOTEPAD



ONLINE & OFFLINE CONCEPTS WITH LEADGENERATION

We don't just deliver the right product, we also fully assist you in the development and realization of a tailor-made concept, from start to finish.



"Our drive is to generate good quality leads for our clients and we continuously develop innovative concepts to achieve this goal. There are a huge amount of communication possibilities, we assist you in creating the best content marketing strategy. "

John Wallbrink | **director Wallbrink Crossmedia Groep**

On- and offline concepts & lead generation

"With our network 'Ondernemers Sociëteit Voedingsindustrie (OSV)' we have personal contact with the market and can therefore respond to the latest developments. We think along with you and provide a content marketing strategy with your DNA. We take you to the next level."

Saskia Stender | **director b2b Communications BV**

Communication specialists in food and foodindustry



ONDERNEMERS SOCIËTEIT VOEDINGSINDUSTRIE (OSV)
VAKBLAD VOEDINGSINDUSTRIE
VAKBLAD VERS-INSPIRATIE



ON- EN OFFLINE CONCEPTEN
LEADGENERATION
CONTENTMARKETINGSTRATEGIE