

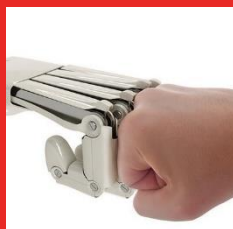


VAKBLAD
VOEDINGSINDUSTRIE

**Higher
circulation**

Mediakit 2020

**Our drive is to generate
good quality leads for our
clients**



Facts & Figures
Network OSV

Print edition
Online advertising

Digital newsletter
List of suppliers

Green screen productions
SEO optimisation

FACTS & FIGURES

VAKBLAD VOEDINGSINDUSTRIE

The trade magazine for entrepreneurs and managers of food manufacturing industry

For over 27 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 centres / 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 and the newsletter are 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

Each edition we give special attention to a topic that is of high interest in the food industry. We elaborate on that topic with an independent story in which we discuss the latest trends and developments. By means of case studies, we translate the theme, along with the market, into practice.

PRINT STATISTICS



| | |
|--------------------------|----------------|
| Published: | 8 times a year |
| Circulation: | 3,500 pieces |
| Multiple-reading factor: | 3.5 |



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: | 4% |

ONLINE STATISTICS (increased during corona crisis)



| | |
|--------------------------|-------------------------|
| Unique visitors a month: | 4,500 5,300 |
| Pageviews a month: | 8,300 10,170 |
| 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 27 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 member list online.

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



www.OSVnetwerk.com



VOEDINGSINDUSTRIE PRINT

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 printversion is only in Dutch.

| PUBLICATION DATE | EDITORIAL DEADLINE | ADVERTISING DEADLINE | SPECIAL FOCUS ON |
|------------------|--------------------|----------------------|--|
| 11 February | 15 January | 22 January | Packaging |
| 10 March | 13 February | 19 February | Sustainable Business |
| 7 April | 12 March | 18 March | Food Processing |
| 12 May | 16 April | 22 April | Food Safety |
| 16 June | 20 May | 27 May | Construction and Renovation Cooling and Freezing |
| 15 September | 20 August | 26 August | Meat substitutes and protein sources |
| 13 October | 17 September | 23 September | Smart Industry: Automation, Digitalisation and Robotisation |
| 17 November | 22 October | 28 October | Cleaning and Disinfection |

PAPER AND FINISHING

Roto offset, HHMC half-matt, 135 grams; cover 250 grams HHMC half-matt, 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 |

COMPANY REPORT/CASE STUDY/ADVERTORIAL

| | | |
|-----------------|---------|--|
| 2/1 page | € 2,957 | Including interview and photographer on location in the Netherlands. We translate the article into English and publish it online (Dutch and English).. |
| 1/1 page | € 1,889 | |

PRODUCTNEWS

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

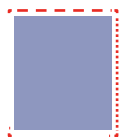
EXTRA OPTIONS ONLY BY PRIOR AGREEMENT

| | | |
|---------------------------------|---------|--|
| 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) |

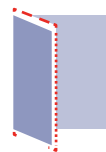
We offer the cross-media placement of 'superior advertising options' which are entirely tailor-made, such as a split cover, glossy outsert, bellyband or card sticker, with for example a special landing page online.

ADVERTISING MATERIAL PRINT

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

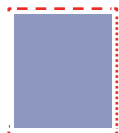


| | |
|------------|-----------------|
| Trim Size: | 215 x 250 mm |
| Bleed: | +3 mm all round |
| Type area: | 193 x 225 mm |



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 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 file. 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 | 200 x 150 pixels Pay-off 40 characters | € 395 | € 100 |
| 5 | Advertorial XL | 500 words 3 photos | € 1,250 | |
| 6 | Advertorial | 300 words 1 photo | € 595 | |
| 7 | Whitepaper | Introduction + PDF | € 495 | € 250 |
| 8 | Video XL | First rectangle on homepage | € 995 | € 350 |
| 9 | Video | Title + YouTube link | € 495 | € 250 |

Rates per month and excl. VAT

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 (November 2019)

1. Large leaderboard

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

3. Large rectangle

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

5. Advertorial XL

Title 35 characters, text 180
characters and 1 photo (650 x 365
pixels) on homepage; jpg, gif;
contentpage max. 500 words and 3
photos (600 x 450 pixels).

7. Whitepaper

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

9. Video XL

We embed your youtube link in
our website

2. leaderboard

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

4. Logo with payoff

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

6. Advertorial

Title 35 characters, text 225
characters and 1 photo (650 x 365
pixels) jpg, gif; destination URL.

8. Video

We embed your youtube link in our
website.

All sizes: width x height

All characters including spaces

Advertorial XL

Advertorial

Leaderboard

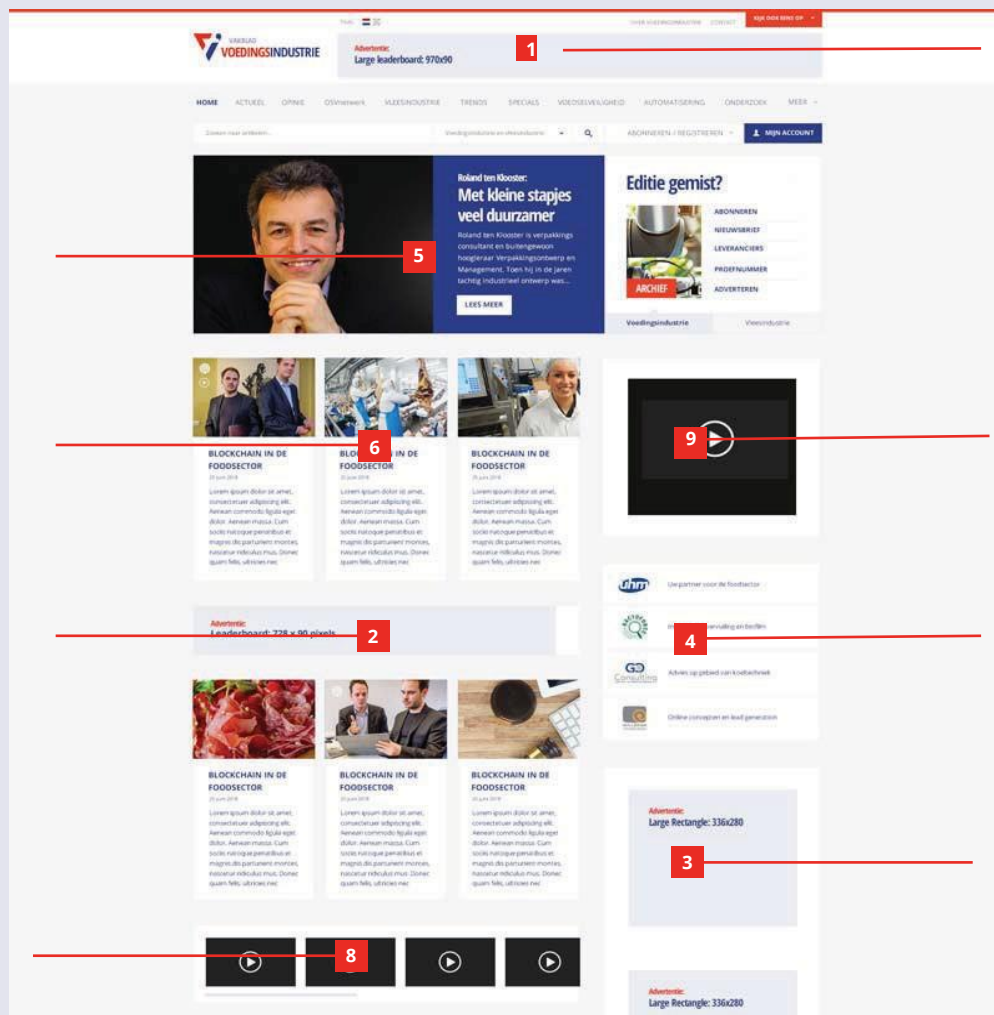
Video

Large Leaderboard

Video XL

Logo met payoff

Large Rectangle



DIGITAL NEWSLETTER

Every Tuesday we send out a digital newsletter in Dutch 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 |
| 5 | Video block | YouTubelink | € 895 |

Prices per placement



Full banner

600 x 100 pixels



Advertorial A

Newsletter: Title 50 characters, text 500 characters and 1 photo (300 x 360 pixels); online 300 words maximum and 1 photo in 2 formats: homepage: 650 x 365 pixels and content page online 600 x 450 pixels. Deliver text in Word.



Advertorial B

Title 50 characters, text 500 characters and 1 photo (300 x 360 pixels, non-animated) and destination URL. Deliver text in Word.



Logo with payoff

Logo 200 x 150 pixels: Payoff: 40 characters.



Video block

YouTubelink; 1920 x 1080 px (minimal 1280 x 720px), full screen shot.

Material details

- All characters including spaces
- All material jpg, gif (non-animated) 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 suppliers list in 2 to 4 categories | € 750 |

Prices per year, excl. VAT

OSV members receive a free upgrade in the suppliers list. They automatically start with a free logo in 1 category, the upgrade to a listing with logo in 4 categories is only € 150, - etc.



CONTACT INFORMATION



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SUBSCRIPTION PRINT EDITION

€ 80,- a year (excl. 9% VAT).

Different prices apply outside the Netherlands.

GENERAL TERMS AND CONDITIONS

General terms and conditions can be downloaded on our website

www.vakbladvoedingsindustrie.nl

Vakblad Voedingsindustrie is published by:

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6881 NB VELP (GLD)

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info@b2bcommunications.nl

www.b2bcommunications.nl



www.vakbladvoedingsindustrie.nl (Dutch and English)



www.OSVnetwerk.com

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 greenscreenstudio, we can produce your video and guide you with the content and script.

NOTEPAD



ONLINE & OFFLINE CONCEPTS

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 food industry



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



ON- EN OFFLINE CONCEPTS
LEADGENERATION
CONTENTMARKETINGSTRATEGY