



VAKBLAD
VOEDINGSINDUSTRIE

Lets
GROW
together

Mediakit 2022

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



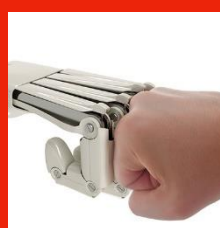
Facts & Figures
Network OSV



Print edition
Online advertising



Digital newsletter
List of suppliers



Green screen & podcast productions
Online interactive magazine

FACTS & FIGURES

VAKBLAD VOEDINGSINDUSTRIE

The trade magazine for entrepreneurs and managers of food manufacturing industry

For nearly 30 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 relevant sector; **3,000 food producing companies**). In addition, with our network Ondernemers Sociëteit Voedingsindustrie (OSV), we facilitate personal contact moments with the target group, which makes full circle.

Vakblad Voedingsindustrie is published **online in its entirety**, available for everyone and easy to share. We translate all online content into **English**, making us the only Dutch publisher in the food industry to offer all information in **two languages**. This way the knowledge is also available to English-speaking readers. Vakblad Voedingsindustrie (**print**) is published 8 times a year in Dutch (circulation 3,500) and is 24/7 online in Dutch and English. The magazine is supported by the **weekly newsletter**, the **social media** channels and since 2021 also appears as an **online interactive magazine**.

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, preserves, meal components, **meat substitutes** and **protein sources**) 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
Multiple-reading factor:	3,5



DIGITAL NEWSLETTER

Frequency:	50 times a year
Active subscribers:	5,345
Delivery rate:	97%
Unique open rate:	29,7%
Click-through rate:	4%



ONLINE STATISTICS (Increased by 25%)

Unique visitors a month:	6,400
Pageviews a month:	15,064
Average time on page:	00:02:43



SOCIAL MEDIA

Linkedin:	3,902 connections
Twitter:	756 followers



NETWORK OSV

PERSONAL CONTACT WITH OUR OWN NETWORK ORGANISATION OSV

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

The OSV was founded in 1993 and we're proud of its 29 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. 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 print version is only in Dutch. Since 2021, each issue has appeared on issuu.com as an interactive online magazine, reaching even more readers.

PUBLICATION DATE	EDITORIAL DEADLINE	ADVERTISING DEADLINE	SPECIAL FOCUS ON
8 February	13 January	19 January	Sustainable Production Lines
8 March	10 February	16 February	Packaging
12 April	17 March	23 March	Product innovation
17 May	21 April	26 April	Food Safety
21 June	26 May	1 June	Construction and Renovation Cooling and Freezing
13 September	18 August	24 August	Meat substitutes and protein sources
18 October	22 September	28 September	Smart Industry: Automation, Digitization and Robotization, Process optimization Lean
22 November	27 October	2 November	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 (per placement)

FORMAT	1x	2x	3x	6x	8x
1/1 page	€ 1,647	€ 1,567	€ 1,487	€ 1,397	€ 1,317
1/2 page	€ 967	€ 917	€ 877	€ 827	€ 777
1/4 page	€ 527	€ 497	€ 477	€ 447	€ 427

COMPANY REPORT/CASE STUDY/INFOMERCIAL

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	€ 1,887	

PRODUCTNEWS

1/8 page	€ 497	(100 words plus 1 photo or 120 words without photo)
Incl. online placement	€ 657	(Dutch and English)

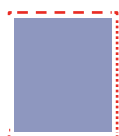
EXTRA OPTIONS ONLY BY PRIOR AGREEMENT

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)

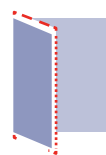
We offer the cross-media placement of 'superior advertising options' which are entirely tailor-made, such as a split cover, glossy outsert, bellyband or card sticker, with for example a special landing page online.

ADVERTISING MATERIAL PRINT

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

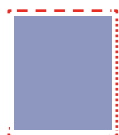


Trim Size:	215 x 250 mm
Bleed:	+3 mm all round
Type area:	193 x 225 mm



Glossy outsert

Front side:	111 x 191 mm
Back Side:	111 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 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
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All sizes: width x height

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 long term commitment.

PRICES ONLINE (per month)

NR.	FORMAT	DESCRIPTION	HOMEPAGE	ALL PAGES
1	Large leaderboard	970 x 90 pixels		€ 1.257
2	Leaderboard	728 x 90 pixels	€ 997	
3	Large rectangle	336 x 280 pixels		€ 1.257
4	Banner sidebar	550 x 150 pixels		€ 650
5	Logo + pay-off	200 x 150 pixels Pay-off 40 characters		€ 297
6	Advertorial XL (highlighted on top)	500 words 3 photos	€ 1.257	(all categories)
7	Advertorial	300 words 1 photo	€ 397	
8	Whitepaper	Introduction + PDF		€ 497
9	Video XL	First rectangle on homepage : Vimeo		€ 1.257
10	Video	Title + Vimeolink	€ 497	

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



1. Large leaderboard overall

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

2. Leaderboard homepage

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

3. Large rectangle sidebar

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

4. Banner sidebar

550 x 150 pixels: jpg, gif
(animated of non-animated)

5. Logo + pay-off side bar

Logo 200 x 150 pixels: jpg, png, gif
(statisch). Pay-off: 40 characters

6. Advertorial XL homepage and all categories

Title 50 characters; text visible on homepage 220 characters and 1 photo (650 x 365 pixels); content page max. 500 words and 3 photos (600 x 450 pixels), URL.

7. Advertorial homepage

Title 50 characters, text visible on homepage 220 characters and 1 photo (650 x 365 pixels); content page max. 300 words and 1 photo (600 x 450 pixels), URL.

8. Whitepaper sidebar

Title 45 characters, text 175 characters and 1 photo (200 x 275 pixels). Link to pdf. Deliver whitepaper as pdf.

9. Video homepage

We embed your Vimeolink in our website.

10. Video XL sidebar

We embed your Vimeolink in our website

All sizes: width x height

All characters including spaces.

All photos jpg; gif.

Advertorial XL

Advertorial

Leaderboard

Video

Large Leaderboard

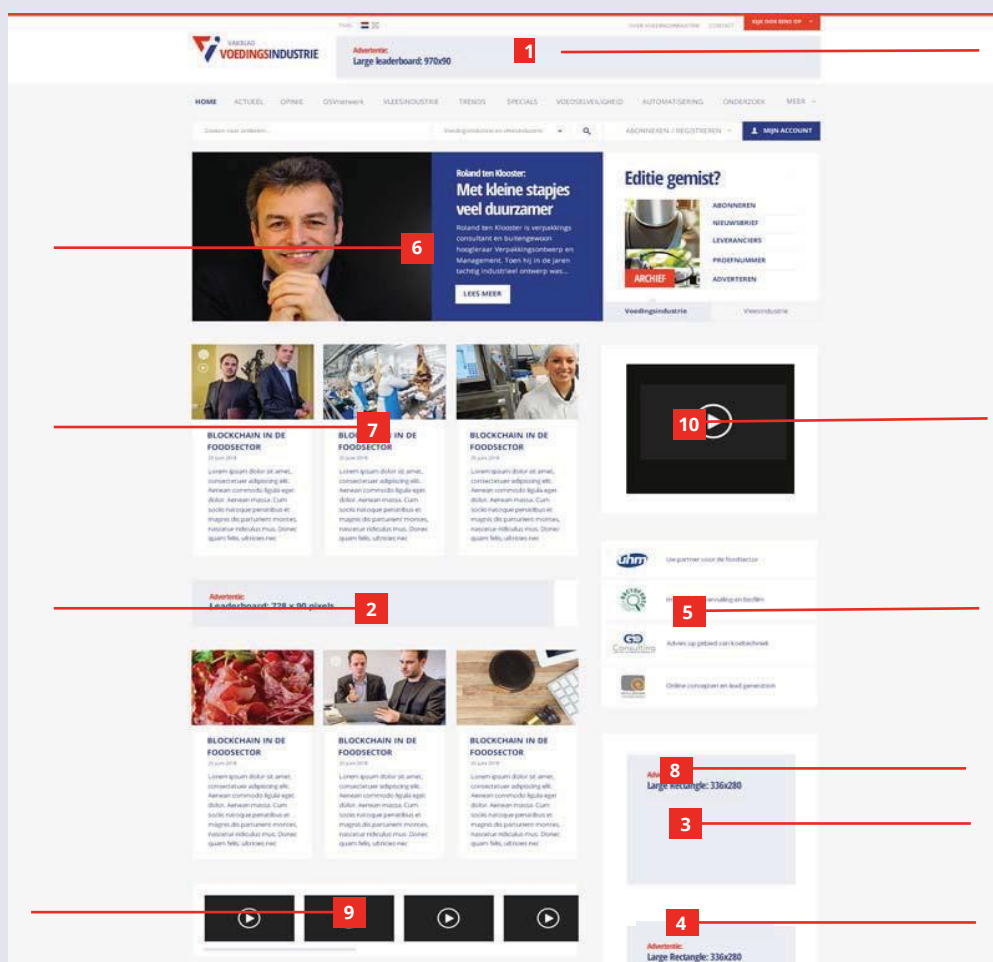
Video XL

Logo with payoff

Whitepaper

Large Rectangle

Banner



DIGITAL NEWSLETTER

Every Tuesday we send out a digital newsletter in Dutch to 5,345 subscribers (food sector). With a unique open rate of 29.7% on average, 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 (per placement)

NR.	FORMAT	DESCRIPTION	DUTCH
1	Full banner	600 x 100 pixels	€ 357
2	Full banner XL	600 x 200 pixels	€ 597
2	Advertorial A	With photo and page online	€ 597
3	Advertorial B	With photo and destination URL	€ 397
4	Video block	Short video with link	€ 897



Full banner

600 x 100 pixels



Full banner XL

600 x 200 pixels



Advertorial A

Newsletter: Title 50 characters, text 450 characters and 1 photo (560 x 824 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 450 characters and 1 photo (560 x 824 pixels) and destination URL. Deliver text in Word.



Video block

YouTube link; 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

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

Different prices apply outside the Netherlands.

GENERAL TERMS AND CONDITIONS

General terms and conditions can be downloaded on our website

www.vakbladvoedingsindustrie.nl

(all mentioned prices are excl. VAT).

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 **VAKBLAD
VOEDINGSINDUSTRIE**
www.vakbladvoedingsindustrie.nl


ONDERNEMERS SOCIËTEIT VOEDINGSINDUSTRIE
www.OSVnetwerk.com

DID YOU KNOW?

Did you know that:

- ✓ we can support your media communications with all possible tools.
- ✓ 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 have our own podcast studio?
- ✓ we have our own greenscreen studio, we can produce your video with autocue 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
VERSINSPIRATIE.NL



ON- EN OFFLINE CONCEPTS
LEADGENERATION
CONTENTMARKETINGSTRATEGY