

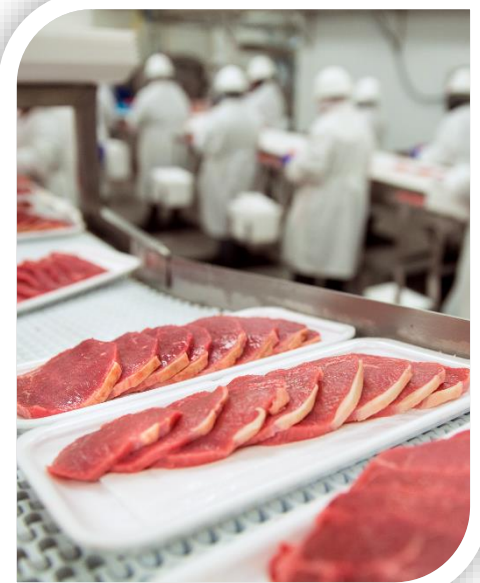


Lets  
**GROW**  
together

## Media kit 2024

We are continuously increasing the reach of your message through print, online, newsletters, and social media.

- FACTS & FIGURES
- OSV NETWORK
- PRINT EDITION
- ONLINE ADVERTISING
- LIST OF SUPPLIERS
- POSTERS



# FACTS & FIGURES

## VAKBLAD VOEDINGSINDUSTRIE

*The trade magazine for entrepreneurs and managers of food manufacturing industry*

For over 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 ensure 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.

We translate all online content into English, making us the only Dutch publisher in the food industry to offer all information bilingually. This way, the knowledge is also available to English-speaking readers. All content is freely **visible to everyone** and can be shared without restrictions; we do not operate with an online subscription.

**We are continuously increasing the reach of your message through print, online, newsletters, and social media.**

To ensure optimal reach, every year we incorporate more channels into our communication and place a strong emphasis on expanding the reach of each channel. Each edition is published as an interactive online magazine at [issuu.com/vakbladvoedingsindustrie](http://issuu.com/vakbladvoedingsindustrie). Our newsletter on LinkedIn gains subscribers daily, we are reaching an increasing number of unique visitors online, and our following on social media continues to grow.

## TARGET GROUP

Vakblad Voedingsindustrie is targeted at managers within processing companies involved in the meat, poultry, fish and dairy and substitutes thereof (new proteins) and the branches fruit & vegetables, the bread and the convenience food industry.

## 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



### NEWSLETTER REACH

Frequency:	70 times a year
Active subscribers:	5.345
Delivery rate:	97%
Unique open rate:	Average 29,7%
Click-through rate:	14%



### ONLINE REACH

Unique visitors a month:	9,947
Average pageviews a month:	22,865
Average sessions a month:	11,244
Average time sessions:	00:02:57



### SOCIAL MEDIA FOLLOWERS

LinkedIn:	7,837 connections
Voedingsindustrie	3,700 followers
Newsletter LinkedIn	2,099 subscribers
X (Twitter)	762 followers





## 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, just like the magazine, has been in existence for over 30 years. 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. The network also ensures a good connection with the magazine's readers. The read-along factor is 3.5 and we are very happy with that.

## WHAT DOES AN OSV-MEMBERSHIP COST?

The OSV membership costs only € 415 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 are entitled to a 5% discount on all standard promotions of Vakblad Voedingsindustrie. They also receive a special price for an infomercial and cover flap, as well as a complimentary upgrade in the supplier directory. With these benefits, the membership fee is quickly recouped. Check online to see who is affiliated with our network.

*It's not what you do so  
much as who you know!*

Photo: Participants of the OSV Summerbarbecue 2023



ONDERNEMERS  
SOCIËTEIT  
VOEDINGSINDUSTRIE



# 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 (including snacks, salads, preserves, meal components, meat substitutes and protein sources) and wholesalers around the world.

The entire trade journal is posted bilingually online (Dutch and English), in which we are **unique** in our line of work. Online is unlimited reading for everyone. We have no online subscriptions, in this we are also unique.

Since 2021, each issue has appeared on [issuu.com/vakbladvoedingsindustrie](https://issuu.com/vakbladvoedingsindustrie) as an interactive online magazine reaching even more readers.

PUBLICATION DATE	EDITORIAL DEADLINE	ADVERTISING DEADLINE	SPECIAL FOCUS ON
6 February	10 January	17 January	Sustainable Production Lines
5 March	7 February	14 February	Packaging
9 April	13 March	20 March	Product innovation
17	20 April	24 April	Food Safety
18 June	22 May	29 May	Construction & Renovation   Cooling and Freezing
10 September	14 August	21 August	(New) proteins
15 October	18 September	25 September	Smart Food Manufacturing
19 November	23 October	30 Oktober	Hygiene, cleaning and Disinfection

## PAPER AND FINISHING

Rottoffset, HHMC half-matt, 135 grams; cover 250 grams HHMC half-matt, one-sided with gloss laminate. Glued.

## PRINT RATES

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

	Standard	OSV-price	
2 pages	2.957	2.750	Including interview and photographer on location in the Netherlands. We translate the article into English and publish it online (Dutch and English), in the newsletter and a post to Social Media. <b>Text and photos are royalty-free.</b>
1 page	1.887	1.750	

## PRODUCTNEWS | PRESS RELEASES

1/4 page	497	(100 words plus 1 photo or 120 words without photo)
Incl. online placement	657	(tweetalig; 300 woorden + 1 foto)

## EXTRA OPTIONS ONLY BY PRIOR AGREEMENT

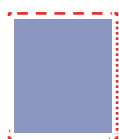
	Standard	OSV-price
Folded-down corner cover	600	500 (subject to availability)
Loose/bound insert	1.250	1.150 (minimum price; specifications on request)
Back cover	+ 20%	0% (subject to availability)
Glossy outsert	3.480	2.750 (subject to availability)

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.

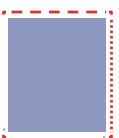
## PRINT ADVERTISING MATERIAL

PDF  
Material

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



Trim Size: 215 x 250 mm  
Bleed: +3 mm all round



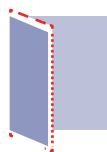
**1/1 PAGE**  
*Format:* 215 x 250 mm  
Bleed: +3 mm all round



**1/2 PAGE**  
Portrait: 94 x 225 mm  
Landscape: 193 x 110 mm



**1/4 PAGE**  
Portrait: 94 x 110 mm



### GLOSSY OUTYERT

Front side: 111 x 191 mm  
Back side: 111 x 250 mm  
Bleed: +3 mm all round

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

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.

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 segments.

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.

Not yet listed? Subscribe to [www.vakbladvoedingsindustrie.nl/ikwilopdelijst](http://www.vakbladvoedingsindustrie.nl/ikwilopdelijst).

OSV members get a free upgrade in the supplier list. They automatically start with a logo in 1 segment.

## SUPPLIER LIST RATES

PER YEAR

NR	TYPE OF ENTRY	LISTING	PRICE	OSV-PRICE
	Standard	Company details: company name, address, telephone, e-mail, website and pay-off or specialization in 1 category	FREE	FREE
1	Upgrade 1	Company details with logo in 1 segment	250	FREE
2	Upgrade 2	Company details with logo in 2 to 4 segments	400	250
3	Upgrade 3	First to fifth position in suppliers list in 2 to 4 segments (with logo)	750	500



# 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, Instagram 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.

Every year we will offer even more banner options. The following page shows and describes all options in detail.

**The banners in the sidebar are visible on all pages.**

On desktop in the right-hand column, on mobile homepage between articles, on all other pages directly below the article.

## ONLINE PRICES

### MONTHLY PRICES

NR	TYPE	SPECIFICATION	PRICE
<b>VISIBLE ON HOMEPAGE</b>			
1	Leaderboard	728 x 90 pixels	997
2	Advertorial	300 words <i>(1 month in first row, then sorted by date)</i>	497
<b>VISIBLE ON HOMEPAGE AND ALL CATEGORIES</b>			
3	Advertorial XL	500 words <i>(1 month highlighted on top, then sorted by date)</i>	1.257
<b>VISIBLE ON ALL PAGES (DESKTOP SIDEBAR, MOBILE BETWEEN ARTICLES)</b>			
4	Large leaderboard	970 x 90 pixels	1.257
5	Large rectangle	336 x 280 pixels	1.257
6	Banner	600 x 200 pixels	799
7	Logo + pay-off	200 x 150 pixels	297
8	Video XL	336 x 280 pixels	1.257

## AD SPECIFICATION

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







OSV NAJAARSBARBECUE  
Kom ook ontspannen en doelgericht netwerken


21 SEPTEMBER 2022



ACTUEEL OPINIE OSVNETWERK LEVERANCIERSLIJST TRENDS SPECIAAL VOEDSELVEILIGHEID FOODPROCESSING ONDERZOEK MEER

Zoek naar artikelen...

Alle rubrieken

## Criteria Europese Nutri-Score aangepast

Een werkgroep van zeven Europese landen heeft aangepaste criteria vastgesteld voor de invoering van Nutri-Score. De wijzigingen zijn bedoeld om de door Frankrijk voorgestelde index publieksvriendelijker te maken met 'die...

[LEES MEER](#)

## Ga direct naar



AANMELDEN NIEUWSBRIEF  
ABONNEREN  
ADVERTEREN  
PROEFNUMMER  
LEVERANCIERSLIJST



### DE PRINTKOP MAAKT HET VERSCHIL BIJ EEN INKJETPRINTER

23 augustus 2022

Bij de keuze van een kleinkarakter inkjetprinter spelen meerdere facetten een belangrijke rol. Uiteraard de technische specificaties, gebruiksgemak en betrouwbaarheid. Vooral de printkop van de machine bepaalt voor een g...



### FRUITSTENEN WORDEN SMAKELIJK VOEDSEL

19 augustus 2022

Kern Tec GmbH heeft een reeks technologieën ontwikkeld die tot nu toe weggegooidde fruitpitten kunnen omtoveren tot lekker eten. Alleen in Europa wordt jaarlijks meer dan een half miljoen ton aan pitten weggegooid. Dit be...



### NVWA PUBLICEERT HANDBOEK VOEDINGSSUPPLEMENTEN

18 augustus 2022

De Nederlandse Voedsel- en Warenautoriteit (NVWA) heeft een Handboek Voedingssupplementen, verrijkte levensmiddelen en kruidenpreparaten gepubliceerd. Supplementen zijn bedoeld als een aanvulling op de dagelijkse voeding...



### "Schoonmakers met de fi

Hago Food & Industry

Benieuwd hoe?

Kennis, kwaliteit en slagkracht

Wij kunnen elke gewenste klimaatinstallatie realiseren en daar service aan verbinden.

Lti



### DIEPVRIES SLEUTELROL IN STRIJD TEGEN VOEDSELVERSPILLING

17 augustus 2022

Hoewel 75 procent van de Nederlanders tijdens het kopen van groente en fruit rekening houdt met voedselverspilling, gooit datzelfde percentage met regelmaat groenten weg omdat de houdbaarheidsdatum is verstreken. Iglo st...



### VION VERSTERKT POSITIE OOST DUITSLAND

17 augustus 2022

Met een totale investering van bijna 50 miljoen euro tot nu toe en de in 2020 gestarte uitbreiding van de productiecapaciteit op de locatie Altenburg, speelt Vion Food Group vanaf deze zomer nog meer in op de trend naar ...

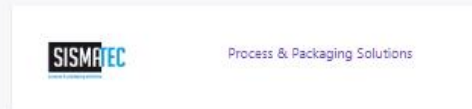


### NOW CLOSED!

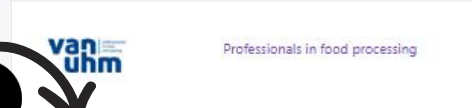
### RECORDAANTAL BEDRIJFSSLUITINGEN IN VOEDINGSINDUSTRIE

16 augustus 2022


In de eerste helft van dit jaar sloten 310 bedrijven in de voedingsindustrie hun deuren. Sinds het CBS in 2007 startte met het meten van het aantal bedrijfsopheffingen was dit aantal nog nooit zo hoog. In de brood- en de...



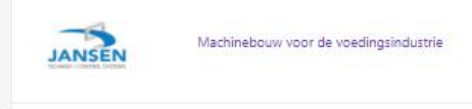
Process & Packaging Solutions



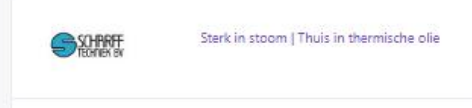
Professionals in food processing



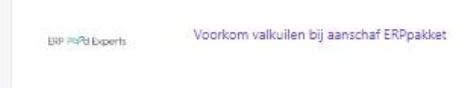
Expert in Food-Automatisering



Machinebouw voor de voedingsindustrie



Sterk in stoom | Thuis in thermische olie



Voorkom valkuilen bij aanschaf ERPpakket



OSV NAJAARSBARBECUE 21 SEPTEMBER  
Kom ook doelgericht netwerken!



### LAST MILE HEEFT GROTE



### VISSERIJ KRIMPT TOT



### UPDATE: DUURZAME



### JUNI 2022 NIEUW- EN VERBOUW KOELEN EN VRIEZEN



DESKTOP

MOBILE



### 1. Leaderboard homepage

728 x 90 pixels



### 2. Advertorial homepage (first row)

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.



### 3. Advertorial XL highlighted on top 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.



### 4. Large leaderboard overall

970 x 90 pixels



### 5. Large rectangle (sidebar desktop)

336 x 280 pixels



### 6. Banner (sidebar desktop)

600 x 200 pixels: jpg, gif (animated or non-animated)



### 7. Logo with pay-off (sidebar desktop)

Logo 200 x 150 pixels (non-animated). Pay-off: 40 characters



### 8. Video XL (sidebar desktop)

We embed your Vimeolink in our website

## AD SPECIFICATION

- All sizes: width x height.
- All characters including spaces.
- **All material jpg, gif (non-animated) max. 100 Kb.**
- Resolution max. 72 dpi.



# DIGITAL NEWSLETTER

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 highlight the articles published in the magazine in the newsletter.

As demand for advertorials and banners in the newsletter has exploded recently, we have decided to expand the offer.

In addition to extra advertorial opportunities, we now send a newsletter twice a week, so we are less likely to have to sell 'no', increasing the likelihood of a **'yes, you can'**.

There is a maximum of 2 banners and 3 advertorials in a newsletter.

## DIGITAL NEWSLETTER RATES

PER PLACEMENT

NR	TYPE	SPECIFICATION	PRICE
1	Full banner	600 x 100 pixels	497
2	Full banner XL	600 x 200 pixels	597
3	Large rectangle	600 x 400 pixels	697
4	Advertorial A	560 x 824 pixels <i>Including page online</i>	597
5	Advertorial B	560 x 824 pixels	497
6	Advertorial C	590 x 380 pixels	397
7	Advertorial XL <i>Max 1 per newsletter.</i>	1.200 x 360 pixels <i>Main article with page online and citation in newsletter title</i>	857
8	Videoblok XL <i>Max 1 per newsletter.</i>	600 x 400 pixels <i>Shortvideo 12 seconds</i>	897

## AD SPECIFICATION

- All sizes: width x height.
- All characters including spaces.
- **All material jpg, gif (non-animated) max. 100 Kb.**
- Resolution max. 72 dpi.

We offer the possibility of providing animated banners, however, these do not play on every device. Strongly dependent on the software version.

## 1. Full banner

600 x 100 pixels

## 2. Full banner XL

600 x 200 pixels

## 3. Large rectangle

600 x 400 pixels

Can also be used as a video block (see 8).

## 4. Advertorial A with page online

**Newsletter:** Title 50 characters, text 450 characters and 1 photo (560 x 824 pixels);  
**Link** to online page.

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

## 5. Advertorial B

Title 50 characters, text 450 characters and 1 photo (560 x 824 pixels)

**Link** to your online page.

## 6. Advertorial C

Title 40 characters, text 400 characters and 1 photo (590 x 380 pixels).

**Link** to your online page.

## 7. Advertorial XL (Main article) with page online and citation in newsletter title

**Newsletter:** Title 60 characters, text 450 characters and 1 photo (1.200 x 360 pixels).  
**Link** to online page.

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

## 8. Videoblok XL

YouTube link; 1920 x 1080 px (minimal 1280 x 720px), fullscreen recording.

We will create a short video of up to 12 seconds in consultation.

7

### Bouwen en renoveren: Veiligheid boven alles



In de voedingsindustrie is er altijd behoefte aan uitbreiding en renovatie. Voedselveiligheid en duurzaamheidsaspecten worden strenger, vergoeding verandert. Heb je het over bouwen en verbouwen, dan ontbreekt het niet aan een gesprek over duurzaamheid en circulariteit. Maar er zijn meer ontwikkelingen die de bouw beïnvloeden. We praten erover met drie experts.

Lees verder

5

### Nieuwe telg in Verderair PURE serie

De Verderair e-PURE elektrisch aangedreven membraanpomp maakt gebruik van een nieuw soort technologie voor membraanpompen. Deze pompserie werkt volgens een horizontale vloeistofstroom, waardoor een energiezuinigere en minder wrijvingsverliezende vloeistofstroming ontstaat. Directe resultaten zijn minder onderhoud, lagere energiekosten en een langere levensduur.

Meer weten?

2

### Hoe voorkom ik de 3 grootste valkuilen bij aanschaf van een ERP pakket

Download de gratis whitepaper

DOWNLOADEN

4



### Cargill zet voedingsafval om in biobrandstof

In een poging om de uitstoot van broeikasgassen te verminderen en circulaire brandstofmogelijkheden te bevorderen, heeft Cargill zijn eerste ultramoderne geavanceerde biodiesel fabriek voltooid, die afvaloliën en residuen omzet in hernieuwbare brandstof. De geavanceerde biodiesel die in de installatie wordt geproduceerd, zal worden gebruikt door de maritieme sector en de sector van het vrachtwagenvervoer, waardoor klanten de koolstofvoetafdruk van hun activiteiten kunnen verlagen.

Lees verder



### Renewi investeert in recycling voor over-datum producten

Renewi Organics heeft een nieuwe over-datum producten (ODP) installatie in gebruik genomen. De nieuwe ODP lijn verwerkt sneller en meer materialen. Deze installatie ontvangt en verwerkt de over-datum producten en eenheden met als doel er uiteindelijk BIO-LNG en BIO-CO2 van te produceren en warmte of elektriciteit mee op te wekken. De lijn kan tot 60 ton voedselafval per uur verwerken. Met de inzet van deze installatie verwerkt Renewi op jaarbasis ruim 65.000 ton organische reststromen tot nieuwe grondstoffen.

Lees verder

6

1



### IFFA 2022 overtreft verwachtingen

De wereldwijde vlees- en eiwitindustrie greep elke minuut van IFFA van 14 tot 19 mei aan om intensief te netwerken, innovatie te zien en zaken te doen. Duurzame productie, geautomatiseerde processen en digitalisering op alle gebieden van verwerking, verpakking en verkoop kenmerkten het productaanbod op de stands. De grote belangstelling voor alternatieve eiwitten toonde ook het grote toekomstpotentieel van deze markt. Ongeveer 30.000 bezoekers uit 129 landen reisden naar Frankfurt am Main voor de IFFA.

Lees verder



### IFS Food 8 draft versie gepubliceerd

Rond de zomer 2022 wordt IFS Food versie 8 verwacht. Onlangs verscheen de draft versie van IFS Food 8. De IFS Food standaard wordt gewijzigd om te voldoen aan de Codex Alimentarius CXC 1-1969 versie 2020.

De aankomende ISO 22003-2 standaard is nieuw. Dit zijn voorschriften voor instanties die producten, procedures en diensten evalueren en certificeren, met inbegrip van een audit van het voedselveiligheidssysteem. Welke wijzigingen kun je verwachten?

Lees verder

8

LEES MEER...

### INBRAAKGOLF TEISTERT BRABANTSE MACHINEBOUWER

3



# POSTERS FOODINDUSTRY

Via vakblad Voedingsindustrie, we distribute the poster MEAT, FISH, FRUIT&VEGETABLES and DAIRY. The posters feature the structure of the various processing industries.

## EXPOSURE

Every year we produce a new poster MEAT, FISH, FRUIT&VEGETABLES and DAIRY with the latest data. The content is compiled with the utmost care and largely controlled by the companies listed.

Around the structure of the various industries are advertising blocks, these are in high demand and often booked far in advance by the regular advertisers.

Only a few ad blocks per poster are released each year for new advertisers, you can subscribe to them.

## REACH

The posters (A1) are enclosed in a print run of 3,500 with vakblad Voedingsindustrie.

Due to high demand, we also have these posters available online. They are free to [download](#).

This way, we expand the reach of the posters.

## RATES PER POSTER

PER PLACEMENT

NR	TYPE	SPECIFICATION	PRICE
1	Large block landscape	181,3 x 110 mm	1.495
2	Large block portrait	94 x 222,4 mm	1.495
3	Small block	94 x 106,2 mm	995

## PRINT ADVERTISING MATERIAL

PDF  
Material

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



### LARGE BLOCK

Portrait: 94 x 222,4 mm

Landscape: 181,3 x 110 mm



### SMALL BLOCK

Portrait: 94 x 106,2 mm

All sizes: width x height

1

2



## DID YOU KNOW?

**Did you know that:**

- ✓ we can support your media communications with all possible tools!
- ✓ we can create a modern white paper for you and think along with you about the content!
- ✓ we consider your communication message and give (unsolicited) advice!
- ✓ 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!!

# NOTES

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# CONTACTINFORMATION



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Kiki Stender

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## SUBSCRIPTION PRINT EDITION

**€ 80,- a year**

*Different prices apply outside the Netherlands.*

All prices quoted are in euros and exclude VAT.

## GENERAL CONDITIONS

General terms and conditions can be downloaded on our website

[www.vakbladvoedingsindustrie.nl](http://www.vakbladvoedingsindustrie.nl)

## VAKBLAD VOEDINGSINDUSTRIE IS PUBLISHED BY:

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ONDERNEMERS  
SOCIËTEIT  
VOEDINGSINDUSTRIE

[www.OSVnetwerk.com](http://www.OSVnetwerk.com)

# ONLINE AND 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.*



**Just imagine....** What would it mean to you if your company stood head and shoulders above the rest in terms of visibility as well as conversion? If your online marketing strategy is totally innovative? Your company deserves to be marketed uniquely... right?

**Hold on ...** Websites as we have known them for years are dead. There is a totally new way to achieve optimal marketing results. A particularly effective way even... Want to know how? Then schedule your appointment right away.

**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



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LEADGENERATION  
CONTENTMARKETINGSTRATEGY

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