

Bit



Advertising rates

Number of full colour insertions (in 12 months)

Formaat	1 x	3 x	6x	8 x	11x
2/1 page	3.191	3.031	2.849	2.650	2.438
1/1 page	2.131	2.024	1.903	1.770	1.628
1/2 page	1.289	1225	1.051	977	899
1/4 page	779	740	696	647	595
1/8 page	407	387	364	339	312
black/white	360	342	321	299	275

Category adverts	32,08 first three lines, over one column 8,93 each line more
IM advert	on request
Contract period	one year

Surcharge

Placement surcharges The surcharges are based on the contracted black-white prices

Agreed special placement	5%, heart pages not possible
Bleed	15%

General Information

Title	Bit	
Subtitle	Magazine for horse lovers	
Published by	Eisma Businessmedia bv Postbus 340, 8901 BC Leeuwarden	
Publisher	Mr Minne Hovenga	
Marketing & salesmanager	Mr Seb van der Kaaden	
Advert department	Sales	Sales
	Mr Eddy Hoornstra	Mr André Kunze
	T +31 (0)88 29 44 754	T +31 (0)88 29 44 982
	M +31 (0)6 31 768 830	M +31 (0)6 317 688 42
	E e.hoornstra@eisma.nl	E a.kunze@eisma.nl
	Sales support	Sales support
	Ms.Cindy Haentjens	Ms. Ria Tamboer
	T +31 (0)88 29 44 980	T +31 (0)88 29 44 983
	E c.haentjens@eisma.nl	E r.tamboer@eisma.nl
	Sales support	
	Ms. Irene Leusink	Ms. Tina Duinkerken
	T (088) 29 44 983	T +31 (0)88 29 44 981
	E i.leusink@eisma.nl	E t.duinkerken@eisma.nl
Editor	Ms. Marjan Tulp, Managing editor T +31 (0)88 29 44 970 Ms. Lonneke Ruesink, editor/photographer T +31 (0)88 29 44 971 Ms. Mirjam de Bruin, editor T +31 (0)88 29 44 972	
Pressed Circulation	22.225	
Average spread Circulation	16.057 (HOI Q2 2011)	
	For the most current edition data we refer you to the HOI website: www.hoi-online.nl	
Volume	16	
Distribution	subscription/retail sales	
Publication frequency	11 x per year	

Ms. Marjan Tulp, Managing editor
T +31 (0)88 29 44 970
Ms. Lonneke Ruesink, editor/photographer
T +31 (0)88 29 44 971
Ms. Mirjam de Bruin, editor
T +31 (0)88 29 44 972

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Printing Details

Printing procedure	offset
Cover	170 g/m2 hvmc
Inside	90 g/m2 lhmc gesat.
Screen	60 (zw/w en fc)

Insert / Bound Insert

Max. 1 A4	on request
Max. 1 A3 (folded to A4)	on request
Larger than 1 A3	on request
Bound inserts, max. 1 A3	on request
Bound inserts, larger than 1 A3	on request
For technical specifications, please contact on time.	

Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
2/1 page	466 x 306	
1/1 page	200 x 268	--
1/2 page	98 x 268	200 x 132
1/4 page	98 x 132	200 x 64
1/8 page liggend	98 x 64	
1/1 print area	200 x 268	
2/1 print area	466 x 300	
1/1 type page	230 x 300	bleed: 3 mm trim all around
2/1 normal display	466 x 306	bleed: 3 mm trim all around
Colour mode	CMYK	
Resolution	300 dpi	
Bound inserts	on request	
Inserts	on request	

Where to send your advert to

Up to 10 mb by e-mail to: bit@zeedesign.nl
 Over 10 mb via one of the free servers www.dropsend.com,
www.wetransfer.com, www.sendthisfile.com, www.yousendit.com
 to: bit@zeedesign.nl

Digital file types

PDF

- Certified PDF
- Images and fonts embedded

Quark Xpress

- Please add or include all (Macintosh) fonts, illustrations and images

Adobe Illustrator

- Outlines
- *.ai, *.eps

Adobe Photoshop

- Flattened (not layered)
- *.tiff, *.eps, *.jpg, *.psd

No multichannel or duotone images

Other file types (e.g. Word)

- Text in Word, images as separate files (not embedded)

Delivery inserts

Amount	same as circulation (see page 1)
Delivery type	in boxes
Deadline	no less than 5 working days before deadline

Delivery address Senefelder Misset Doetinchem
 t.a.v. Marlies Roes/Simone Engelsman
 Mercuriusstraat 35
 7006 PK Doetinchem
 Ref: BIT + date of issue

Publication list 2012

Number	Reservation deadline	Copy deadline	Publication date
191	23-12-2011	28-12-2011	13-01-2012
192	27-01-2012	01-02-2012	17-02-2012
193	24-02-2012	29-02-2012	16-03-2012
194	23-03-2012	28-03-2012	13-04-2012
195	04-05-2012	09-05-2012	25-05-2012
196/197	15-06-2012	20-06-2012	06-07-2012
198	03-08-2012	08-08-2012	24-08-2012
199	31-08-2012	05-09-2012	21-09-2012
200	28-09-2012	03-10-2012	19-10-2012
201	26-10-2012	31-10-2012	16-11-2012
202	23-11-2012	28-11-2012	14-12-2012