

De Paardenkrant Extra



Advertising rates (all rates are in euro's excl VAT)

Number of full color placements (in 12 months)

Size	1x	3x	6x
1/1 page	1.406	1.288	1.179
1/2 page	726	670	613
1/4 page	397	360	330

Surcharge

Agreed

Special placement	5 %
Bleed	15%
Gutter	not bleeding 10% on the sum of 2 pages if bleeding 15% on the sum of 2 pages

Inserts/bound inserts

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

General Information

Title	De Paardenkrant Extra	
Subtitle	Magazine for sport and breeding	
Formula	De Paardenkrant extra brings backgrounds and interviews. Every edition of the magazine has a theme: sport, breeding or undertake.	
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 T +31 (0)88 29 44 754 M +31 (0)6 31 768 830 E e.hoornstra@eisma.nl	Mr André Kunze T +31 (0)88 29 44 982 M +31 (0)6 317 688 42 E a.kunze@eisma.nl
	Sales support	Sales support
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	Sales support	
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	Advert administration	
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Editor	Carolien Tesselhof-Bruggink Managing editor T +31 (0)88 29 44 960 E c.tesselhof@eisma.nl	
Circulation	7.566	
Year	3	
Publication frequency	6 times a year	

Printing details

Printing procedure	sheet offset
Full color	yes
Screen	60
Point shape	euclidic
Point size	not applicable
Dot gain	not applicable
Colour	cmyk
Density	tac value 330% (maximum ink coverage)
Paper	HVMC = WFC classe
Profile	isocoated – V2 – eci.icc

Dimensions

Size	standing (w x h in mm)	lying (w x h in mm)
1/1 page	200 x 280	--
1/2 page	97 x 280	200 x 137
1/4 page	97 x 137	200 x 66
Type area	200 x 280	
Type page	240 x 340	<i>completion: 3 mm around additional</i>
Color mode	CMYK	
Resolution	300 dpi	

Where to send your advert to

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

Products must be accompanied by a document which contains the following data:

Title: De Paardenkrant Extra

Contact: Theo Nitrauw

Number of issue, and -date.

Delivery address

Velduis Media

T.a.v. Theo Nitrauw

Kanaaldijk OZ 3

8102 HL Raalte

Publication list 2012

Number	Reservation deadline	Copy deadline	Publication date
1	06-01-2012	12-01-2012	27-01-2012
2	09-03-2012	15-03-2012	30-03-2012
3	04-05-2012	11-05-2012	01-06-2012
4	06-07-2012	12-07-2012	27-07-2012
5	07-09-2012	13-09-2012	28-09-2012
6	09-11-2012	15-11-2012	30-11-2012