

De Paardenkrant

General Information




Title De Paardenkrant
Subtitle Independent news and trade magazine for breeders and users of horses and ponies
Formula De Paardenkrant brings independent news and background information. The topics covered in De Paardenkrant imply: sports and breeding. All most important horse breeds are addressed.
Published by Eisma Businessmedia bv
 Postbus 340
 8901 BC Leeuwarden
Publisher Mr Minne Hovenga
Marketing & salesmanager Mr Seb van der Kaaden

Advert Department

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Circulation 7.566
Average spread Circulation 7.246
 For the most current edition data we refer you to the HOI website: www.hoi-online.nl
Volume 23
Publication frequency 2 x per week

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

Placement rate	
Mm rate	0,61
1.000 mm	0,50
2.500 mm	0,48
10.000 mm	0,46
20.000 mm	0,43
Category adverts	29,20 first three lines, over one column
Springertjes	4,51 each extra line
IM-adverts	on request
Other text pages	2 x mm rate
Contract period	one year

Surcharge

Agreed special placement	5%
Bleed	n.a.
Colour surcharges	n.v.t.
Supporting colour	on request
Full colour	on request

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

Printing details

Printing procedure	coldest rotation offset
Full colour	
Screen	48
Point shape	euclidian
Point size	120 l.p.i.
Colour	cyan, magenta, yellow, black
Density	black 1.10 Dv. Colours 0,90 Dv.
Cover	170 g/m2 hvmc

Rates are in Euros, excluding 19% VAT and base don full colour advertisements. Contract period: 12 months, starting on the date of the first insertion. Eisma Businessmedia bv reserves the right to change the information provided. No right can be derived from this media kit. On all orders and deliveries our general conditions apply, as filed with the Chamber of Commerce Leeuwarden with number 2615.

Dimensions

Column width

Advertpage

1 column 35 mm
2 column 73 mm
3 column 112 mm
4 column 150 mm
5 column 188 mm
6 column 227 mm
7 column 265 mm

Editorial page

1 column 49 mm
2 column 103 mm
3 column 157 mm
4 column 211 mm
5 column 265 mm

1/1 type page 284 x 416 bleed: 3 mm trim all around
2/1 normal display 265 x 390

Colour mode CMYK
Resolution 300 dpi

Reservation deadlines

Delivery deadline

Bl/w 2 days before publication 10.00 hours

Fc and supporting colour 4 days before publication

Reservation deadline bl/w one working day prior to the delivery deadline

Fc and supporting colour one working day prior to the delivery deadline

Where to send your advert to

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

Contact: Elbert Jan van den Broek

Number of issue, and –date.

Delivery address

Wegener Nieuwsdruk Gelderland
Laan van Westenenk 8
7336 AZ Apeldoorn