

## Vismagazine



## General information

<b>Title</b>	<b>Vismagazine</b>
<b>Subtitle</b>	Trade journal for the fishsector
<b>Published by</b>	Eisma Trademedia vof Postbus 340, 8901 BC Leeuwarden, The Netherlands
<b>Publisher</b>	Roland Klaverstijn T +31 (0)88 – 294 48 72 E r.klaverstijn@eisma.nl
<b>Advert department</b>	<b>Sales</b> Will van Kruijsbergen T +31 (0)24 – 350 22 27 E w.vankruijsbergen@eisma.nl
<b>Editor</b>	<b>Salessupport</b> T +31 (0)88 – 294 48 44 F +31 (0)88 – 294 48 50 E trafficvismagazine@eisma.nl Lieneke Schuitemaker T +31 (0)88 – 294 48 44 E vismagazine@eisma.nl
<b>Circulation</b>	2.000 copies
<b>Volume</b>	28
<b>Publication frequency</b>	11 x per year

## Advertising rates

Full colour	1	3	6	11
1/1	2388	2316	2269	1983
1/2	1285	1247	1226	1051
1/4	765	743	725	625
1/8	480	464	455	392
1/16	299	289	284	244

## Printing Details

printing procedure	offset
cover	150 g/m2 Triple Star Silk mc
inside	100 g/m2 Triple Star Silk mc

## 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

## Combinations

50% discount on the lowest rate in combination with:

- Marktvisie • Eisma Voedingmiddelenindustrie



Discount does not apply in combination with other discounts or offers.

## Surcharge

With Bleed:	+ 15%
Coverpositions:	on request
Special positions:	+ 10%
Sticking advertisement:	on request
Fold out:	on request

Rates are in Euros, excluding 19% VAT and based on full colour advertisements. Contract period: 12 months, starting on the date of the first insertion. Eisma Trademedia 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 30280604.

## Dimensions

### Advertisements sizes: (dimensions in millimeters)

Page size 236 x 306 mm  
Print Area 205 x 275 mm

1/1 page	with bleed	236 x 306 mm (wxh)
1/1 page	portrait	205 x 275 mm (wxh)
1/2 page	landscape	205 x 135 mm (wxh)
1/2 page	portrait	99,5 x 275 mm (wxh)
1/4 page	portrait	99,5 x 135 mm (wxh)
1/4 page	landscape	205 x 65 mm (wxh)
1/8 page	landscape	99,5 x 65 mm (wxh)
1/16 page	landscape	29,5 x 99,5 mm (wxh)

Bleed: 3 mm trim all around  
Colour mode CMYK  
Resolution 300 dpi

## Where to send your advert

Per e-mail up to 10 mb to: [vismagazine@zeedesign.nl](mailto:vismagazine@zeedesign.nl)  
As of 10 mb please use the free servers [www.dropsend.com](http://www.dropsend.com),  
[www.wetransfer.com](http://www.wetransfer.com), [www.sendthisfile.com](http://www.sendthisfile.com) or [www.yousendit.com](http://www.yousendit.com)  
to: [vismagazine@zeedesign.nl](mailto:vismagazine@zeedesign.nl)

## Digital File type

### 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)

## Inserts

Amount	same as circulation (see page 1)
Delivery type	in boxes
Deadline	no less than 6 working days before the publication date
Delivery address	Scholma Druk att. Hendrik Prosé Industrieweg 4 9781 AC Bedum ref.: sender, title and number of issue

## Publishinglist 2011

Issue	reservation	deadline copy	deadline Publication date	thema / focus
1	17-12-2010	23-12-2010	19-01-2011	Store furnishing and Practical Lightning
2	14-01-2011	21-01-2011	09-02-2011	Baking and Frying
3	11-02-2011	18-02-2011	09-03-2011	Barbecue and Convenience
4	18-03-2011	25-03-2011	13-04-2011	Exhibition issue
5 + Viswijzer	14-04-2011	21-04-2011	11-05-2011	Herring and Foodsafety
6	12-05-2011	19-05-2011	08-06-2011	Equipment
7/8	17-06-2011	24-06-2011	13-07-2011	Sea mussels and the Opening of the season
9	19-08-2011	26-08-2011	14-09-2011	Convenience and Herbs and Spices
10	16-09-2011	23-09-2011	12-10-2011	Packaging and Balance- and Cash Register systems
11	14-10-2011	21-10-2011	09-11-2011	Crustaceans, Exotic Fish and Year-end issue
12	18-12-2011	25-11-2011	14-12-2011	Logistics and Fish Wholesale Trade

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## Website [www.vismagazine.nl](http://www.vismagazine.nl)



Leaderboard

Menu banner

## Popup banner

### What is it?

A square, large format banner, which pops up when starting the website.

### Position:

In the middle of the page

### Benefits:

- High attention value because of the position and size
- People really have to click the banner to go to the site

### Specifications:

550 x 550 pixels

### Rate:

€ 625,- per month

## Delivery specifications

- Gif • Jpg • with url

Colour mode: RGB

Resolution: 72 dpi

## Minimal contract period

1 Month, discount for contracts with a longer period

## Menubanner

### What is it?

A square banner, with the possibility for flash and stills

### Position:

On the right side of the page

### Benefits:

A valuable banner, circulates around the page

### Specifications:

170 x 170 pixels

### Rate:

€ 275,- per month

## Leaderboard

### What is it?

A horizontal almost pagewide advert

### Position:

In the middle of the page

### Benefits:

A big prominent banner with enough space for text and image

### Specifications:

728 x 90 pixels

### Rate:

€ 625,- per month