

# EVmi

A wooden-handled brush with a metal hook and a stack of colorful folded towels. The brush has a light-colored wooden handle and a metal hook at the top. The bristles are made of light-colored wood or bamboo. The stack of towels is composed of several layers of different colors and patterns, including red, yellow, green, blue, and orange. The background is a blurred white wall.

Expertisecentre Foodindustry  
Hygiene Special

Planning & Rates 2022

## Size

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page	230 x 300	does not apply
1/2 page	93 x 275	190 x 135
1/4 page	93 x 135	190 x 65
Spread	230 x 300 extra 3 mm drain around	

## Rates\*

Size	Rate €
Combination 1/1 page advertorial + 1/1 page advertorial	3,500
1/1 page advertorial	2,250 (550 words + photo + logo)
1/1 page advertisement	1,750
Combination 1/2 page advertorial + 1/2 page advertisement	1,850
1/2 page advertorial	1,350 (300/350 words + photo + logo)
1/2 page advertisement	975
1/4 page advertisement	500

## Reserve/send advertisements before:

Advertorials: 29 April

Advertisements: 13 May

## Statistics



### Circulation

13,300 editions

\*Excluding VAT. For an advertorial, you must provide text and images. We take care of the layout. We can also provide the service of complete outsourcing; ask about the possibilities.

## The Hygiene Special will be published alongside the following issues\*

Title	Circulation	Publication date
EVMI	2,100	June 2022
Bakkers in bedrijf	3,700	June 2022
Vismagazine	2,700	June 2022
Vleesmagazine	2,300	June 2022
PompShop	2,500	June 2022
Totaal	13,300	

\*The Hygiene Special will also be published as a digital magazine with an estimated range of over 30,000 readers.

We also take care of the (advertisement) layout for many of our customers. Contact us to discuss the options.

## Delivery of advertising material

The delivery of advertising materials for print is done through the AD | Portal. We will send an email requesting you to supply the necessary materials. Please note: this e-mail can sometimes end up in your spam/unwanted email folder. Materials for online placements can be submitted by email to [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl). You will receive a request to provide the required materials.



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