

# EVmi

Expertisecentre Foodindustry  
**Special Packaging**



Planning & Rates 2022

## Sizes

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	
spread	210 x 280	

## Rates\*

Size	Rate €
Combination 1/1 page advertorial + 1/1 page advertisement	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 advertisement	500

## Reserve/send advertisements before:

Advertorials: 31 August  
Advertisements: 7 September

## 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 packaging special will be published alongside the following magazines\*

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

\*The Packaging Special also appears 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 materials

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 email 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.



**Publishing House** Alea Publishers  
Huis ter Heideweg 13  
3705 MA Zeist

**Publisher** Roeland Dobbelaer

**Editorial staff** Janet Kooren  
Chief editor  
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0031 6 46 59 19 76

**Advertising exploitation** Alea Publishers  
Bart Veenstra  
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0031 6 37 16 88 28

Gjelt Douma  
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0031 6 45 75 14 67

**Delivery of advertising material** Traffic department  
[traffic@virtumedia.nl](mailto:traffic@virtumedia.nl)  
0031 30 691 33 12