

# VLEES

MAGAZINE



# Vleesmagazine

The platform for all entrepreneurs and professionals in the meat chain.

**Vleesmagazine** is an independent trade magazine that keeps all those working in the meat sector informed of the very latest developments, news and trends in the sector. We cover the entire meat chain: from livestock farming to the butcher to the meat processing industry. In addition, Vleesmagazine also writes about wholesalers, tastemakers and suppliers of related products such as counters, scales, measuring equipment and industrial machinery. We do this through informative articles, weekly digital newsletters, tips and advice and our social media channels.

We offer an inside look at the entire industry and aim to take the entrepreneurship of the butcher, caterer, meat industry and supplier to the next level.



## The trade journal

The trade magazine keeps professionals informed about all trends and developments in the meat industry. Each issue we focus on craft, production and industry, livestock farming, entrepreneurship and offer inspiration with recipes and reports.

5,300 READERS



## The Newsletter

The weekly newsletter contains the latest trends and developments in the meat world.

6,950 SUBSCRIBERS

# Media

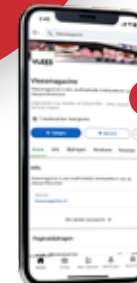
Vleesmagazine  
total reach  
32.500

PROFESSIONALS IN  
THE MEAT INDUSTRY

## The website

The vleesmagazine.nl website features the latest news from across the meat chain on a daily basis. We also publish background articles, pay attention to trends, market developments and other need-to-know information about the industry.

14,000 VISITORS PER MONTH



## Social Media

On the social media channels we keep professionals up to date with news and other publications by Vleesmagazine.

1,200 FOLLOWERS FACEBOOK

2,730 FOLLOWERS LINKEDIN

# The trade magazine

The meat sector is attracting perhaps the most attention at the moment. Think of important issues such as sustainability and animal welfare. This requires change and developments. Our trade magazine keeps meat industry professionals informed about these changes and developments. Vleesmagazine focuses on developments in the entire meat chain, i.e. livestock farming, the artisanal, catering and industrial butcher and the meat processing industry. In addition, our editors write about suppliers of related products, such as machinery, shop fittings and raw materials. We believe it is important for those working in the meat industry to be up-to-date with current news and need-to-know information about the various branches in the industry.

The trade magazine is published eight times a year. Each edition covers a theme. The magazine informs readers about current affairs in this lively industry and offers information of interest to the entire chain. Think of articles on various types of meat, products, machinery, training, personnel, meat substitutes and meat processing industry.

**VLEES**  
MAGAZINE



# Readers and visitors

Vleesmagazine is an informative trade magazine for professionals who deal with meat in their work and/or field. We therefore attract readers from the entire chain, i.e. anyone who processes, trades and sells meat professionally.

## Meat magazine is read by, among others:

- Artisanal butchers
- Horeca butchers
- Industrial butchers
- Meat industry
- Meat processors
- Suppliers
- Livestock farmers
- Salesmen
- Caterers
- And other meat industry professionals



# Communication possibilities

## Trade magazine ads & editorial advertorials

Advertising and editorial advertorials in Vleesmagazine allow you to reach the right target groups for your product, service or event. You can supply the material yourself or let us handle text writing and layout.

## Online and digital communication

The website and newsletter offer excellent opportunities to reach your target audience online and digitally as well. From banners to advertorials, we convey your communication message within the digital Vleesmagazine environments. We would be happy to advise you on the use of digital communication.

## Content communication and content strategy

In addition to advertisements, Vleesmagazine offers opportunities for content communication. In print and online, we can translate your marketing communication plan into a content strategy. We develop a plan in consultation with the editorial team. Possibilities and rates are on request.

## Social media communication

We can use Vleesmagazine's social media channels to support your ad or advertorial and extend and broaden your reach within target audiences.

## Meat magazine statistics:

8x a year, circulation 2,650

Readership rate: 2

Total number of readers: 5,300

Website visitors per month: 14,000

Subscribers to weekly digital newsletter: 6.950



# Issue dates 2026

Edition	Theme	Closing date for submission of advertorials	Deadline text and image advertorials	Closing date for delivery of advertorials	Publication
1	Pork & BBQ	6 January	27 January	30 January	27 February
2	Lamb & Taste makers	10 February	3 March	6 March	3 April
3	Veal & Packaging	17 March	7 April	10 April	8 May
4	Beef & Hygiene	6 mei	26 May	29 May	26 June
5	Vegetables & Holidays	21 July	11 August	14 August	11 September
6	Wild & Product Development	18 August	8 September	11 September	9 October
7	Cold cuts & Meals	22 September	13 October	16 October	13 November
8	Chicken & Automation	20 October	10 November	13 November	11 December

# Print magazine specifications, prices and sizes

## Print magazine

Size	Specifications b x h (mm)	Price
1/1 page	230 x 300 (incl. 3 mm bleed)	€ 1.750
1/2 page portrait	93 x 275	€ 1.150
1/2 page landscape	190 x 135	€ 1.150
1/4 page portrait	93 x 135	€ 575
1/4 page landscape	190 x 65	€ 575
Branded content surcharge*		+ € 350 per page
Leaflet / insert On request		
Other ad formats		On request
including editing, photography not included		

## Banners on the Vleesmagazine website

Size	Specifications b x h (mm)	Price
Leaderboard (header)	728 x 90, 320 x 50	€ 600 per month
Leaderboard (positie 2)	728 x 90, 320 x 50	€ 500 per month
Large Rectangle	336 x 280, 300 x 250	€ 500 per month
Video / film	YouTube-link	€ 600 per month
Digital advertorial	200 tot 450 words + 1 to 2 images	€ 500
Logolink		€ 150 per month
Company profile (Company guide*)		€ 650 per year
Dedicated digital magazine		On request

# Print magazine specifications, prices and sizes

## Specifications online banners

	Website	Newsletter
File type	jpg, gif, animated gif, png	jpg
Colour mode	RGB	RGB
Resolution	72 dpi	72 dpi
Maximum size	99 kb	99 kb
Landing page	Provide web address	Provide web address

## Videos, podcasts and webinars

Formaat	Tarief
Production video	On request
Production podcast	On request
Production webinar	On request
Distribution via the EVMI platform*	€ 1500
Included for a month in newsletters, on the website and via LinkedIn	

## Vlees magazine newsletter (every Thursday)

Size	Specifications b x h (pixels)	Price
Banner	728 x 90	€ 475
Digital advertorial	Headline 40 characters (incl. spaces) / text 60 words / 1 image / landing page	€ 475
Partnermailing	With your own logo and articles	€ 1.525
Dedicated newsletter	3 to 5 articles: introduction text of about 40 words / article of 350 to 400 words. It is possible to place a banner (728 x 90 pixels) here as well	€ 1575

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## Company Guide

We offer you the option of including your company details in the online database at [www.vleesmagazine.nl](http://www.vleesmagazine.nl) and in every edition of the magazine. A full company description on [www.vleesmagazine.nl](http://www.vleesmagazine.nl) (including your social channels, videos, etc.) is available at an annual cost of € 650. With a full company listing on the Vleesmagazine website, your basic details will also be included in the magazine's business directory.

## Submitting advertising material

To submit advertising material (print and online), use our Zezar advertising portal. From this Ad | Portal, you will receive an e-mail requesting you to submit your advertising material. Please note: this e-mail may sometimes end up in your spam/unwanted e-mail folder. If you have any questions about the procedure or are unable to upload something, please contact the Traffic department: [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl).



### Daily

Do you need more than a fitting campaign? Ask us about our Daily capabilities. Daily helps brands and organisations to break through the daily noise and add value to their brand. Communication solutions from design and websites to content marketing ensure that your brand leaves a lasting impression. At Daily, just like at Vleesmagazine, you'll find a no-nonsense mentality to move quickly and get to the point.

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### Delivery of inserts

Number: same as print run  
Finishing: packaged in boxes  
Deadline: at least 6 working days before publication  
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Please state the sender, title of the magazine and edition.