



EVmi

EXPERTISECENTRUM VOEDINGSMIDDELENINDUSTRIE

Mediakit 2026

EVMI

The independent media platform for food industry professionals.

If you work in the food industry, you face many different challenges. Not only when it comes to the products you make, but also when it comes to regulations and new technology, it's quite an art to keep up.

In EVMI you can read about developments as well as applications and find knowledge and guidance. We work together with almost all industry associations and share best practices, success stories and ask the experts for their insights.

Whether it's technology, nutrition, innovation or interesting events, read EVMI and you'll stay up to date. On paper or online, for information provided with insights and written by real people with real experts.

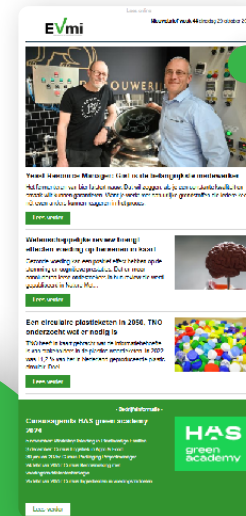
Every day on the EVMI website, you can read the latest news about your industry. In each print edition you will find a number of sections in which we write about mechanical engineering, manufacturing and -technology, ingredients, innovation, packaging, hygiene and management topics.

- Each edition focuses on a theme.



The Trade Magazine

The trade magazine keeps readers informed of all research, news, developments and essential market information in the food industry. It is published eight times a year in a circulation of 5,000 copies.



The Newsletter

Twice a week the EVMI newsletter is sent to 6,490 recipients, containing current news and developments. We also send themed newsletters on the topics of Hygiene, Machinery and Packaging. For each theme, we produce a newsletter eight times a year which is sent to more than 21,400 interested parties from the database of all food-related titles of Alea Publishers.

NEWSLETTER SUBSCRIBERS EVMI
 NEWSLETTER: 6,630
 MACHINERY NEWSLETTER: 21,460
 HYGIENE NEWSLETTER: 21,470
 PACKAGING NEWSLETTER: 21,470

The Website

The website features daily articles on current news, important developments and other need-to-know information. In addition, we publish background stories and interviews on a regular basis and pay attention to important trends and relevant market trends.



Media
 EVMI
 total range
 26.750
 PROFESSIONALS
 IN THE FOOD INDUSTRY



Social Media

On the social media channel LinkedIn, we keep professionals up to date on news and EVMI publications.
 Approx. 890 LINKEDIN FOLLOWERS

The trade magazine



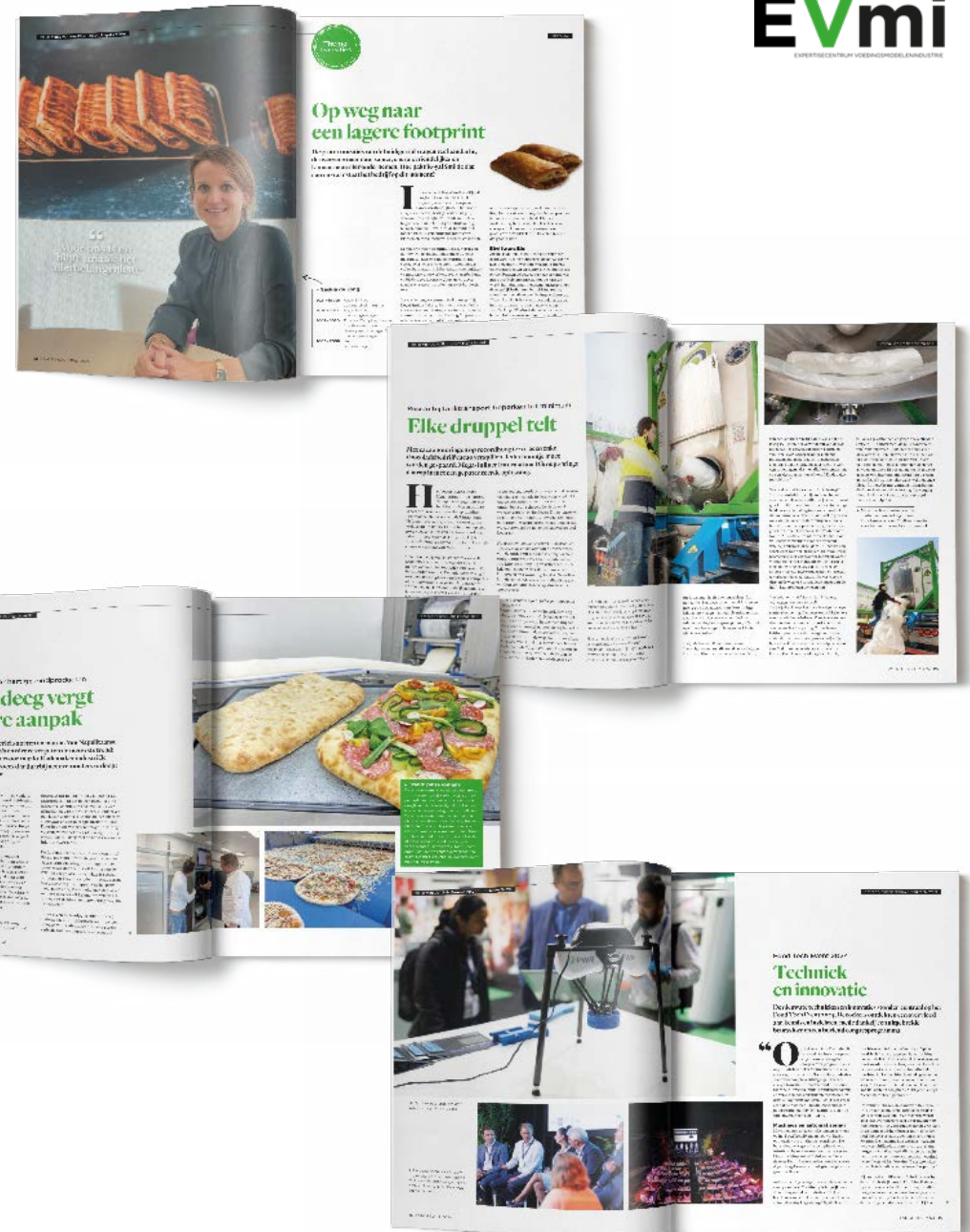
The readers of EVMI

Because of its broad approach, EVMI is read by many different officials in the food industry. From technical staff and management, food and process technologists, innovation and quality managers, laboratory technologists, quality managers and product developers to hr managers. In short, anyone focused on the innovation of our food, whether in composition, processing or production.

Editorial Board

In order to keep up with current events and relevance to the reader, EVMI works with an editorial board. The members of the editorial board are members in their personal capacity and are active in relevant industry associations and companies in the food industry.

Tamara Kee, Normec | Frans Bakker, Dinnissen Procees Technology | Radboud Blom, GMV | Jeroen van den Boezem, Niras | Anthonie Breugem, Bosgraaf techniek | Sara Deckers, BEKO Technologies | Michiel Dekkers, DUPP | Paul Goethals, WUR Vision+Robotics | Peter Haring, Keep Food Simple | Pascal Hopman, FNLI | Emeli Martens, Eurofins | Claudia Lette, InSparcle | Michael Nieuwesteeg, NVC | Koen Nouws-Keij, HAS green academy | Lisanne van Oosterhoud, Next Tech Food Factories | Robbert-Jan Pos, PackSense | Egber Smits, DMFI/NBT | Hans van der Steen, HDN | Perry Verberne, Machevo & Bulk | Ron Verleun, Parts on Demand | Halbe Vogel, IFFI.



Communication possibilities

Magazine, ads & advertorials

Through advertising and advertorials in EVMI, you reach the right audience for your product, service or event. You can provide the material yourself, or let us take care of your text and layout.

Online and digital communication

The website and newsletters offer excellent opportunities to reach your target group online and digitally. From bannering to advertorials, we transfer your communication offerings to EVMI's digital platform. We would be happy to advise you on the use of our digital communication.

Content communication and content strategy

In addition to ads, EVMI offers opportunities for content communications. In print, online and digital, we translate your marketing communication plans into a content strategy. We draw a plan in consultation with the editorial team. Rates are on request.

Social media communications

We can use EVMI's LinkedIn to support your ad or advertorial and increase and broaden its reach within target audiences.

EVMI statistics:

8x per year, print run 5,000

Readership rate: 1.7

Total number of readers: 8,500

Website visitors per month: 11,300

Digital newsletter subscribers: 6,630

Machinery newsletter subscribers: 21,460

Hygiene newsletter subscribers: 21,470

Packaging newsletter subscribers: 21,470



Publishing dates 2026

Edition	Theme	Closing date for advertorial registration	Deadline text and image advertorials	Closing ad material submission	Publication date
1	Food safety	December 30	January 20	January 23	February 20
2	Packaging	February 3	February 24	February 27	March 27
3	Technology	March 17	April 7	April 10	May 8
4	Ingredients	May 6	May 26	May 29	June 26
5	Artificial Intelligence	July 21	August 11	August 14	September 11
6	Circularity	August 18	September 8	September 11	October 9
7	Robotisation	September 23	October 13	October 16	November 13
8	Protein transition	October 20	November 10	November 13	December 11

Newsletter specials

Packaging		Hygiene		Machinery	
01	17-3-2026	01	3-3-2026	01	17-2-2026
02	28-4-2026	02	14-4-2026	02	31-3-2026
03	16-6-2026	03	2-6-2026	03	12-5-2026
04	13-10-2026	04	22-9-2026	04	1-9-2026
05	15-12-2026	05	24-11-2026	05	3-11-2026

Print magazine specifications, rates and sizes



Print magazine

Size	Specification w x h(mm)	Price
1/1 page	230 x 300 (incl. 3 mm afloop)	€ 2.375
1/2 page portrait	93 x 275	€ 1.575
1/2 page landscape	190 x 135	€ 1.575
1/4 page portrait	93 x 135	€ 975
1/4 page landscape	190 x 65	€ 975
Surcharge branded content per page*		+ € 350
Insert 2 pages, max A4 size		From € 1.500
* including editing, not including photography		

Banners on EVMI website

Size	Specification w x h(mm)	Price
Leaderboard (header)	728 x 90, 320 x 50	€ 1.575 per month
Leaderboard (header)	728 x 90, 320 x 50	€ 1.350 per month
Large rectangle	336 x 280, 300 x 250	€ 1575 per month
Video	YouTube-link	€ 785 per month
Digital advertorial	200 tot 450 woorden + 1 à 2 beelden	€ 500
Logolink		€ 500 per month
Company Profile (Company Guide*)		€ 650 per year
Dedicated digital magazine		On request

Specifications online banners

	Website	Newsletter
File Type	jpg, gif, animated gif, png	jpg
Color mode	RGB	RGB
Resolution	72 dpi	72 dpi
Maximum size	99 kb	99 kb
Landing page	Specify web address	Specify web address

Videos, podcasts and webinar

Format	Rate
Production video	on demand
Production podcast	on demand
Production webinar	on demand
Dissemination through the EVMI platform*	€ 1500
* month-long feature in newsletters, on the website and via LinkedIn	

EVMI newsletter (every Tuesday and Thursday)

Size	Specification w x h (pixels)	Price
Banner	728 x 90	€ 650
Company information	Header 40 characters (including spaces) / text 60 words / 1 / landing page	€ 650
Partnermailing	With your own logo and articles	€ 1.650
Dedicated newsletter	3 to 5 articles / introductory text of about 40 words / article of 350 to 400 words. It is possible to place a banner (728 x 90 pixels) in the newsletter as well.	€ 1575

All amounts mentioned are in euros, excluding VAT

Multimedia campaign

EVMI offers many opportunities to communicate with your target audience online and offline. Think of partner and branded content, an advertisement, online bannering or online advertorials and even podcasts.

In addition to the standard options, we are happy to discuss customization with you. Contact our media advisors for a suitable campaign for your marketing goals.

Newsletters

Twice a week a newsletter is sent to the EVMI network of 6,490 recipients containing current news and developments. In addition, we send themed newsletters on the topics of Hygiene, Machinery and Packaging. For each theme, we produce a newsletter eight times a year that is sent to more than 21,000 newsletter subscribers from the files of all Alea Publishers' food-related titles.

Online

In the multimedia mix, there are of course many possibilities online. We list few, but are happy to think with you for a customized plan.

Bannering - A banner on the homepage and/or back pages. A banner can be shown in a carousel of up to 3 banners.

Video/vlog - A (YouTube) video on the EVMI homepage alternating on the 2 rectangle positions on the right side.

Digital advertorial - A digital advertorial is a short message about your company or product. The message is placed between editorial messages.

Logolink - We can place an image of a logo at the bottom of the home page, which leads to its own website via a link.

Company profile - A full company description on www.evmi.nl (including social channels, videos, the ability to add own news etc.) costs € 650 per year. With a full company listing on the EVMI website, the basic details are also included in the company directory in the magazine.



Daily

Need more than a matching campaign? Ask about our Daily possibilities. Daily helps brands and organizations 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, as at EVMI, you'll find a no-nonsense mentality to shift gears quickly and the heart of the matter.

Submitting advertising material

To submit advertising material (print and online) use our Zesar advertising portal. From there you will receive an email requesting you to the material. Please that this email can sometimes end up in the spam/unwanted e-mail folder.

If you have questions or are unable to upload something, contact the Traffic Department: traffic@virtumedia.nl.

Submitting inserts

Number: equal to circulation

Finishing: boxed

Deadline: no later than 6 working days before publication

Delivery address:

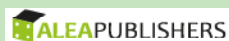
Veldhuis Media

mmaassen@veldhuis.nl Attn: Marcel

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Stating sender, title of magazine and edition.



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