

ZuivelZicht



Mediakit 2026

ZuivelZicht

The trade journal for the Dutch dairy chain

ZuivelZicht closely follows the entire Dutch dairy chain, covering all developments relating to products, companies, the market and the numerous innovations in this thriving sector. It is full of reports, articles and interviews about dairy products in factories, on shop shelves and internationally, focusing on the entire chain, from the dairy industry and trade to retail, cheese farm shops and specialist shops. ZuivelZicht is also about you, your product and your company.

ZuivelZicht is published ten times a year and is the trade journal for directors, management and entrepreneurs in the Dutch dairy sector – from retail, wholesalers, suppliers and industry to ministries, banks, educational institutions and technological institutes.



ZuivelZicht the trade journal

The trade journal keeps all professionals throughout the chain informed of all important trends and developments in the dairy industry.

1.800 PRINT RUN



The newsletter

With our weekly newsletter, we keep professionals informed of the latest trends and developments across the entire dairy industry.

700 SUBSCRIPTIONS

Zuivelzicht.nl

The website covers the latest news from across the entire chain, from milk to market, on a daily basis. In addition, we publish background articles and focus on trends, market developments and other essential information about the sector.

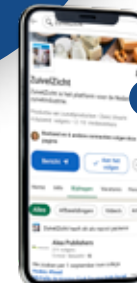
3.700 VISITORS A MONTH



Media

ZuivelZicht
total reach
10.500

PROFESSIONALS
IN THE DAIRY INDUSTRY



Social media

We will keep you informed of news and other publications from ZuivelZicht on our social media channels.

4.300 FOLLOWERS LINKEDIN

The trade journal

ZuivelZicht is an independent trade and news magazine for the Dutch dairy chain (dairy farming, dairy industry and trade, dairy retail, related and supplying companies). ZuivelZicht closely follows the Dutch dairy chain, covering all developments relating to products, companies, the market and the numerous innovations in this thriving sector. It is full of reports, articles and interviews about dairy in the factory, on the shop shelves and internationally.

The ZuivelZicht magazine is published 10 times a year, with a circulation of 1,800 copies. ZuivelZicht is produced in collaboration with, among others, the Dutch Dairy Organisation and ZuivelNL.

ZuivelZicht



The readers and visitors

ZuivelZicht is the trade journal for directors, management and professionals in the Dutch dairy sector, which ranges from industry, trade, suppliers and retail to ministries, banks, education and technological institutes.

ZuivelZicht is read by, among others:

- Entrepreneurs
- Directors
- Management
- Suppliers
- Policy makers
- Teachers
- and other professionals in the Dutch dairy sector



Communication opportunities

Magazine advertisements & company information

Through advertising and company information in ZuivelZicht, you can reach the right target groups for your product, service or event.

You can supply the material yourself or engage us to provide text and layout.

Online en digital communication

Our website and newsletter offer excellent opportunities to reach your target group online and digitally. From banners to company information, we convey your communication message in the digital ZuivelZicht environments. We would be happy to advise you on the use of digital communication.

Communication and content strategy

In addition to advertising, our platform offers opportunities for substantive communication. We can translate your marketing communication planning into a substantive content strategy in print, online and digital formats. We develop a plan in consultation with the editorial team. Options and rates are available on request.

Sociale media communication

We can utilise ZuivelZicht's social media channels to support your advertisement or company information and to increase and broaden your reach within the target groups.

ZuivelZicht statistics:

10 times a year, print run: 1.800

Website visitors per month: 3.700

Subscriptions weekly digital newsletter: 700



Publication dates 2026

Edition	Closing registration advertorials	Deadline text and images advertorials	Deadline for submitting advertising material	Publication
1	23 December	13 January	16 January	13 February
2	20 January	10 February	13 February	13 March
3	24 February	17 March	20 March	17 April
4	31 March	21 April	24 April	22 May
5	14 April	19 May	5 May	3 July
6	14 July	4 Augustus	7 Augustus	4 September
7	11 Augustus	1 September	4 September	2 October
8	8 September	29 September	2 October	30 October
9	6 October	27 October	30 October	27 November
10	3 November	24 November	27 November	25 December

Specifications, rates, and dimensions

Print magazine

Sizes	Specifications w x h (mm)	Tarief
2/1 page	460 x 300 (incl. 3 mm bleed)	€ 3.240
1/1 page	230 x 300 (incl. 3 mm bleed)	€ 1.620
1/2 page portrait	93 x 275	€900
1/2 page landscape	190 x 135	€900
1/4 page portrait	93 x 135	€ 480
1/4 page landscape	190 x 65	€ 480
Branded content fee*		+ € 350 per page
Insert, 2 pages, max. A4 format		On request
Other advertisement dimensions		On request
* including redaction, excluding photography		

Banners on the ZuivelZicht website

Size	Specification w x h (px)	Tarief
Leaderboard (header)	980 x 120	€ 600 per month
Leaderboard (position 2)	980 x 120	€ 500 per month
Large Rectangle	336 x 280	€ 500 per month
Video / film	YouTube-link	€ 600 per month
Digital company information	200 - 450 words + 1 à 2 images	€ 500 per month
Logolink		€ 150 per month
Company profile (Company Guide*)		€ 650 annual
Dedicated digital magazine		On request

Specifications, rates, and dimensions

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
Landingspage	Web address	Web address

Video's, podcasts and webinar

Format	Prices
Video production	on request
Podcast production	on request
Webinar production	on request
Distribution via the ZuivelZicht platform*	€ 1500
* Featured in newsletters, on the website, and via LinkedIn for a month	

ZuivelZicht newsletter (every Wednesday)

Format	Specifications w x h (pixels)	Prices
Banner	728 x 90	€475
Company information	Header of 40 characters (including spaces) / text 60 words / 1 image / landing page	€475
Partnermailing	With own logo and articles	€ 1.525
Dedicated newsletter	3 to 5 articles / introductory text of approximately 40 words / article of 350 to 400 words. It is also possible to place a banner (728 x 90 pixels) in this space.	€ 1.575

Specifications, rates, and dimensions

Business Guide

We offer you the opportunity to include your company details in the online database at www.zuivelzicht.nl.

A full company description on www.zuivelzicht.nl (including your social media channels, videos, etc.) costs €650 per year.

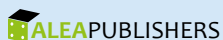
Submitting advertising material

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



Daily

Do you need more than just a suitable campaign? Then ask about our Daily options. Daily helps brands and organisations break through the daily noise and add value to their brand. Communication solutions ranging from design and websites to content marketing ensure that your brand leaves a lasting impression. At Daily, just like at ZuivelZicht, you will find a no-nonsense mentality that allows us to switch gears quickly and get to the heart of the matter.



Publishing company

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