

A close-up photograph of a salmon fillet being processed by a machine on a conveyor belt. The machine has a metal frame and blue straps that hold the fillet in place. The fillet is orange and is being cut into smaller pieces. The background is a blurred industrial setting.

EVIS

Mediakit 2026

Vismagazine

The independent trade magazine for professionals inside the entire fish chain.

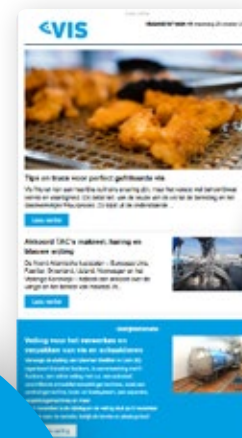
Vismagazine Vismagazine is the trade magazine for all professionals and workers in the fish sector. We cover the entire chain and offer need-to-know information for everyone who processes, trades or sells fish professionally. From the fish shop and itinerant trade, to fisheries, fish processing, aquaculture, suppliers and other fish professionals. We keep everyone up to date with current and relevant industry information. We inform readers through our trade magazine, website and weekly newsletter. Here, we publish articles on trends, market information, news and current developments in the industry, from port to trade. For entrepreneurs and professionals in the fishing industry, Vismagazine is a helpful and informative tool to take their business or work to the next level.



The Magazine

The Trade magazine keeps fish professionals up to date with all trends and developments in the fishing industry. Each issue we cover fishing, trade, production and business. All trends and developments in the world of fish are covered.

4,400 READERS



The Newsletter

The newsletter is published weekly, featuring the most relevant articles for the fish professional.

1.580 SUBSCRIBERS

The website

The website covers the latest news from across the fish chain on a daily basis. We also publish background articles, cover trends, market developments and other need-to-know information about the industry

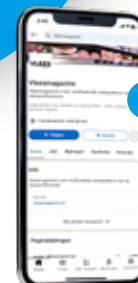
6,000 VISITORS PER MONTH



Media

Vismagazine
total reach
14.000

PROFESSIONALS IN
THE FISHING INDUSTRY



Social Media

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

1.100 FOLLOWERS FACEBOOK

1,280 FOLLOWERS LINKEDIN

The trade magazine

Fish is one of the primary forms of food production. The fish sector is under pressure from Brexit, the ban on pulse fishing, the reduction of fishing grounds and the restructuring of the cutter fleet, among others. Fish professionals who want to keep abreast of the latest news and developments will find a reliable source of information in Vismagazine.

Vismagazine offers relevant articles, the very latest news in the fishing industry, news on events and trade fairs and relevant information for employers and employees in the fishing industry. Developments in fisheries, stock information on all kinds of fish and seafood, machinery and other equipment, fish processing, trade, education and fish farming; everything is covered. Our weekly newsletter contains the latest news developments in the world of fish.

The trade magazine is published eight times a year. Each edition has a theme that is covered in detail. Vismagazine contains up-to-date information, great reports and interesting stories about the entire fish sector, which is in a state of flux. We keep a close eye on developments in the industry - from board to plate - and provide information about interesting facts from fellow entrepreneurs in the fish sector.



The readers and visitors

The readers are professionals in the fish industry. Vismagazine is an informative trade magazine for all those who work in or are involved with the fish industry.

Vismagazine is read by, among others:

- Fishermen
- Fish traders
- Fish workers
- Fish farmers
- Salespeople
- Suppliers
- Other fish professionals.



Communication possibilities



Magazine ads & editorial advertorials

Through advertising and editorial advertorials in the trade magazine, you will reach the right target groups for your product, service or event. You can supply the material yourself, or let us take care of your text and layout.

Online communication

Our website and weekly newsletter offer excellent opportunities to reach your target audience online. From bannering to advertorials, we convey your communication message through Vismagazine's digital platform. We are happy to advise you on the use of digital communication.

Content communication and content strategy

In addition to advertisements, Vismagazine offers opportunities for content communication. Whether in print, online or digital, we can translate your marketing communication planning into a content strategy. In consultation, we draw up a plan together with the editorial team. Possibilities and rates are available on request.

Social media communication

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

Vismagazine statistics:

8x a year, circulation 2,650

Readership rate: 1.65

Total number of readers: 4,373

Website visitors per month: 6,000

Subscribers to weekly digital newsletter: 1.580



Publication dates 2026



Editon	Theme	Closing advertorial registration	Deadline advertorial texts and images	Closure of ad material submission	Publish date
1	Salmon & Preparation Techniques	January 6	January 27	January 30	Februari 27
2	Shellfish & Taste Makers	February 3	February 24	February 27	March 27
3	Herring & Packaging	March 10	March 31	April 3	May 1
4	Mackerel & Hygiene	February 28	May 19	May 22	June 19
5	Mussels, Holidays & Visbeurs 2026	July 28	August 18	August 21	September 18
6	Tuna & Product Development	August 25	September 15	September 18	October 16
7	Preserved fish & Meals	September 29	October 20	October 23	November 20
8	Cultured Fish / Equipment	October 27	November 17	November 20	December 18

Print magazine specifications, rates and dimensions



Print magazine

Size	Specifications b x h (mm)	Price
1/1 page	230 x 300 (incl. 3 mm afloop)	€ 1.750
1/2 page portrait	93 x 275	€ 995
1/2 page landscape	190 x 135	€ 995
1/4 page portrait	93 x 135	€ 595
1/4 page landscape	190 x 65	€ 595
Branded content surcharge		+ € 350 per page
Insert 2 pages, max A4 format		on request
including editing, photography not included		

Vismagazine website

Formaat	Specification b x h (mm)	Price
Leaderboard (header)	728 x 90, 320 x 50	€ 500 per month
Leaderboard (position 2)	728 x 90, 320 x 50	€ 400 per month
Large Rectangle	336 x 280, 300 x 250	€ 400 per month
Video / film	YouTube-URL	€ 500 per month
Digital advertorial	200 to 450 words + 1 to 2 images	€ 500 per month
Logolink at bottom of homepage	Logo and URL of website	€ 150 per month
Company profile (Company guide)		€ 650 per year

Print magazine 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
Landings page	Provide web address (URL)	Provide web address (URL)

Video's, podcasts and webinars

Size	Price
Production video	on request
Production podcast	on request
Production webinar	on request
Sharing via the EVMI platform*	€ 1500
* for a month in the newsletters, on the website and via LinkedIn	

Vismagazine

Size	Specifications b x h (pixels)	Price
Banner	728 x 90 b x h (pixels)	€ 500
Digital advertorial	Title 40 characters (incl. spaces) / text 60 words / 1 image / landing page	€ 500
Partnermailing	With own logo and articles (up to 5 advertorials and 3 banner)	€ 1.000
Dedicated newsletter	3 to 5 articles / introduction text of about 40 words / article of 350 to 400 words. It is possible to include a banner (728 x 90 pixels)	€ 1.575

Print magazine specifications, rates and dimensions



Business Guide

We offer you the option of including your company details in the online database at www.vismagazine.nl and in every edition of the magazine. A full company description on www.vismagazine.nl (including your social channels, videos, etc.) costs € 650 per year. With a full company listing on the Vismagazine website, your basic details will also be included in the business guide in the magazine.

Submission of 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 that 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.



Daily

Need more than a matching campaign? Ask us about our Daily possibilities. Daily helps brands and organisations 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, like Vismagazine, you will find a no-nonsense mentality to move quickly and get to the heart of the matter.



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