



# Evnt

EXPERTISECENTRE FOODINDUSTRY

Platform for  
professionals in the  
food industry

# Planning & Rates 2024

## EVMI

EVMI is an independent media platform - in print and online - for professionals in the food industry. EVMI informs about nutritional and technical aspects of food production, and also pays attention to sustainability and marketing. The editorial sections are: Food Innovation, Management and Process & Technology



## Readers profile

EVMI focusses on quality managers, product developers, marketing managers and general managers in the food and stimulants industry, and the suppliers and customers of these companies.

## Multimedia campaign

EVMI offers various options to advertise online and offline. Think of advertisements, partner- en branded content, online bannering or online advertorials. This media card offers you an overview of the standard opportunities. Customization is of course also possible. Our Media Advisor is happy to help you to decide which appropriate (multimedia) campaign matches your marketing objectives.

### ► Statistics

**Magazine** 8x per year, circulation 2.500

**Total readers** 4250

**Circulation Specials** 10.000

**Total readers** 17.000

**Website** [evmi.nl](http://evmi.nl)

On average 11,000 unique visitors each month

**Digital newsletter** 4.300 subscribers

**X** 2.100 followers

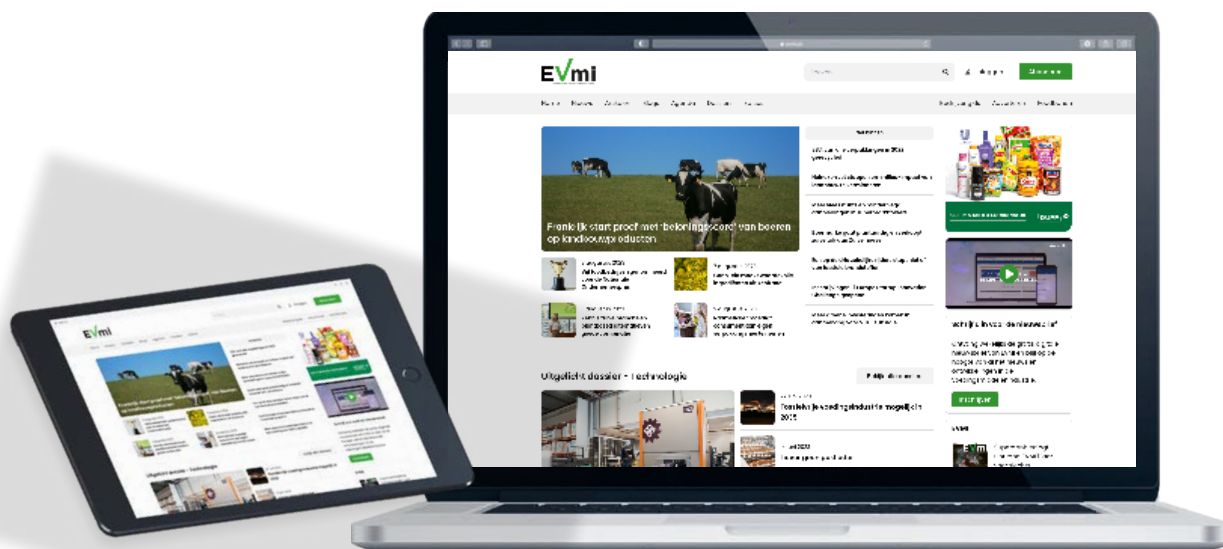
LinkedIn

750 followers

total reach each month 20.000+

## Publication dates 2024 print & digital

Edition	Theme	Closure of delivery	Closure of delivery text and images paid articles	Closure of delivery for advertising materials	Publication date
1	Processing	11 Dec '23	18 January	25 January	16 February
2	Agrofood + Packaging Special	8 February	29 February	7 March	29 March
3	Food safety + Mechanical Engineering Special	14 March	4 April	11 April	3 May
4	Robotization	25 April	16 May	23 May	14 June
5	Ingredients	11 July	8 August	15 August	6 September
6	Automation	22 August	12 September	19 September	11 October
7	Transition + Hygiene Special	26 September	17 October	24 October	25 November
8	Digitization + Mechanical Engineering Special	24 October	14 November	21 November	13 December



## Print advertisements

Size Format	Specification (w x h mm)	Rate €
1/1 page	230 x 300 (excl 3 mm = bleed)	€ 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 landscap	190 x 65	€ 975
Surcharge branded content*		+ 350 per page
Leaflet/insert		Upon request

\* including editorial

## Multimedia campaign

Multimedia campaign EVMI offers various options for online and offline advertising. Think of advertisements, partner and branded content, online bannering, or online advertorials. This media card provides an overview of the standard possibilities. Customization is of course also possible. Please contact our media advisor for a suitable (multimedia) campaign for your marketing objectives.

By offering the digital magazine through all Alea Publisher's food websites and newsletters the number of readers of this issue will be greatly expanded. And by placing it on the socials (including LinkedIn) there will also be a nice spin-off.

Your branded content in our print magazine will also be published in the digital magazine.

## Digital magazine

Alea Publishers will also provide a digital version for a number of themes in addition to the paper publications. A beautifully designed full screen online magazine, in which all interesting content around the theme is bundled and can be read in a pleasant way via desktop, tablet and telephone.

Would you like your own digital magazine to present your service/product or company?

Feel free to contact us. Your media advisor will be happy to inform you.

Go here for an overview:  
<https://digitaalmagazine.evmi.nl/>

## Online advertisements evmi.nl

<https://www.evmi.nl/>

Format	Specification	Rate €
Leaderboard (header)	728 x 90, 320 x 50	€ 1.575 a month
Leaderboard (position 2)	728 x 90, 320 x 50	€ 1.350 a month
Large Rectangle	336 x 280, 300 x 250	€ 785 a month
Video / film	YouTube-link	€ 785 a month
Digital advertorial	200 to 300 words + 1 to 2 images	€ 500
Logo link		€ 500 a year

Company Profile

### ► Bannering

A banner on the homepage and/or underlying pages. A banner can be presented in a carousel of maximum three banners.

### ► Video/vlog

A (YouTube) video on the EVMI homepage, alternating between the two rectangle positions on the right side.

### ► Digital advertorial

A digital advertorial is a short text about the company or

product. The layout with a maximum of 450 words is carried out by EVMI and is submitted to you for approval.

### ► Logo link

We can put your logo with a clickable link leading to your website at the homepage of EVMI.

### ► Company profile

You can place your company details on the website in the online Business Directory of Alea Uitgevers. If desired, we can also include this information in each issue of the trade magazine.



## Advertisements digital newsletter

Size	Format w x h pixels	Rate €
Banner	728 x 90	€ 650
Digital advertorial	Headline 40 characters (incl. spaces) / tekst 60 words / 1 image / landing page	€ 650
Partnermailing		€ 1.650

## Specifications online banners

	Website	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	Insert web address	Insert web address

## Business Directory

Inclusion of your company data in the online database at [www.evmi.nl](http://www.evmi.nl) and in every edition of the magazine.

In EVMI magazine: under a section logo and data entry.

On EVMI online; full company description, social channels, video, add your own news, and more, € 655,-\* per year.

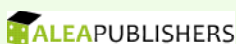
\* With a free EVMI business listing, your basic information will be included in the online business directory.

## Delivery of advertising material

Use the Ad platform for supplying advertising material. From the Ad | Portal you will receive an email with the request to provide your advertising material. Note: this e-mail can sometimes end up in your spam / unwanted e-mail folder.

If you have any questions you can contact the Traffic department: [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl).

We also take care of the (advertisement) layout for many customers. Contact us and discuss the options.



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