



BAKKERS

IN BEDRIJF

Bakkers in Bedrijf is an independent media platform for the bread and pastry industry. Bakkers in Bedrijf provides daily news, practical tips and recipes via the website and social media channels as Twitter and Facebook. Things like shop layout, baking machines, raw materials, suppliers and courses are also discussed. The digital newsletter with the most important messages are sent weekly. The professional magazine reports monthly about backgrounds on bread, banquet, chocolate and ice cream. On the basis of background articles, headings, columns and recipe pages. We comprehensively zoom in on all matters of a baker in his daily work.

Publication List 2019

Edition	Deadline supplying advert	Publication date
1	25 January	8 February
2	15 February	1 March
3	22 March	5 April
4	18 April	3 May
5	23 May	7 June
6	21 June	5 July
7	23 August	6 September
8	20 September	4 October
9	18 October	1 November
10	29 November	13 December

Advertising Print

Size	Specifications w x h (mm)	Rates €
1/1 page	230 x 300 (exl. 3 mm bleed)	2,475
1/2 page portrait	93 x 275	1,475
1/2 page landscape	190 x 135	1,475
1/4 page portrait	93 x 135	875
1/4 page landscape	190 x 65	875
Surcharge branded content*		+750 per page
Inserts		On request
Other advertisement sizes		On request

* Including editing

Advertising Online

Size	Specifications	Price €
Full banner website	468 x 60, 320 x 50	300 a month
Leaderboard website	728 x 90, 320 x 50	500 a month
Large rectangle website	336 x 280, 300 x 250	600 a month
Digital advertorial website		475
Banner newsletter	468 x 60	375
Digital advertorial newsletter		375

Where to send your advert

Please use Ad | Portal to send your advertising material for print. You will receive a request from Ad | Portal to do so. Please be aware of emails going to the spam folder.

Please send advertising material for online purposes (website and newsletters) to traffic@archermedia.nl. You will receive a request to do so from the Traffic department.

Contact details

Publishing company

Vakbladen.com
Rijswijkseweg 60
2516 EH Den Haag
The Netherlands

Publisher

Jeroen Cnossen

Advert department

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Jamila Agoudi

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Delivery advert

Traffic department
traffic@archermedia.nl
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Subscription

Mijntijdschrift.com
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