

AD INFO 2020

KOFFIEt cacao

Ingredients

FULL-BODIED/BALANCED/FRUITY



DISTRIBUTION & CIRCULATION

koffieTcacao consists out of a lifestyle magazine, website, newsletter and social media channels aimed at coffee, tea and cacao enthusiasts (professionals and consumers) in Holland and Belgium.

Year: 8

Size magazine: 210 x 265 mm

Print: Full colour

Publication frequency: quarterly

Size: minimum 100 pages

Membership fee per 4 issues: € 26

Single copy: € 6,50

Copies: 15.000

Distribution:

Copies are sent for free to branch-related companies

Sales in bookstores (Betapress bv and AMP België)

Subscriptions

Controlled circulation

De Leestafel: 1000 addresses through Holland (dentists, hairdressers, fysiotherapistst etc.)

Readership: 120.000

DATES OF ISSUE 2020

(subject to changes)

Edition	Deadline ad's	Date of issue
34	19 feb 2020	13 mar 2020
35	13 may 2020	05 jun 2020
37	26 aug 2020	18 sep 2020
37	18 nov 2020	11 dec 2020

PRINTING SPECIFICATIONS

Cover: 190 grammes paper, matte finish

Inner pages: 80 grammes Eural Offset.

Type of binding: perfobind paperbound

PEFC certified

CONTACT

koffieTcacao b.v.

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Advertising

NO ARTIFICIAL FLAVOR / 100%QUALITY*****

ONLINE

Leaderboard banner top homepage

(892 x 120 pixels) €44,- CPM*

Full banner bottom homepage

(660 x 120 pixels) €22,- CPM*

Advertorial (blogpost + inclusion newsletter and one social media channel) €595,-

NEWSLETTER

Banner in newsletter (600 x 200 pixels) €195

Banners should be provided as animated or static gif or jpg.

*CPM = costs per 1000 views

PRINT

Size	Format	Rate
1/4	93,5x 126,5 mm	€ 850
1/2 landscape	191 x 126,5 mm	€ 1.600
1/2 standing	93,5x 257 mm	€ 1.600
1/1	210 x 265 mm*	€ 2.950
2/1	420 x 265 mm*	€ 5.750

SURCHARGES AND DISCOUNTS

Back cover: 25% surcharge

Right page: 10% surcharge

Inside front/back cover: 15% surcharge

Gatefold feature: by request

Recurring advertising (2 issues): 10% discount

Annual contract (4 issues): 15% discount

All submissions in Certified PDF.

*Excludes 3mm bleed all-around