

AD INFO 2021

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: 9

Size magazine: 210 x 265 mm

Print: Full colour

Publication frequency: quarterly

Size: minimum 100 pages

Membership fee per 4 issues: € 26 (M) / € 136 (L)

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 2021

(subject to changes)

Edition	Deadline ad's	Date of issue
38	24 feb 2021	19 mar 2021
39	02 jun 2021	25 jun 2021
40	01 sep 2021	24 sep 2021
41	24 nov 2021	17 dec 2021

PRINTING SPECIFICATIONS

Cover: 190 grammes paper, matte finish

Inner pages: 80 grammes Eural Offset.

Type of binding: perfobind paperbound

PEFC certified

CONTACT

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Advertising

NO ARTIFICIAL FLAVOR / 100%QUALITY****

ONLINE

Leaderboard banner top homepage

(892 x 120 pixels) €44,- CPM*

Sidebanner next to each article

(266 x 266 pixels) €32,- 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

Prices exclude 21% VAT and include 15% agency commission.