

ARCHEOLOGIE MAGAZINE *and* ARCHEOLOGIEONLINE.NL

Mediacard 2020

ARCHEOLOGIE MAGAZINE

Archeologie Magazine is the only Dutch journal on archaeology, culture, history and travel. Each edition provides the latest worldwide excavations, new research, and the most beautiful archaeological exhibits.

Each edition also has a theme, for which we cooperate with museums, archaeological services of cities or regions, governments and more. On the one hand, this allows Archaeology Magazine to offer their readers fine scoops, and on the other hand various archaeological services are offered a communication tool directed towards the interested public.

WEBSITE FORMULA - WWW.ARCHEOLOGIEONLINE.NL

Archeologieonline.nl publishes the latest archaeological news, both national and international. Everything from startling discoveries and new digs, to exhibitions, books and lectures. The editorial staff organizes nice prize draws and archaeologists from various fields blog on the website.

TARGET AUDIENCE PROFILE

The readers of Archeologie Magazine and Archeologieonline.nl are highly educated, with an average age of 40+. Part of the audience is professionally engaged in archaeology. Our readers are very interested in archaeology, history, travel and culture. They are avid book readers and regularly buy reference books or DVDs about archaeology and history museums they visit regularly and love to travel.

SCOPE

Archeologie Magazine reaches 16.250 archeology enthusiasts and has a circulation of **7,500 copies**. Archeologie Magazine has 4.500 subscribers. The rest of each edition is distributed through newsstand sales and controlled circulation.

Archeologieonline.nl attracts **35,000 unique visitors** per month.

The email newsletter of Archeologie Magazine has 5,000 subscribers.

ARCHEOLOGIE

magazine



Archeologie magazine

Issued by : Virtùmedia B.V.

Editor in chief : Lou Lichtenberg

Frequency of publication : Bio-monthly (6 issues per year)

Reservation Deadline : 4 weeks before publication

Subscription Fee : € 38,95 per year

Circulation: 7.500 copies

ADVERTISEMENT LAYOUT and – PRICING (w x h in mm, ex VAT)

| | | | |
|------------|------------|------------------------|---------|
| 1/1 pag fc | | 215 x 285 + 5 mm bleed | € 695,- |
| 1/2 pag fc | portrait | 95 x 265 | € 395,- |
| | landschape | 195 x 130 | |
| 1/4 pag fc | portrait | 95 x 130 | € 225,- |
| 1/8 pag fc | landscape | 95 x 60 | € 150,- |

(All prices VAT exclusive)

ADDITIONAL RATES

Rates for inserts, bound inserts or advertorials on request.

Pagina IV cover : 50%

Preferential placement : 25 %

WANT YOUR AD ALSO ONLINE?

The website Archeologieonline.nl attracts 35.000 unique visits per month.

Inquire about attractive combination rates.

ARCHEOLOGIE

magazine

RELEASE DATES

| Nº | release date | submission date |
|----|--------------|-----------------|
| 1 | 21-02-2020 | 27-01-2020 |
| 2 | 17-04-2020 | 23-03-2020 |
| 3 | 19-06-2020 | 25-05-2020 |
| 4 | 21-08-2020 | 27-07-2020 |
| 5 | 23-10-2020 | 28-09-2020 |
| 6 | 18-12-2020 | 23-11-2020 |

SUBMISSION OF MATERIAL

Deliveryformats: Certified PDF 300 dpi true scale (JPEG, TIFF, EPS) Full-colour ads in CMYK. Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready. Ads can be submitted via e-mail to: traffic@virtumedia.nl

SUBMISSION OF ADVERTISEMENTS

To: traffic@virtumedia.nl,
stating title and edition number.

CONTACT:

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Archeologie Magazine is issued by publishing company Virtùmedia. www.virtumedia.nl
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www.archeologieonline.nl

Issued by : Virtùmedia B.V.

Editor in chief: Daan Couwenbergh

Visitors : 30. 000 unique visitors per month

Email newsletter: 5.000 subscribers

BANNERS

Button - Left

Format: 300 x 100 pixels (max. filesize 30 KB)

Visible on all pages, price: € 100,- per month

Rectangle

Format: 300 x 250 pixels (max. filesize 30 KB)

Visible on all pages, price: € 185,- per month

Leaderboard

Format: 728 x 90 pixels (max. filesize 50 KB)

Visible on all pages, price: € 450,- per month

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An advertorial is for 2 weeks visible on the homepage and contains approximately 250-350 words, an image and, optionally, an URL to a YouTube video and/or your website. After 2 weeks the advertorial will remain visible in the archives of the website.

Price: € 250, -

EMAIL NEWSLETTER

The email newsletter of Archeologie Online is sent every two weeks to more than 5,000 subscribers.

An item in this newsletter contains 60 words, 1 image of 550 x 160 pixels and URL.

Price: € 125, -



TERMS & CONDITIONS OF SUBMISSION

Submission of Banner: Banner or button ought to be delivered in 72 dpi as jpg, gif, png (flash only after prior consultation). Meet the required specifications and size, and add a URL to which the banner or button should address. All banners can be placed in carrousel.

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SUBMISSION

All online advertising should be submitted at least one week prior to its publication date to traffic@virtumedia.nl, stating title and period of placement.

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