

ARCHEOLOGIE MAGAZINE

Magazine about archeology, history, culture and travel



MEDIARATES | 2021



Information about
Archeologie Magazine



Publication dates and
promotional possibilities



Print and online



Exclusive
options

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 *Archeologie 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 80,000 unique visitors per month. The email newsletter of *Archeologie Magazine* has 6,000 subscribers.



PRINT

Print
Circulation
7.500

Readers
per issue
16.250

ONLINE

Online
unique
visitors
80.000

Email
newsletter
6.000

Facebook
followers
18.000

| | |
|---------------------------------|---------------------------------|
| 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 | € 44,99 per year |
| Circulation | 7.500 copies |

ADVERTISEMENT LAYOUT AND PRICING (W X H IN MM)

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

ADDITIONAL RATES

Rates for inserts, bound inserts or advertorials on request.

| | |
|-------------------------------|------|
| Pagina IV cover | +50% |
| Preferential placement | +25% |

SPECIALS AND ADVERTORIALS

Our editorial team can make an editorial special in Archeologie Magazine, of 6, 8 or 16 pages or more. We can even make a separate magazine of your special. Prices from € 1900,- (VAT Excluded) for 6 pages. Ask us or more information!

RELEASE DATES 2021

| Nr | Release date | Submission date |
|----|--------------|-----------------|
| 1 | 19 February | 25 January |
| 2 | 16 April | 19 March |
| 3 | 18 June | 21 May |
| 4 | 20 August | 26 July |
| 5 | 22 October | 27 September |
| 6 | 17 December | 22 November |

SUBMISSION OF MATERIAL

Deliveryformats: Certified PDF 300 dpi true scale (JPEG, TIFF, EPS). Do not use RGB-colours, full-colour ads only 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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Issued by Virtùmedia B.V.
Editor in chief Daan Couwenbergh
Visitors 80.000 unique visitors per month
Email newsletter 6.000 subscribers

BANNERS

| Type | w x h in pixels | Rates * |
|---------------|---------------------------|----------------------|
| Button - Left | 300 x 100 (max. 30 KB) | € 250,- per month |
| Rectangle | 300 x 250 (max. 30 KB) | € 425,- per month |
| Leaderboard | 728 x 90 (max. 50 KB) | € 575,- per month |

* Visible on all pages.

OTHER ADVERTISING OPTIONS

ADVERTORIAL

An advertorial is for 2 weeks visible on the homepage and contains approximately 400 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.

Prijs € 250,-

EMAIL NEWSLETTER

The email newsletter of Archeologie Online is sent every two weeks to more than 6,000 subscribers. An item in this newsletter contains 60 words, 1 image of 550 x 160 pixels and URL.

Prijs € 125,-

All prices are VAT excluded.

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 carousel.

Term of Payment:

The total amount prior to the agreed period must be paid within 14 days after commencement of the contract, in due time you will receive an invoice.

Special Conditions:

Acceptance of orders and placement is at the discretion of the administrator and subject to available space on the website.

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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