

ISSUE DATES 2019

issue	nr.	month	issue date	advertisement delivery before:
Edelmetaal Actueel	1	January/February	January 11	December 7
Edelmetaal Jaarboek	-		February 15	January 11
Edelmetaal Magazine	2	March	February 22	January 18
Edelmetaal Actueel	3	April/May	April 12	March 8
Edelmetaal Magazine	4	June	May 24	April 19
Edelmetaal Actueel	5	July/August	July 12	June 7
Edelmetaal Magazine	6	September	August 23	July 19
Edelmetaal Actueel	7	October/November	October 11	September 6
Edelmetaal Magazine	8	December	November 22	October 18

EDEL METAAL

MEDIA KIT 2019

OUR READERS ARE YOUR CUSTOMERS



EDEL METAAL

Official publication of all organisations in the gold, silver, watch and jewellery industry

Publisher and editorial

Federatie Goud en Zilver
Koningin Julianalaan 345
Postbus 904
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+31 (0)70 386 77 77
edelmetaal@fgz.nl
www.edelmetaal.nl

Do you wish to get the attention of the entire jewellers and goldsmiths industry in The Netherlands? Please do not hesitate to contact:

Advertisement sales

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www.edelmetaal.nl



EDELMETAAL IS HERE FOR YOU

Edelmetaal is the only independent and high quality trade magazine with a heart for our industry. Contemporary trade journalism in a modern look and feel. Edelmetaal is the official trade journal of the Federatie Goud en Zilver. Together we strive for the best possible benefits and achievements for our beautiful industry. Above all, Edelmetaal gets your message across to the right audience. Our readers are your customers!

For 2019 we have planned a new challenging series of media productions: 4 issues of the stunningly beautiful **Edelmetaal Magazine** and 4 issues of the completely new **Edelmetaal Actueel**, to provide our members with the actual news and serve our advertisers even more.

Edelmetaal Actueel can also be produced as a special upon request, when you wish to inform our members meticulously about your new products or services.



ADVERTISEMENT RATES AND TECHNICAL SPECS

EDELMETAAL ACTUEEL

Circulation: 2.500 copies
Advertisement rates per insertion*

formaat	
1 page	€ 1.400,-
½ page	€ 850,-
¼ page	€ 450,-

* Applicable when placed within a period of 12 months.

EDELMETAAL MAGAZINE

Circulation: 2.500 copies
Advertisement rates per insertion*

formaat	
1 pagina	€ 1.800,-
½ pagina	€ 1.000,-
¼ pagina	€ 550,-

* Applicable when placed within a period of 12 months.

SURCHARGES SPECIAL POSITIONS

Inside cover (front or back)	+ 10%
Outside back cover	+ 20%

All amounts are exclusive VAT. Payment within 30 days.

Inserts, leaflets and advertisement possibilities on www.edelmetaal.nl upon request, please contact advertentieverkoop@fgz.nl.

ADVERTISEMENT SIZES EDELMETAAL

The sizes of the advertisement material as mentioned below are equal for all issues (Magazine, Actueel and Handbook).

TRIM SIZE (w x h)

1 page	230 x 297 mm
½ page landscape	230 x 148 mm
½ page portrait	115 x 297 mm

+ 3mm extra all around to allow trimming

TYPE AREA (w x h)

1 page	186 x 251 mm
½ page landscape	186 x 123 mm
½ page portrait	90 x 251 mm
¼ page landscape	186 x 59 mm
¼ page portrait	90 x 123 mm

TECHNICAL SPECIFICATIONS

Digital document: 'Certified PDF Tijdschriften Nederland'	
Resolution:	minimum 300 dpi
Screen:	70
Colour:	CMYK

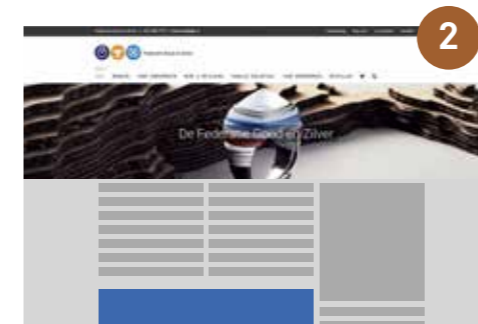
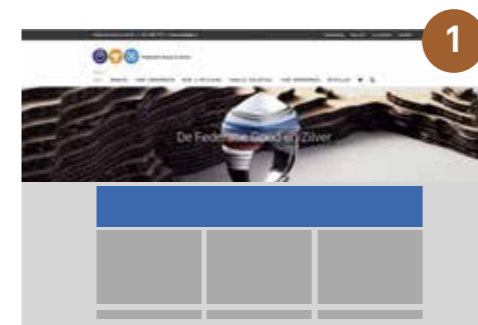
GENERAL CONDITIONS

The general conditions of Federatie Goud en Zilver are applicable on all agreements. A copy of the General Conditions are available at Federatie Goud en Zilver and downloadable from www.fgz.nl.

COMMUNICATE WITH YOUR TARGET GROUP ON WWW.FGZ.NL

The website www.fgz.nl connects members and stakeholders of our industry with their target audience. The website is crispy, crystal clear and shows our passion for our beautiful industry. Visitors of our website are actively searching for information, which can be found easily on our website with its clear navigation structure.

In order to offer our industry as much benefits as possible, we have also augmented the advertisement possibilities. If you wish to target (potential) clients, partners or employees in our industry, www.fgz.nl offers attractive and eye-catching advertisement possibilities.



BANNER ADVERTISEMENT RATES

1+2+3	Total package	€ 2.300,-
1	Superbanners	€ 1.200,-
2	In article banners	€ 750,-
3	Newsletter banner	€ 750,-

BANNERS

1. SUPERBANNER

Position: on all homepages, size: 1456 x 180 px

2. ARTIKELBANNER

Position: at the bottom of each news article, size: 844 x 104 px

3. NEWSLETTER BANNER

Size: 600 x 80 px

All banners to be delivered in .jpg, .png or .html format.

CLASSIFIED

Position: - 'branche' section, subsection 'vraag en aanbod'
- Sidebar 'branchenieuws'
- Sidebar newssection for members
- Newsletter

Period: 1 month
Rate: € 75,-

PROPERTY FOR SALE/FOR RENT

Position: - 'branche' section, subsection 'pand te koop/te huur'
- Sidebar 'branchenieuws'
- Sidebar newssection for members
- Newsletter

Period: 1 month
Rate: € 350,-

JOB ADVERTISEMENTS

Position: - 'werk en opleiding' section, subsection vacatures
- Sidebar 'branchenieuws'
- Sidebar 'newssection'
- Newsletter

Period: 1 month
Rate: € 350,-

RESERVATIONS AND QUESTIONS

Please contact Daniël Voskamp via d.voskamp@fgz.nl or 070-386 77 77