



Media kit 2026

From print to pixel. We ensure your message reaches the right audience through print, online channels, newsletters and social media.

- FACTS & FIGURES
- OSV NETWORK
- PRINT EDITION
- ONLINE | NEWSLETTER
- LIST OF SUPPLIERS
- POSTERS



FACTS & FIGURES

VAKBLAD VOEDINGSINDUSTRIE

The trade magazine for entrepreneurs and managers of food manufacturing industry

For 33 years, we've been providing our readers with reliable information on the latest trends, innovations, sustainability, packaging, food safety and everything relevant to foodprocessing and process technology.

We offer visibility across all key channels: print, newsletters, website and social media. Your message gets noticed – and remembered. The foundation is the print edition, delivered to **3,000 relevant food companies** across the Netherlands. In addition, through the Ondernemers Sociëteit Voedingsindustrie (OSV), we offer valuable networking opportunities with decision-makers in the foodsector.

What sets us apart? All our online content is translated into **English**, making us the only bilingual Dutch publisher in the food industry. This allows us to reach not only the Dutch market, but also English-speaking professionals. All content is freely accessible - **no online subscription** required.

We continue to grow, both online and in print. Our reach is expanding via platforms like LinkedIn, and the number of subscribers to our regular and LinkedIn newsletters increases daily. Each edition of the trade journal is also published as an interactive magazine, so it's always available to read - **anytime, anywhere**.

TARGET GROUP

Our target audience includes entrepreneurs and managers in the meat, fish, dairy, plant-based proteins, fresh produce, bakery and convenience sectors. With our broad reach and strong network, we make sure your message is heard and reaches the decision-makers in the industry.

EXTRA ATTENTION

Each edition features its own editorial theme, focused on a topic relevant to the food industry. We connect journalistic articles with real-world case studies to highlight what's happening in the field. This approach makes it clear how these developments impact day-to-day operations in the foodsector.



PRINT STATISTICS

Published:	8 times a year
Circulation:	3,500
Pass-along readership:	3,5



NEWSLETTER REACH

Frequency:	100 times a year
Active subscribers:	5.630
Delivery rate:	98%
Unique open rate:	Average 32%
Click-through rate:	14%



ONLINE REACH

Unique visitors a month:	9,847
Average pageviews a month:	22,365
Average sessions a month:	10,244
Average time sessions:	00:01:09



SOCIAL MEDIA FOLLOWERS

LinkedIn:	4,137 connections
Voedingsindustrie	5,052 followers
Newsletter LinkedIn	2,689 subscribers
X	762 followers



OSV NETWORK

PERSONAL CONTACT WITH OUR OWN NETWORK ORGANISATION OSV

We are the only publisher in the food industry with our own professional network: the Ondernemers Sociëteit Voedingsindustrie (OSV). For entrepreneurs in this sector, direct business-to-business contacts are often essential to success. Through the OSV – which includes around 300 affiliated companies – you gain access to a powerful network of decision-makers in the food industry.

Founded in 1993, the OSV has grown into a well-established point of contact within the sector. We take pride in our network and the long-term relationships that have developed through this network. Each year, we organise around ten events, including company visits, workshops, barbecues, golf days and mini-conferences. Our network now also occupies a quarter of the exhibition floor at the Food Tech Event. These activities bring the market together, fostering new insights, robust collaborations, and, above all, trust—essential in today's digital age.

For the trade magazine *Voedingsindustrie*, this network also serves as a direct source of information. It reinforces our connection with readers and helps extend the magazine's reach. The fact that each edition has a pass-along readership of 3.5 confirms the strong engagement we have with our target audience.

WHAT DOES AN OSV-MEMBERSHIP COST?

An OSV membership costs only €415 per calendar year, with a one-time registration fee of €25. If a contribution is required for an event (such as the golf day or barbecue), this is clearly communicated in advance. Company visits, mini-conferences, and workshops are free for members.

As an OSV member, you not only receive *Voedingsindustrie* magazine but also enjoy a 5% discount on all standard advertising placements, special rates for an infomercial and cover flap, and a free upgrade in the suppliers' list. This way, membership quickly pays for itself. Take a look at the member list to see who is already benefiting from our network.

www.OSVnetwerk.com



Photo: A group of the 26 exhibitors at the OSV Pavilion during the Food Tech Event

**WHAT YOU KNOW
WHO YOU KNOW
WHAT YOU DO
DEFINES
WHO YOU ARE!**



VOEDINGSINDUSTRIE PRINT

Voedingsindustrie magazine is published eight times a year and targets entrepreneurs and managers working in food production. This includes sectors such as meat, fish, dairy, alternative proteins, as well as fresh produce, bakery and convenience.

What sets us apart is that the entire magazine is available **online in both Dutch and English**. We're the only publication in our field offering this. All our content is **freely accessible** – no login or subscription required.

Each issue is also available as an interactive online magazine via issuu.com/vakbladvoedingsindustrie, giving you access **anytime, anywhere**.

PUBLICATION IN THE WEEK OF	EDITORIAL DEADLINE	ADVERTISING DEADLINE	SPECIAL FOCUS ON	SUPPLEMENT
10 February	15 January	21 January	Product innovation Process innovation	
10 March	12 February	18 February	Packaging and labelling Empack	
7 April	12 March	18 March	Cooling and freezing Food Tech Event	Poster Dairy
12 May	16 April	20 April	Food safety Risk management	
23 June	28 May	3 June	Smart (re)building Energy management	Poster Fresh Produce
15 September	20 August	26 August	(New) proteins Ingredients	Poster Meat
20 October	24 September	30 September	Smart Food Manufacturing	
24 November	29 October	4 November	Hygiene Water management	Poster Fish

PAPER AND FINISHING

Rottoffset, HHMC half-matt, 135 grams; cover 250 grams HHMC half-matt, one-sided with gloss laminate. Glued.

PRINT RATES

PER PLACEMENT

FORMAT	1x	2x	3x	6x	8x
1/1 page	1.647	1.567	1.487	1.397	1.317
1/2 page	967	917	877	827	777
1/4 page	527	497	477	447	427

COMPANY REPORT/CASE STUDY/INFOMERCIAL

	Standard	OSV-price	
2 pages (Including an on-site interview and press photographer in the Netherlands.)	2.957	2.750	We translate and publish the full article online (in both Dutch and English), feature it in our regular newsletter, LinkedIn newsletter, and share it on social media. Both text and images are rights-free.
1 page (including interview by phone or teams)	1.887	1.750	

PRODUCTNEWS | PRESS RELEASES

	Standard	OSV-price	
1/4 page	497	397	(100 words + 1 photo)
Incl, online placement	657	525	(bilingual; 300 words + 2 photos)

EXTRA OPTIONS ONLY BY PRIOR AGREEMENT

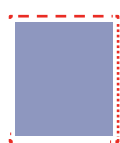
	Standard	OSV-price	
Folded-down corner cover	600	500	(subject to availability)
Loose/bound insert	1.250	1.150	(minimum price; specifications on request)
Back cover	+ 20%	0%	(subject to availability)
Glossy outsert	3.480	2.750	(subject to availability)

We offer the cross-media placement of 'superior advertising options' which are entirely tailor-made, such as a split cover, glossy outsert, bellyband or card sticker, with for example a special landing page online.

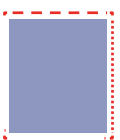
PRINT ADVERTISING MATERIAL

PDF
Material

Certified PDF, 300 dpi, CMYK
< 10Mb via e-mail to kiki@b2bcommunications.nl.
For larger files please use wetransfer.com (free).



Trim Size: 215 x 250 mm
Bleed: +3 mm all round



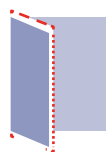
1/1 PAGE
Format: 215 x 250 mm
Bleed: +3 mm all round



1/2 PAGE
Portrait: 94 x 225 mm
Landscape: 193 x 110 mm



1/4 PAGE
Portrait: 94 x 110 mm



GLOSSY OUTSERT

Front side: 111 x 191 mm
Back side: 111 x 250 mm
Bleed: +3 mm all round

On the frontside the logo of Vakblad Voedingsindustrie must be retained.

We will place the logo in the pdf file. Therefore the type area of the front side is 59 mm less high than the back side.

All sizes: width x height

SUPPLIERS IN THE FOODINDUSTRY

On our website, you'll find a clear and well-structured list of suppliers relevant to the food industry, organised by segment for easy navigation.

We aim to keep this overview as up to date as possible. Each year, we ask participants to review and confirm their information. Any interim changes are the responsibility of the supplier to report.

Not yet listed? You can register easily via www.vakbladvoedingsindustrie.nl/ikwilopdelijst.

OSV members get a free upgrade in the supplier list. They automatically start with a logo in 1 segment.

SUPPLIER LIST RATES

PER YEAR

NR	TYPE OF ENTRY	LISTING	PRICE	OSV-PRICE
	Standard	Company details: company name, address, telephone, e-mail, website and pay-off or specialization in 1 category	FREE	FREE
1	Upgrade 1	Company details with logo in 1 segment	250	FREE
2	Upgrade 2	Company details with logo in 2 to 4 segments	400	250
3	Upgrade 3	First to fifth position in suppliers list in 2 to 4 segments (with logo)	750	500



ONLINE ADVERTISING

We believe in making knowledge freely accessible. That's why all our online editions are available at no cost: **no subscription fees!** All valuable content from our trade magazine is accessible to everyone and can be freely shared via Facebook, LinkedIn, Twitter, Pinterest, Instagram, and Google, as well as easily emailed to your contacts.

Your content, whether it's an article, company feature, press release or advertorial, remains permanently available online. This ensures lasting visibility, long after publication. In addition, all content is translated into English, making it accessible to international readers as well. We invest in your visibility – not through one-off promotions, but with long-term conversion that continues to deliver results.

Our banner options are designed with the same goal in mind: **maximum visibility and reach.** With various formats and placements across desktop and mobile, we make sure your message gets seen.

Sidebar banners are **visible across all pages:** on desktop in the right-hand column, on the mobile homepage between articles, and directly beneath each article on all other mobile pages.

A visual overview of available options is provided on the next page.

ONLINE PRICES

MONTHLY PRICES

NR	TYPE	SPECIFICATION	PRICE	OSV-PRICE
VISIBLE ON HOMEPAGE				
1	Leaderboard	728 x 90 pixels	997	
2	Advertorial	300 words <i>(1 month in first three rows, then sorted by date)</i>	497	897
				397
VISIBLE ON HOMEPAGE AND ALL CATEGORIES				
3	Advertorial XL	500 words <i>(1 month highlighted on top, then sorted by date)</i>	1.257	
				1.100
VISIBLE ON ALL PAGES (DESKTOP SIDEBAR, MOBILE BETWEEN ARTICLES)				
4	Large leaderboard	970 x 90 pixels	1.257	1.100
5	Large rectangle	336 x 280 pixels	1.257	1.100
6	Banner	600 x 200 pixels	799	699
7	Logo + pay-off	200 x 150 pixels	297	250
8	Video XL	336 x 280 pixels	1.257	1.100

Adblockers?

**Our banners
are never
blocked**

AD SPECIFICATION

- All sizes: width x height.
- All characters including spaces.
- All material jpg, gif (non-animated) max. 100 Kb.
- Resolution max. 72 dpi.
- Banners up to 3 per position, display ad random.
- Animated banner only after deliberation!



Word jij ook lid van OSV netwerk?

- ACTUEEL
- OSVNETWERK
- LEVERANCIERSLIJST
- DUURZAAM
- TRENDS
- BESELEND
- FOODPROCESSING
- AUTOMATISERING
- SPECIALS

Zoek naar artikelen...

Alle rubrieken



EAT-Lancet adviseert nog maar één gehaktbal per week

Eén gehaktbal, een halve kipfilet, anderhalf ei, twee liter melk en twee keer vis per week. Veel meer dierlijke producten staan er volgens de EAT-Lancet Commission eigenlijk niet op een duurzaam menu. Hun nieuwe rapport...

LEES MEER

Ga direct naar



- AANMELDEN NIEUWSBRIEF
- ABONNEREN
- ADVERTEREN
- PROEFNUMMER
- LEVERANCIERSLIJST

2

3

4

8



EURO PIZZA EN NYP VERNIEUWEN KETENPLANNING

19 oktober 2025

De keten wordt anvoerspelbaarder. Grondstoffenstromen wisselen sneller, consumentenvoorkeuren veranderen en internationale leveringen verlopen minder soepel dan voorheen. Voor Euro Pizza Products en New York Pizza reden ...



NEDERLANDER BLIJFT KALM BIJ VERANDERING VOEDSELAANBOD

19 oktober 2025

Duurdere koffie, geen brood meer in het schap of chocolade die niet anders smaakt? De meeste Nederlanders laten zich er niet door uit het veld slaan. Ze blijven hun gebruikelijke keuzes trouw en wachten rustig af. Dat bil...



THE FUTURE OF FOOD & RETAIL - 13 NOVEMBER

09 oktober 2025

Benoemd hoe Albert Heijn en Nice to Meet kijken naar online distributie? Hoe ambitieuze CO₂-doelen vertaald worden naar concrete stappen binnen de keten? Wat de Europese PPWR-regels en delicate acts betekenen voor jouw ...

FenS
Directeur Operations



VOEDINGSINDUSTRIE HERSTELT, MAAR KOSTEN BLIJVEN HOOG

08 oktober 2025

Na vijf heetsche jaren lijkt de Nederlandse voedingsindustrie iets meer rust te krijgen. De consument went aan de hogere prijzen en door het herstel van de koopkracht trekken de verkoopvolumes weer voorzichtig aan. Toch...



EETDRAMMEN: ONGEZOND ETEN DAT ZICH OVERAL OPDRINGT

08 oktober 2025

Het Voedingcentrum introduceert een nieuw woord eetdrammen. Daarmee krijgt iets wat voortdurend gebeurt, maar vaak onzichtbaar blijft, een naam. Eetdrammen betekent het opingerig aanzetten tot het eten van ongezond vo...



JANSSEN INVESTMENT DIGITALISEERT MET PASYS

08 oktober 2025

Met trots kondigt pasys Food Automatisering aan dat Janssen Investment B.V. heeft gekozen voor de innovatieve ERP-oplossingen van pasys. Met deze strategische keuze zet Janssen Investment een grote stap richting een vol...

FenS
Jouw specialist in NSF-H1 geregisteerde smeermiddelen

Watson-Marlow
Maximale productkwaliteit, maximale uptime

Meer informatie

WATSON MARLOW

AUTOMATOR

Coderen Etikettersen Controleren

LCA Market Intelligence

Your source for leading

elaware

1



SER WIL BETERE POSITIE VOOR ARBEIDSMILIEU



MEER GRIP MET ERP FOOD SUITE EN EXACT



NOURISH INGREDIENTS OPENT COMMERCIELE

Sijff
Sterk in stoom | Thuis in thermische olie

3D
Slimme automatiserings-oplossingen voor de voedingsmiddelenindustrie

DESKTOP

MOBILE



1. Leaderboard homepage

728 x 90 pixels



2. Advertorial homepage (first 3 rows)

Title 50 characters, 1 photo homepage (650 x 365 pixels); content page max. 300 words and 1 photo (600 x 450 pixels), URL.



3. Advertorial XL highlighted on top homepage and all categories

Title 50 characters, 1 photo homepage (650 x 365 pixels); content page max. 500 words and 2 photos (600 x 450 pixels) + URL.



4. Large leaderboard overall

970 x 90 pixels



5. Large rectangle (sidebar desktop)

336 x 280 pixels



6. Banner (sidebar desktop)

600 x 200 pixels: jpg, gif (animated or non-animated)



7. Logo with pay-off (sidebar desktop)

Logo 200 x 150 pixels (non-animated). Pay-off: 40 characters



8. Video XL (sidebar desktop)

Please provide the Vimeo or YouTube link; we will embed it on the website.

AD SPECIFICATION

- All sizes: width x height.
- All characters including spaces.
- All material jpg, gif (non-animated) max. 100 Kb.
- Resolution max. 72 dpi.

4

3



2



8



5



6

1



DIGITAL NEWSLETTER

We send our newsletter to **5,630 subscribers** in the food sector. With an impressive average unique open rate of **32%**, this channel offers strong access to your target market. In addition to covering current developments, it also gives extra exposure to selected articles from our trade journal.

And there's more. We also publish a **LinkedIn newsletter**, which mirrors the full content of our regular email newsletter. That means **twice the exposure for the same investment**, delivering even greater reach. Our LinkedIn newsletter currently has **2,651 subscribers**.

Please note: each edition is limited to a maximum of **2 banners** and **3 advertorials**. Don't miss this opportunity to showcase your message in one of the most-read newsletters in the sector, and benefit from the extended reach through both email and LinkedIn.

DIGITAL NEWSLETTER RATES

PER PLACEMENT

NR	TYPE	SPECIFICATION	PRICE	OSV-PRICE
1	Full banner	600 x 100 pixels	497	375
2	Full banner XL	600 x 200 pixels	597	475
3	Large rectangle	600 x 400 pixels	697	575
4	Advertorial A	560 x 824 pixels <i>Including page online</i>	597	475
5	Advertorial B	560 x 824 pixels	497	375
6	Advertorial C	590 x 380 pixels	397	275
7	Advertorial XL <i>Max 1 per newsletter.</i>	1.200 x 360 pixels <i>Main article with page online and citation in newsletter title</i>	857	745
8	Videoblok XL <i>Max 1 per newsletter.</i>	600 x 400 pixels <i>Shortvideo 12 seconds</i>	897	775

AD SPECIFICATION

- All sizes: width x height.
- All characters including spaces.
- All material jpg, gif (non-animated) max. 100 Kb.
- Resolution max. 72 dpi.

We offer the possibility of providing animated banners, however, these do not play on every device. Strongly dependent on the software version.

All photos: jpg – all sizes: width x height



1. Full banner

600 x 100 pixels



2. Full banner XL

600 x 200 pixels



3. Large rectangle

600 x 400 pixels

Can also be used as a video block (see 8).



4. Advertorial A with page online

Newsletter: Title 50 characters, text 450 characters and 1 photo in 2 formats: 560 x 824 pixels and 960 x 540 pixels (for the LinkedIn newsletter).

Link to online page or your URL.

Online page: Title 50 characters, 1 photo homepage: 650 x 365 pixels; content page max. 300 words and 1 photo: 600 x 450 pixels, URL.



5. Advertorial B

Title 50 characters, text 450 characters and 1 photo in 2 formats: 560 x 824 pixels and 960 x 540 pixels (for the LinkedIn newsletter); URL.

Link to your URL.



6. Advertorial C

Title 40 characters, text 400 characters and 1 photo in 2 formats: 590 x 380 pixels and 960 x 540 pixels (for the LinkedIn newsletter); URL.

Link to your URL.



7. Advertorial XL (Main article) + page online and citation in newsletter title

Newsletter: Title 60 characters, text 450 characters and 1 photo in 2 formats: 1.200 x 360 pixels and 960 x 540 pixels (for the LinkedIn newsletter).

Link to online page or your URL.

Online page: Title 50 characters, 1 photo homepage: 650 x 365 pixels; content page max. 500 words and max 2 photos:(600 x 450 pixels; URL.



8. Videoblok XL

Vimeo or YouTube link; 1920 x 1080 px (minimal 1280 x 720px), fullscreen recording We will create a short video of up to 12 seconds in consultation.

The collage shows various digital content blocks:

- 1:** A field of wheat with a '22-23 OCT 2025' badge.
- 2:** A person in a lab coat working with equipment.
- 3:** A job listing for 'Plant Engineer' with details like 'Directeur Operations' and 'KAM Manager'.
- 4:** A person in a lab coat working with equipment.
- 5:** A person in a lab coat working with equipment.
- 6:** A person in a lab coat working with equipment.
- 7:** A person in a lab coat working with equipment.
- 8:** A person in a lab coat working with equipment.

POSTERS FOODINDUSTRY

Through *Voedingsindustrie* magazine, we annually distribute highly requested posters for **MEAT, FISH, FRESH PRODUCE, and DAIRY** sectors. These posters offer a clear overview of the structure within various processing industries—essential for every professional in the field!

EXPOSURE

Each year, we produce updated posters for MEAT, FISH, FRESH PRODUCE, and DAIRY, featuring the latest data. The content is carefully compiled and verified by the companies listed.

Surrounding the industry structure are exclusive **ad spaces**, highly sought after and often reserved well in advance by our regular advertisers. **Here's your opportunity!** Each year, a few ad slots open up per poster for new advertisers. Take advantage of this unique chance to prominently showcase your company to thousands of industry peers.

REACH

Our A1-sized posters are distributed in a print run of **3,500 copies**, enclosed with *Voedingsindustrie* magazine. Due to high demand, these posters are also **available online** as [free downloads](#), significantly extending their reach and ensuring your advertisement is widely seen both physically and digitally.

RATES PER POSTER

PER PLACEMENT

NR	TYPE	SPECIFICATION	PRICE
1	Large block landscape	181,3 x 110 mm	1.495
2	Large block portrait	94 x 222,4 mm	1.495
3	Small block	94 x 106,2 mm	995

PRINT ADVERTISING MATERIAL

PDF
Material

Certified PDF, 300 dpi, CMYK
< 10Mb via e-mail to kiki@b2bcommunications.nl.
For larger files please use wetransfer.com (free).



LARGE BLOCK

Portrait: 94 x 222,4 mm
Landscape: 181,3 x 110 mm



SMALL BLOCK

Portrait: 94 x 106,2 mm

All sizes: width x height

1

JACKIT
RENOVEREN
Renovatiepartner voor koel- en vriesruimtes in foodproductie.
365 dagen per jaar

MULTIVAC
Vleesproducten verpakken, verpakken en etiketteren op nieuw of origineel geïmporteerde machines.

nutrilab
Uw laboratorium voor voedselveiligheid

3

nutrilab
Uw laboratorium voor voedselveiligheid

MULTIVAC
Vleesproducten verpakken, verpakken en etiketteren op nieuw of origineel geïmporteerde machines.

RUYV GROEP
INDUSTRIËLE VOEDSELVERWERKING

POSTER VLEES 2025

DE STRUCTUUR VAN DE NEDERLANDSE VLEES(WAREN)INDUSTRIE



EQUANS
Energie en water

BPG
BETA PACKAGING GROUP

Nut Central
Levering van 100% plantaardige producten

GLOBAL FLEXIBLES
OF FOLDFLEX

RUYV GROEP
INDUSTRIËLE VOEDSELVERWERKING

POSTER ZUIVEL 2025

DE STRUCTUUR VAN DE NEDERLANDSE ZUIVELINDUSTRIE



FAST-Solution for Food

BPG
BETA PACKAGING GROUP

Nut Central
Levering van 100% plantaardige producten

GLOBAL FLEXIBLES
OF FOLDFLEX

RUYV GROEP
INDUSTRIËLE VOEDSELVERWERKING

Fi&S
Food Ingredients & Services

LABAZ
Uw partner voor optimale hygiëne!

ESPERA
WEGEN + ETIKETTEREN = ESPERA

DenDoor
GTS

LABAZ
Uw partner voor optimale hygiëne!

JACKIT
RENOVEREN
Renovatiepartner voor koel- en vriesruimtes in foodproductie.
365 dagen per jaar

JACKIT
RENOVEREN
Renovatiepartner voor koel- en vriesruimtes in foodproductie.
365 dagen per jaar

MULTIVAC
Vleesproducten verpakken, verpakken en etiketteren op nieuw of origineel geïmporteerde machines.

nutrilab
Uw laboratorium voor voedselveiligheid

LERØY
Norwegian Seafood Pioneer since 1899

MULTIVAC
Vleesproducten verpakken, verpakken en etiketteren op nieuw of origineel geïmporteerde machines.

nutrilab
Uw laboratorium voor voedselveiligheid

POSTER AGF 2025

DE STRUCTUUR VAN DE NEDERLANDSE AARDAPPEL-, GROENTE- EN FRUITINDUSTRIE



RUYV GROEP
INDUSTRIËLE VOEDSELVERWERKING

FAST-Solution for Food

Nucleon

tempcontrol
Temperature is one specialist, ook voor de AGF industrie

POSTER VIS 2024

DE STRUCTUUR VAN DE NEDERLANDSE VISINDUSTRIE



RUYV GROEP
INDUSTRIËLE VOEDSELVERWERKING

Applikon
Software oplossingen voor de voedingssector

GLOBAL FLEXIBLES
OF FOLDFLEX

FAST-Solution for Food

Fi&S
Food Ingredients & Services

LABAZ
Uw partner voor optimale hygiëne!

2factory
Digitaliseer je productieprocessen

Fi&S
Food Ingredients & Services

LABAZ
Uw partner voor optimale hygiëne!

ESPERA
WEGEN + ETIKETTEREN = ESPERA

Poster VIS 2025 Available by the end of November

INFOMERCIAL / CASE STUDIES

Did you know we offer full-service production of testimonials, company features and branded articles? We call them infomercials: a story focused on and largely about a customer, initiated by a supplier.

And what do we deliver? Reach, reach and more reach!

OUR PROCES FOR A 2-PAGE INFOMERCIAL

- ✓ You provide us with the address (NL) and a contact person at the location where the interview should take place.
- ✓ Our journalist gets in touch, schedules an appointment and ensures that everyone who needs to be involved is available on that day or reachable for a phone interview.
- ✓ A press photographer is sent out the same day to take three photos for the article.
- ✓ Texts and photos are **royalty-free**. We purchase the rights up front, so you don't have to. The featured company (your client) also receives the images for unrestricted use.
- ✓ The article is written and **submitted for review** to all parties involved.
- ✓ Once approved, it is laid out in the style of our magazine – not as an advertorial, but as **editorial content**.
- ✓ The formatted article is sent again for **final approval**.
- ✓ Nothing goes to print without **explicit confirmation** from all parties.
- ✓ After approval, the article is translated into **English**, as our website is bilingual. These translated texts are also royalty-free and available for your own use.
- ✓ On the publication day of the print edition, the article is **immediately available online**, in both Dutch (www.vakbladvoedingsindustrie.nl) and English (www.dutchfoodindustry.com).
- ✓ All online content is free to read and share; **we do not use paywalls or subscriptions**.
- ✓ Easy to share via Facebook, LinkedIn, X (Twitter), Google, or email.
- ✓ We include the article as an **advertorial** in our newsletter and share it across our **social media channels**.
- ✓ We also publish a **LinkedIn newsletter**, which mirrors the full content of our regular email newsletter. That means **twice the exposure for the same investment**, delivering even greater reach.
- ✓ The archive remains accessible and searchable via Google for years, providing ongoing conversion.
- ✓ The full magazine is also published as an interactive digital edition (flipbook) on www.issuu.com/vakbladvoedingsindustrie.

MAXIMUM RESULTS ARE ONLY ACHIEVED WHEN THE SUPPLIER GIVES THE SPOTLIGHT TO THE CUSTOMER

- ✓ The headline and introduction highlight the customer – not the supplier.
- ✓ The supplier is of course mentioned further in the article.
- ✓ The journalist writes approximately 75% of the article about the customer, and 25% about the product or service you provided as a solution to their challenge.
- ✓ The supplier's website is included subtly at the end.

Interested in this kind of full-service infomercial across all our channels? Get in touch and we'll get started. Pricing can be found on page 5 of this media kit.

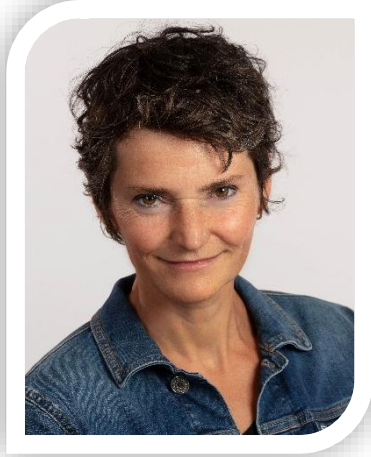
CONTACT INFORMATION



PUBLISHER

Saskia Stender

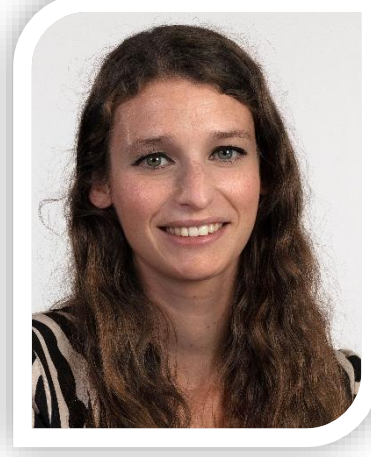
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ONDERNEMERS
SOCIËTEIT
VOEDINGSINDUSTRIE

www.OSVnetwerk.com

ONLINE AND OFFLINE CONCEPTS

With our understanding of the food market and focus on people, we help create visible and credible communication.



Imagine this: marketing that doesn't wait for input, but asks the right questions itself. **AI** that spots patterns people overlook. A strategy that learns, predicts and persuades.

The future of communication is already here. **AI** that works with your knowledge, your tone, and your customers. Not hype - just results.

Curious? Schedule your appointment now.

John Wallbrink | director Wallbrink Crossmedia Groep
AI accelerates your strategy

"We know the people behind the market. That makes our network valuable and our approach personal. Not a fleeting ad campaign, but communication with character.

Through the Ondernemers Sociëteit Voedingsindustrie (OSV), we build relationships. With the trade journal *Voedingsindustrie*, we create visibility and deliver content that fits the reality of day-to-day practice. Because we understand what's happening in the sector, we think beyond standard formats. And that's exactly where the difference begins.."

Saskia Stender | director b2b Communications BV
Communication specialists in food industry



COMMUNICATIONS

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