



Mediabrochure 2020

KantoorVak Trends & Design

YOUR SOURCE OF INFORMATION FOR TODAY AND TOMORROW

TRENDWATCHERS THE PLATFORM FOR THE BUSINESS OF

OFFICE SUPPLIES, STATIONERY, WISHINGCARDS, HOBBY

AND GIFTS MULTIMEDIAL MAGAZINE



KANTOORVAK TRENDS & DESIGN EN TRENDS EN DESIGN ARE TOGETHER THE MULTIMEDIAL PLATFORM OF THE FIRM MULTIVAK. THE MAGAZINES WEBSITES, DIGITAL NEWSLETTERS AND SOCIAL MEDIA TOGETHER ARE ONE WHO IN MANY WAYS MAKE EACHOTHER STRONGER.

KANTOORVAK TRENDS & DESIGN is the professional magazine for the office, stationery, books, smokersware and hobby, playing goods and gift shops focussing on the development, production, import and sales of office supplies, stationery, bts, wishingcards, hobbyarticles and gifts.

TRENDS EN DESIGN signals and follows the changes and development in the sector. This trendy looking magazine offers retailers and producers a showcase were from very small to nation wide most different trends are signalled and presented.

Both magazines are well known for their editorial independence and quality. Apart from news facts, actualities and trends also backgrounds are shown and there is enough room for human interest. In a wide variety of articles most different subjects are described thoroughly and with knowledge. Also the most significant changes in the retail business are followed and (international) trade fairs are visited.

In all parts of this multi medial platform we have many interesting possibilities to advertise. Both in the magazines, on the websites and on social media. We like to tell you all about our commercial chances and you will find our list of "specials" on our own website.



KANTOORVAK / TRENDS EN DESIGN WHAT TO NOW MORE?

Postbus 239
1740 AE Schagen

T +31 (0)224 55 22 60

E sales@kantoorvak.nl
(voor advertentie mogelijkheden)

E redactie@kantoorvak.nl
(voor redactie)

APPEARANCE AND CLOSING OF ADVERTISING

The editor keeps the right to change the mentioned data.

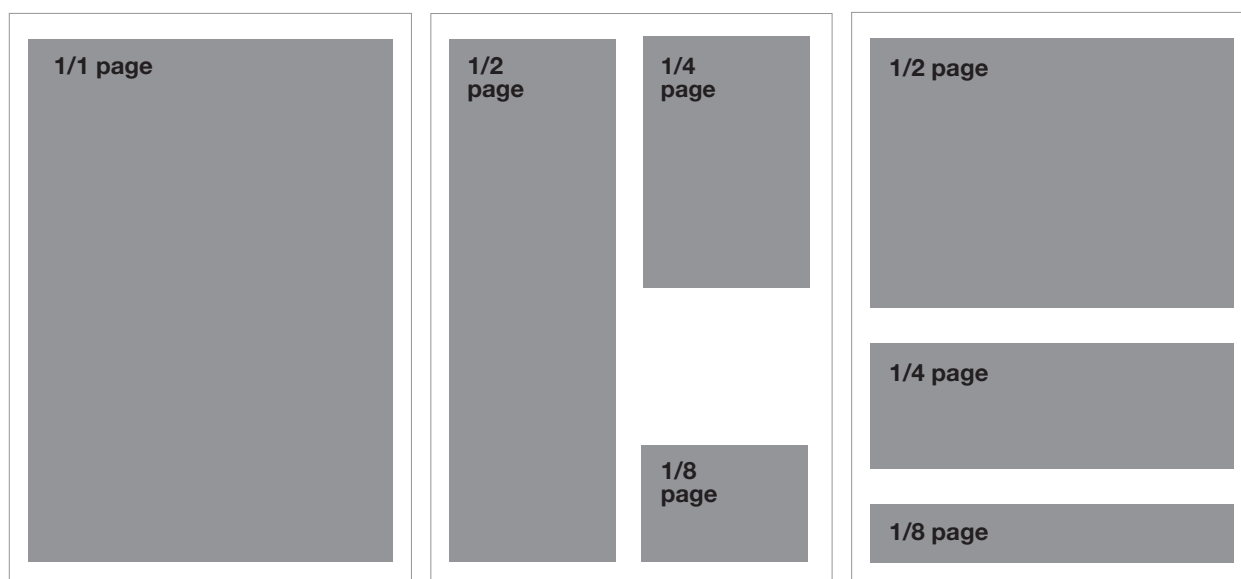
Edition Issue	Deadline	Appearance
2019 1 January	11/12/2019	07/01/2020
2019 2 February/March	10/02/2020	26/02/2020
2019 3 April/May	20/04/2020	06/05/2020
2019 4 June /July	08/06/2020	24/06/2020
2019 5 September/October	26/08/2020	16/09/2020
2019 6 November	06/11/2020	25/11/2020
2020 1 January	11/12/2020	07/01/2021

You can reach us concerning our specials under kamps@kantoorvak.nl

facebook.com/KantoorVak-Trends-Design
facebook.com/trendsendesign

www.kantoorvak.nl
www.trends-en-design.nl

MAGAZINE FORMATS / PRICES / ONLINE



1/1 page

descending: 210 x 297 mm
+ 3 mm bleed

1/1 page

type area: 185 x 268 mm

1/2 page portrait

90 x 268 mm

1/4 page portrait

90 x 132 mm

1/8 page portrait

90 x 64 mm

1/2 page landscape

185 x 132 mm

1/4 page landscape

185 x 64 mm

1/8 page landscape

185 x 30 mm

ADVERTISING KANTOORVAK

Full Color [in euro's excluding VAT]

Size	1x	2x	3x	6x
1/1 page	2.500	2.375	2.250	2.125
1/2 page	1.500	1.425	1.388	1.350
1/4 page	900	855	833	810
1/8 page	500	475	463	450

Magazine	Prijs
Cover	Coverpage + 2 page editors 2.950

ADVERTORIAL

Advertorial / Advertisement [in euro's excluding VAT]

Size	1x
400 words	3 images in high resolution (300 dpi) 1.500
250 words	2 images in high resolution (300 dpi) 750
200 words	1 image in high resolution (300 dpi) 500
100 words	1 image in high resolution (300 dpi) 250

All texts are checked for language errors and grammar and photo(s) being assessed in advance on quality.

OTHER POSSIBILITIES

Apart from the regular possibilities we make custom made campaigns or other means like stickers and advertorials. For more information, you can contact info@kantoorvak.nl

WEBSITE/NEWSLETTER KANTOORVAK

[in euro's excluding VAT]

Banner	Colophon	Colophon	News column	Top banner
	322x99 px	322x198 px	608x198 px	944x99 px
1 month	100	150	225	375
2 months	5% discount per month			
3 months	10% discount per month			
6 months	15% discount per month			
and more...				
Advertorial newsletter				Price
1 advertorial	1 month on website and 1 newsletter			750
2 advertorials	1 month on website and 1 newsletter			1.400
3 advertorials	1 month on website and 1 newsletter			2.000
Company profile Wholesalers/Producers				Price
Basicpackage				500
YouTube movie				Price
Every three months - quaterly				on request

WEBSITE TRENDS EN DESIGN

[in euro's excluding VAT]

Banner		1x
250 words	2 images website Trends en Design	250
200 words	1 image website Trends en Design	200
100 words	1 image website Trends en Design	150

SPECIFICATIONS

Digital open files made in Adobe InDesign/Adobe Illustrator/Adobe Photoshop for Apple. All in InDesign or Illustrator used typefonts/scans in CMYK on 300 dpi on the format used in the advertisement just like logos and illustrations in CMYK eps-format.

Mind you: do not use assistant colours; they need to be changed into CMYK or black and white. We need a real colorproof and color separated laserprints. If these are smaller than the original please make a note on the proof.