



www.potatoworld.eu • www.aardappelwereld.nl

YOUR MEDIA PARTNER IN THE POTATO INDUSTRY



Media brochure 2024

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Team PotatoWorld

Cooperation in the potato industry has the highest priority at Aardappelwereld BV, publisher of Aardappelwereld and PotatoWorld magazine. As we are *your media partner in the potato industry*, our enthusiastic Team PotatoWorld provides you with an extensive cross-media platform.



Jaap, Jeroen, Desiree and Leo

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Aardappelwereld BV

YOUR MEDIA PARTNER IN THE POTATO INDUSTRY

Aardappelwereld BV has been the media platform for all professionals in the potato industry since 1947. Since its foundation, our team can be found in The Hague, the political heart of the Netherlands. With our printed industry magazines Aardappelwereld magazine (Dutch) and PotatoWorld magazine (English), for over 75 years we have been bringing in-depth reporting, news and current affairs that benefit the entire potato sector worldwide. Additionally, we support and extend our publications via online media channels such as newsletters, blogs and social media. Furthermore, Aardappelwereld BV publishes knowledge-enriching reference books, such as the Potato Handbook, the Potato Breeding Book and the Potato Diseases Book.

PotatoWorld magazine and Aardappelwereld magazine are essential industry magazines for everyone working in jobs related to the potato industry. Every quarter (PotatoWorld) and every month (Aardappelwereld), these magazines offer a broad collection of articles full of up-to-date knowledge. The content of these magazines ranges from news reports to in-depth articles, illustrated with insightful visual material such as pictures and graphs. Both industry magazines have a broad circulation among subscribers representing the whole potato industry and beyond. This includes growers, contract workers, traders, processors, equipment suppliers and manufacturers, export companies, researchers, teachers and students.

Altogether, the various media channels of Aardappelwereld and PotatoWorld, focused on high-quality news and knowledge transfer, make our complete media platform very attractive to advertisers. Many stakeholders in the potato sector know how to find us to present their novelties and existing products and services to the right target group.

In this media brochure we provide a clear overview of our rates and conditions.

PotatoWorld
website

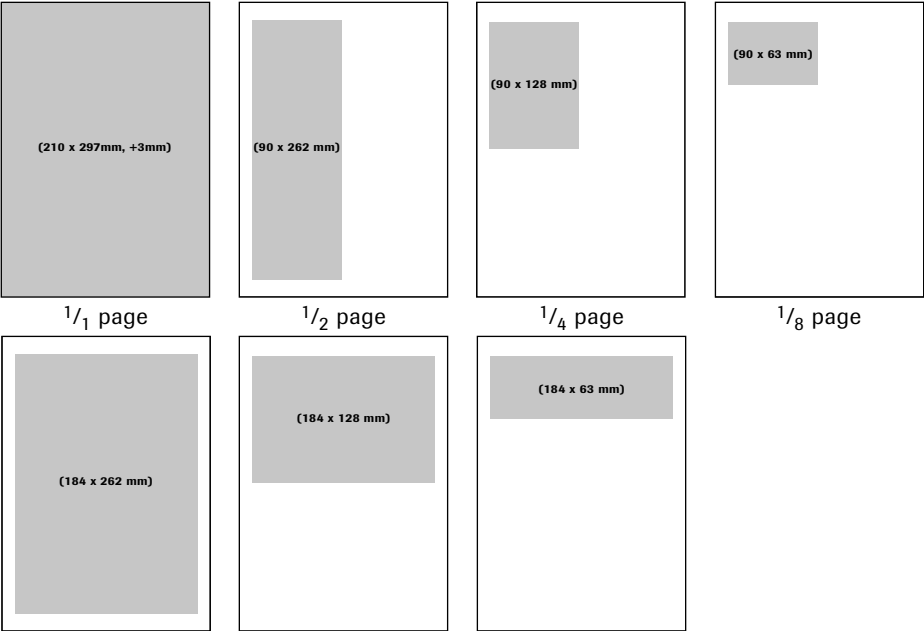


Aardappelwereld
website



Magazine advertising rates

POTATOWORLD AND AARDAPPELWERELD



Advertising rates (PotatoWorld and Aardappelwereld)		
Price per issue (VAT not included)		
Advertisement of your choice	Price in euros	Size (Width x Height in mm)
1/1 pag.	€ 3,175.00	184 x 262 of 210 x 297 (+3 mm)
1/2 pag.	€ 1,660.00	184 x 128 of 90 x 262
1/4 pag.	€ 920.00	184 x 63 of 90 x 128
1/8 pag.	€ 580.00	184 x 30 of 90 x 63
Insert/leaflet	€ 2,650.00	

Discount Aardappelwereld magazine: 6 issues → 5% discount; 12 issues → 10% discount

Discount PotatoWorld magazine: 4 issues → 10% discount

Advertentiespecificaties

Printing process:	Offset printing
Paper:	100 grammes glazed m.c.
Type page:	210 x 297 mm
Reproduction material:	Certified PDF, 300 dpi

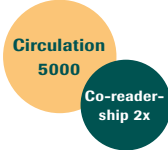
Magazine planning 2024

POTATOWORLD AND AARDAPPELWERELD

PotatoWorld magazine 2024			
Month	Ad closing date	Date of publication	Extra circulation
March	March 06	March 22	WPC 2024
June	June 05	June 21	PotatoEurope 2024
September	September 25	Oktober 11	Potato Variety Days, PIP 2024
December	December 04	December 20	Potato Expo 2025, Fruit Logistica 2025

PotatoWorld magazine subscription specs:

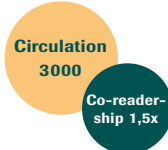
Hard copy: 4 issues per year, 82.50 euro (VAT not included)
For more information regarding the possibilities for a collective subscription, send an email to info@potatoworld.eu.



Aardappelwereld magazine 2024			
Month	Spotlight	Ad closing date	Date of publication
January	Innovations in the potato chain	January 03	January 19
February	Processing	January 31	February 16
March	Ware potatoes	February 28	March 15
April	Spring works	April 03	April 19
May	Crop care	May 01	May 17
June	Precision agriculture	May 29	June 14
July	Seed potatoes	July 03	July 19
August	PotatoDemoday 2024 / PotatoEurope 2024	July 31	August 16
September	Start of harvesting and marketing	August 28	September 13
October	Potato Variety Days 2024 <i>Preview</i>	October 02	October 18
November	Interpom 2024 <i>Preview</i>	November 01	November 15
December	Storage	November 27	December 13

Aardappelwereld magazine subscription specs:

12 issues per year, 146 euro (VAT not included)
For more information regarding the possibilities for a collective subscription, send an email to redactie@aardappelwereld.nl.



Newsletter advertising rates

POTATOWORLD AND AARDAPPELWERELD



Advertorial rates 2024 (PotatoWorld and Aardappelwereld)				
Price per placement (VAT not included)				
Number of placements, price in euros				
1	3 and up	6 and up	12 and up	24
€375.- p.p.	€350.- p.p.	€325.- p.p.	€300.- p.p.	€250.- p.p.
Title: max. 50 characters (including spaces) Text: max. 400 characters (including spaces) Image: 200x200 pixels				

Banner rates 2024 (PotatoWorld and Aardappelwereld)				
Price per placement (VAT not included)				
Number of placements, price in euros				
1	3 and up	6 and up	12 and up	24
€325.- p.p.	€300.- p.p.	€275.- p.p.	€250.- p.p.	€200.- p.p.
Size: 1200 x 200 pixels (Width x Height) Supply as: GIF or JPG file				

Newsletter planning 2024

POTATOWORLD AND AARDAPPELWERELD

PotatoWorld magazine Newsletter planning 2024					
Edition	Ad closing date	Week of publication	Edition	Ad closing date	Week of publication
January	January 17	week 4	July	July 17	week 30
February	February 14	week 8	August	August 14	week 34
March	March 13	week 12	September	September 11	week 38
April	April 17	week 17	October	October 16	week 43
May	May 15	week 21	November	November 13	week 47
June	June 12	week 25	December	December 11	week 51

Aardappelwereld magazine Newsletter planning 2024					
Edition	Ad closing date	Week of publication	Edition	Ad closing date	Week of publication
January 1	December 27	week 1	July 1	July 10	week 29
January 2	January 10	week 3	July 2	July 24	week 31
February 1	February 07	week 7	August 1	August 07	week 33
February 2	February 21	week 9	August 2	August 21	week 35
March 1	March 06	week 11	September 1	September 04	week 37
March 2	March 20	week 13	September 2	September 18	week 39
April 1	March 27	week 14	October 1	October 09	week 42
April 2	April 10	week 16	October 2	October 23	week 44
May 1	April 24	week 18	November 1	November 06	week 46
May 2	May 08	week 20	November 2	November 20	week 48
June 1	June 05	week 24	December 1	December 04	week 50
June 2	June 19	week 26	December 2	December 18	week 52

Sign up for the
free PotatoWorld
Newsletter



Meld je aan voor de
gratis Aardappelwereld
Nieuwsbrief

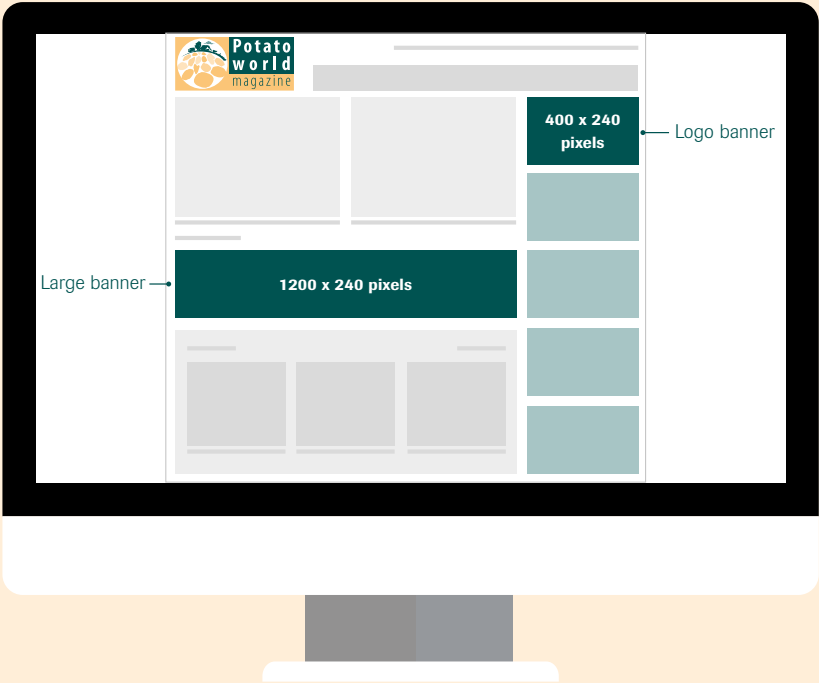


Website advertising rates

Potatoworld.eu | Aardappelwereld.nl

Large Banner (PotatoWorld and Aardappelwereld)				
Price per placement (VAT not included)				
Price per month in euros				Size
1 month	3 months	6 months	12 months	Width x Height
€ 900.00	€ 800.00	€ 750.00	€ 700.00	1200 x 240 pixels

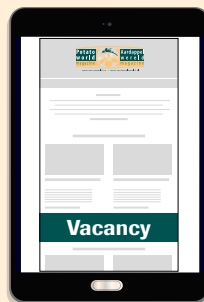
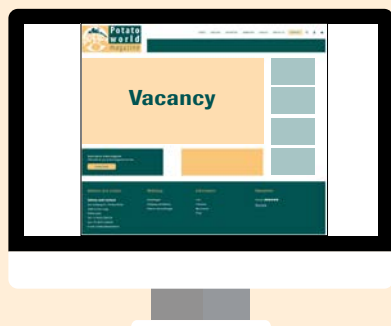
Logo Banner (PotatoWorld and Aardappelwereld)				
Price per placement (VAT not included)				
Price per month in euros				Size
1 month	3 months	6 months	12 months	Width x Height
€ 450.00	€ 350.00	€ 300.00	€ 275.00	400 x 240 pixels



Vacancies

Potatoworld.eu/vacancies | Aardappelwereld.nl/vacatures

With a strong positioning and great coverage in the market, our channels are an excellent podium for your vacancy. Your job posting can be published online or in our professional journals, or across multiple platforms.



Meet us live!

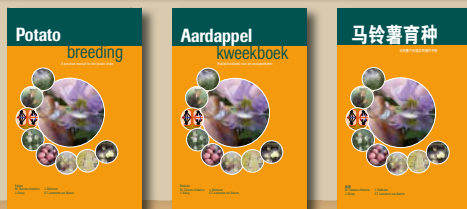
Potatoworld.eu/events | Aardappelwereld.nl/evenementen





www.potatoworld.eu • www.aardappelwereld.nl

Available in our webshop



In case you want to order a large quantity of our books, we are happy to provide you with a competitive quote. Please contact our sales department at krabbendam@aardappelwereld.nl.

Order now in the Potatoworld webshop. Or scan this QR-code.



Contact



Our cooperation starts or continues here

Aardappelwereld BV offers a broad range of opportunities to present your company, product and/or service to the Dutch and the international potato industry. With all the advertising opportunities we present in this media brochure, you can distinguish yourself on our extensive platform in a cross-media context.

To benefit from our cross-media platform and network, you can simply get in touch with Team PotatoWorld's advertising advisor: **Jeroen Krabbendam**. Would you like to know which use of our advertising options suits you best? Let Jeroen advise you about smart combinations of our cross-media opportunities within a tailored advertising package. If you have any questions or would like a non-binding quotation, just get in touch.

In line with our cross-media focus, you can reach **Jeroen** in many ways: call him during office hours at +31 (0)6 26036600 or send an email to krabbendam@aardappelwereld.nl. Additionally, feel free to invite Jeroen to your venue or plan a visit to our office in The Hague.

Call Jeroen

+31 (0)6 26036600
+31 (0)70 3589331

Send Jeroen an e-mail

krabbendam@aardappelwereld.nl

Visit Jeroen

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