

Advertising rates 2021

Boer&Tuinder Commercial pages









Boer&Tuinder is the weekly magazine for farmers and vegetable growers who are members of Boerenbond. The magazine brings news about trade union actions, economic and social-legal news, but also agriculturally focused technical information for all those who are professionally engaged in agriculture and horticulture. European and world politics are also discussed. The members also find information about seminars and informative activities of Boerenbond and of many professional organizations involved in the agricultural sector.

Each issue contains a number of article that focus on a particular topic. The members receive information about what interests them and what concerns them, but also provide information from the activities on their farm. In addition to the website, the digital newsletters and the specialized information from the sector-oriented activities by Boerenbond, *Boer&Tuinder* gives the journalists the opportunity to focus on subjects to be analysed in depth .

Boer&Tuinder is published as a magazine with a glued back. The fresh layout looks modern and attractive, and invites the members, the stakeholders and the employees of the government to read it and share its content.

Standard format

Format	b/w	1 color*	Quadri	Layout
Dimensions in mm (H x W)		Prices in euro		
2/1 				
297 x 460			3444,00	
1/1 				
263 x 182 297 x 230	1205,00	1465,00	1640,00	70,00
1/2 				
128 x 182 263 x 87	630,00	875,00	1040,00	60,00
1/3 				
82 x 182	410,00	530,00	755,00	50,00
1/4 				
60 x 182 128 x 87	330,00	445,00	570,00	40,00
1/8 				
60 x 87 28 x 182	165,00	220,00	295,00	30,00

* Composition colour: see technical card

Commercial blocks

Rates mm/column	b/w	1 color
Commercial (width 41-87 mm)		
H 50mm x 1 column	40,00	58,00
H 75mm x 1 column	60,00	87,00
H 100mm x 1 column	80,00	116,00
H 50mm x 2 columns	80,00	116,00

Flexible format

Rates mm/column
Notarial / Immo (width 82 mm)
Rates per mm height
Op aanvraag

Publication dates 2021

Editienr.	Date	Réservation	Matériel
		avant	avant
1	07/01	21/12/2020	22/12/2020
2	14/01	05/01	06/01
3	21/01	12/01	13/01
4	28/01	19/01	20/01
5	04/02	26/01	27/01
6	11/02	02/02	03/02
7	18/02	09/02	10/02
8	25/02	16/02	17/02
9	04/03	23/02	24/02
10	11/03	02/03	03/03
11	18/03	09/03	10/03
12	25/03	16/03	17/03
13	01/04	23/03	24/03
14	08/04	29/03	30/03
15	15/04	06/04	07/04
16	22/04	13/04	14/04
17	29/04	20/04	21/04
18	06/05	27/04	28/04
19	14/05	04/05	05/05
20	20/05	07/05	10/05
21	27/05	17/05	18/05
22	03/06	25/05	26/05
23	10/06	01/06	02/06
24	17/06	08/06	09/06
25	24/06	15/06	16/06
26	01/07	22/06	23/06
27	08/07	29/06	30/06
28/29	15/07	06/07	07/07
30	29/07	19/07	20/07
31/32	05/08	27/07	28/07
33	19/08	10/08	11/08
34	26/08	17/08	18/08
35	02/09	24/08	25/08
36	09/09	31/08	01/09
37	16/09	07/09	08/09
38	23/09	14/09	15/09
39	30/09	21/09	22/09
40	07/10	28/09	29/09
41	14/10	05/10	06/10
42	21/10	12/10	13/10
43	28/10	19/10	20/10
44	04/11	25/10	26/10
45	12/11	02/11	03/11
46	19/11	05/11	08/11
47	25/11	16/11	17/11
48	02/12	23/11	24/11
49	09/12	30/11	01/12
50/51	16/12	07/12	08/12

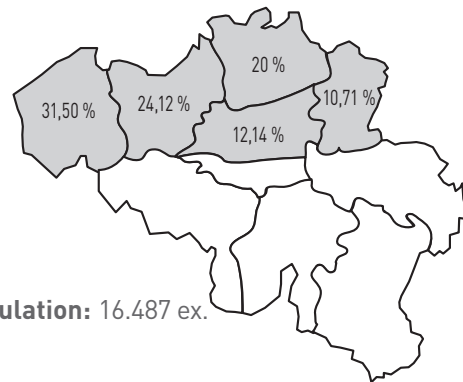
■ **Surplus charge:** Preferential insertion +10%

■ **Material:** Technical data can be found on www.mediaservice.be.

■ **Prices excl. VAT:**

The proposed advertising can be refused or adjusted by the responsible publisher of the chosen magazine, if his decision is motivated. General conditions of sale available on request.

■ **Geographic coverage:**



■ **Circulation:** 16.487 ex.