

# Advertising rates 2022

## 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		
<b>2/1</b> 				
297 x 460			3550,00	110,00
<b>1/1</b> 				
263 x 182    297 x 230	1240,00	1510,00	1690,00	75,00
<b>1/2</b> 				
128 x 182    263 x 87	650,00	900,00	1070,00	65,00
<b>1/3</b> 				
82 x 182	420,00	545,00	780,00	55,00
<b>1/4</b> 				
60 x 182    128 x 87	340,00	460,00	590,00	45,00
<b>1/8</b> 				
60 x 87    28 x 182	170,00	225,00	305,00	35,00

\* Composition colour: see technical card

### Commercial blocks

Rates mm/column	b/w	1 color	Quadri
<b>Commercial (width 41-87 mm)</b>			
H 50mm x 1 column	45,00	60,00	150,00
H 75mm x 1 column	65,00	90,00	210,00
H 100mm x 1 column	85,00	120,00	270,00
H 50mm x 2 columns	85,00	120,00	270,00

### Flexible format

Rates mm/column	
<b>Notarial / Immo (width 82 mm)</b>	
Rates per mm height	on request

## Publication dates 2022

Edition Nr.	Date	Reservation before	Material before
1	06/01	21/12/2021	22/12/2021
2	13/01	04/01	05/01
3	20/01	11/01	12/01
4	27/01	18/01	19/01
5	03/02	25/01	26/01
6	10/02	01/02	02/02
7	17/02	08/02	09/02
8	24/02	15/02	16/02
9	03/03	22/02	23/02
10	10/03	01/03	02/03
11	17/03	08/03	09/03
12	24/03	15/03	16/03
13	31/03	22/03	23/03
14	07/04	29/03	30/03
15	14/04	05/04	06/04
16	21/04	11/04	12/04
17	28/04	19/04	20/04
18	05/05	25/04	26/04
19	12/05	03/05	04/05
20	19/05	10/05	11/05
21	27/05	17/05	18/05
22	02/06	20/05	23/05
23	09/06	30/05	31/05
24	16/06	07/06	08/06
25	23/06	14/06	15/06
26	30/06	21/06	22/06
27	07/07	28/06	29/06
28/29	14/07	04/07	05/07
30/31	28/07	15/07	18/07
32/33	11/08	02/08	03/08
34	25/08	16/08	17/08
35	01/09	23/08	24/08
36	08/09	30/08	31/08
37	15/09	06/09	07/09
38	22/09	13/09	14/09
39	29/09	20/09	21/09
40	06/10	27/09	28/09
41	13/10	04/10	05/10
42	20/10	11/10	12/10
43	27/10	18/10	19/10
44	04/11	24/10	25/10
45	10/11	28/10	02/11
46	17/11	07/11	08/11
47	24/11	15/11	16/11
48	01/12	22/11	23/11
49	08/12	29/11	30/11
50	15/12	06/12	07/12
51/52	22/12	13/12	14/12

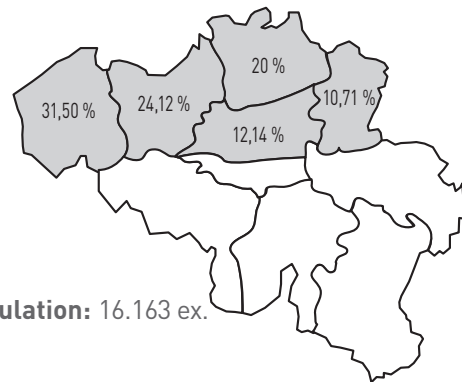
■ **Surplus charge:** Preferential insertion +10%

■ **Material:** Technical data can be found on [www.mediaservice.be](http://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:** 16.163 ex.