

Advertising rates 2021

Boer&Tuinder Editorial 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			
Cover 2					
					
297 x 230			2765,00	70,00	
Cover 3					
					
297 x 230			2645,00	70,00	
Cover 4					
					
297 x 230			2950,00	70,00	
2/1					
					
297 x 460			5050,00	100,00	
1/1					
					
263 x 182	297 x 230	1925,00	2230,00	2405,00	70,00
1/2					
					
128 x 182	263 x 87	1050,00	1300,00	1500,00	60,00
1/3					
					
82 x 182	263 x 58	705,00	900,00	1145,00	50,00
1/4					
					
60 x 182	128 x 87	535,00	710,00	900,00	40,00
1/8					
					
60 x 87	28 x 182	265,00	385,00	505,00	30,00

* Composition colour: see technical card

Publication dates 2021

Edition	Date	Reservation before	Material before
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

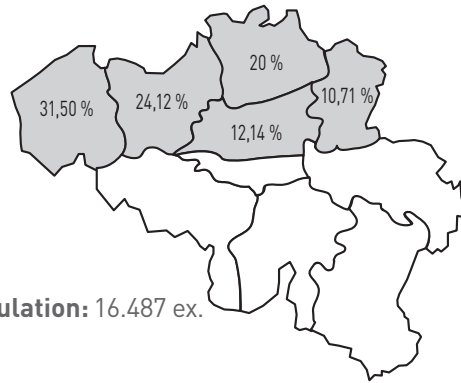
■ **Surplus charge:** Preferential insertion +10%

■ **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.