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Esthéticienne

Groep uitgevers voor vak en wetenschap Nederlands uitgeversverbond

GENERAL INFORMATION

Title : ESTHÉTICIENNE
Subtitle : Trade journal for beauty care and cosmetics
Website : www.estheticienne.nl
Published by : KOGGESCHIP VAKBLADEN BV
 Hettenheuvelweg 41-43
 1101 BM Amsterdam-Z.O.
 Po box 1198, 1000 BD Amsterdam
 The Netherlands
 Tel. +31 (0)20 6916666
 Fax +31 (0)20 6960396
www.koggeschip-vakbladen.nl
Publisher : Anthony C. van Trigt
Sales : Sandra de Vries
Inside staff sales : Martine Beukenkamp / Yvette Derksema
 E-mail advertenties@estheticienne.nl
Publication frequency : monthly

EDITORIAL INFORMATION

Formula : Esthéticienne is an independant trade magazine for beauty care and cosmetics. It is targeted at beauticians and skin therapists, as well as spa's, solariums, wellness centers and perfumeries in the Netherlands and Belgium. The editors aim to give practical and professional information concerning beauty care in the broadest sense, thus helping to improve practical knowledge and enhance business.
Editorial staff : Po box 1198
 1000 BD Amsterdam, The Netherlands
 Tel. +31 (0)20 6916666, Fax +31 (0)20 6960396
 E-mail redactie@estheticienne.nl
Chief editor : Marco D.M. Jouret

CIRCULATION DETAILS (HOI quarter 3/09 up to and including quarter 2/10)

AVERAGE NUMBERS PER PUBLICATION	TOTAL
1.1 paid subscriptions at standard prices	4.134
1.2 paid subscriptions at non-standard prices	
1.3 n/a	
1.4 membership subscriptions	
1.5 portfolio with magazines	
1.6 loose sales at retail prices	
1.7 loose sales at publisher's special prices	
1.8 paid multiple subscriptions at standard prices	
1.9 paid multiple subscriptions at non-standard prices	
1 = TOTAL PAID CENTRAL CIRCULATION	4.134
2.1 controlled circulation	
2.2 directed free circulation	1.875
2 = TOTAL DIRECTED CIRCULATION	1.875
3.1 bulk sales at retail prices	
3.2 bulk sales at publisher's special prices	
3.3 incidental rest circulation	542
3 = TOTAL REMAINING CIRCULATION	542
1 + 2 + 3 = TOTAL CIRCULATION	6.533

EXPLANATION

The adjoining table displays the weighted averages of the circulation details (HOI quarters 3 and 4, 1 and 2). For the most recent circulation details, visit the website of the HOI Institute for Media Auditing: www.hoi-online.nl.

In order to determine the circulation of bound and loose inserts, please contact the publisher.

SALES PRICES

Subscription prices : the Netherlands € 104,00 a year (incl. VAT)
 Belgium € 110,25 a year
Loose sale prices : the Netherlands € 12,00 per edition (incl. VAT)
 Belgium € 12,00 per edition

Esthéticienne

ADVERTISING RATES

(All rates are in Euros, excl. VAT)

	1x	3x	6x	12x
1/1 page	2540	2450	2360	2230
1/2 page	1510	1465	1410	1350
1/4 page	925	895	865	825
1/8 page	580	550	535	510

The rates for other kinds of online ads can be found on www.estheticienne.nl

Millimeter rate	: n/a
Next-to-matter advertising	: n/a
Combination rate	: n/a
Classified advertising	: € 63,00 (max. 315 characters)
Contract period	: 1 year

Terms of delivery : All placement orders are confirmed and carried out in conformity with the Rules for the Advertising Industry, lodged at the Registry of the District Courts and Chambers of Commerce in the Netherlands.

MISCELLANEOUS COSTS

Advertisement with response number : € 7,00 surcharge

Digital material
Extra handling of material that is not ready for print will be billed : at publisher's cost (min. € 15,00)

Disclaimer
Koggeschip Vakbladen can not be held responsible if the result is below standard when the digital material does not have the correct requirements.

SURCHARGES

Position surcharges
Inside or back covers : on request
Other preferred position : on request

Bleed surcharge : on request
(only 1/1 and 1/2 page)

Color surcharges
Spot colors will be reproduced using 4-color process colors (cmyk).

RATES FOR INSERTS

Bound : on request
Inserted : on request

The rates mentioned above include postal charges and processing fees and are excl. VAT.

TECHNICAL DATA

COVER

Printing process : Sheet-feed offset
Paper type : 170 grs. coated woodfree, satinated

INNER PAGES

Printing process : Sheet-feed offset CMYK
Paper type : 100 grs. coated woodfree

Binding : Perfect binding

Advertisement material: Certified PDF according to the standard 'Certified PDF Tijdschriften Nederland' (update januari 2010) of the Dutch Technical Commission for Digital Document Delivery (DALTC). More information on the subject can be obtained from www.certifiedpdf.net.

AD FORMATS / DIMENSIONS

	width x height (mm)	
1/1 page	: 185 x 270	
1/2 page	: 90 x 270	185 x 133
1/4 page	: 90 x 133	185 x 64
1/8 page	: 90 x 64	185 x 30

Publication trim size : 210 x 297
Live area : 185 x 270
Two-page Spread bleed: 426 x 303 (incl. trim)
Two-page Spread live : 395 x 270
Single page bleed : 216 x 303 (incl. trim)

PUBLICATION TABLE

No.	Publication date	Closing date for advertisement booking	Closing date for ready-for-print documents
1	12 january	13 december	20 december
2	8 february	17 january	24 january
3	9 march	14 february	21 february
4	14 april	21 march	28 march
5	11 may	18 april	26 april
6	9 june	16 may	23 may
7	12 july	20 june	27 june
8	9 august	18 july	25 july
9	7 september	15 august	22 august
10	13 oktober	19 september	26 september
11	8 november	17 oktober	24 oktober
12	13 december	21 november	28 november

Specials

- Vakbeurs Uiterlijke Verzorging Gorinchem (22-24 january)
- Beauty Trade Special (26-28 march) + Estetika Spring
- Vakbeurs Uiterlijke Verzorging Hardenberg (28-30 may)
- Beauty Salon Dimensions (24-26 sep.) + Estetika Fall / Professional Beauty & Wellness Kortrijk (2-3 oktober)

RESERVATION DEADLINES

Submission deadline : see publication table
Reservation deadline : 3 weeks before publication
Cancellation deadline : 3 weeks before publication