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Visagie

Groep uitgevers voor vak en wetenschap Nederlands uitgeversverbond

GENERAL INFORMATION

Title : VISAGIE
Subtitle : Trade journal for make-up and styling
Website : www.visagie.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@visagie.nl
Publication frequency : 8 times a year

EDITORIAL INFORMATION

Formula : Visagie is an independent trade journal for everyone involved in make-up, greasepaint, styling and fashion. The editorial staff strives to offer the reader an integral view of the international trends, new products, techniques and developments in the trade.
Editorial staff : Postbus 1198
 1000 BD Amsterdam, The Netherlands
 Tel. +31 (0)20 6916666, Fax +31 (0)20 6960396
 E-mail redactie@visagie.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	2.874
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	2.874
2.1 controlled circulation	
2.2 directed free circulation	1.883
2 = TOTAL DIRECTED CIRCULATION	1.883
3.1 bulk sales at retail prices	
3.2 bulk sales at publisher's special prices	
3.3 incidental rest circulation	690
3 = TOTAL REMAINING CIRCULATION	690
1 + 2 + 3 = TOTAL CIRCULATION	5.447

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 € 74,50 a year (incl. VAT)
 Belgium € 79,50 a year
Loose sale prices : the Netherlands € 13,00 per edition (incl. VAT)
 Belgium € 13,00 per edition

Visagie

ADVERTISING RATES

(All rates are in Euros, excl. VAT)

	1x	2x	4x	8x
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

Portfolio index (magazine + website)

Insertion of logo, address and extra text
(max.20 words) : € 695,00 a year (8 editions)
(There is no discount for agency cost)

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

Millimeter rate	: n/a
Next-to-matter advertising	: n/a
Combination rate	: n/a
Classified advertising	: n/a
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 : n/a

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 de 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 : 115 grs. coated woodfree

Binding : Saddle-Stitched

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)

Inserts : specifications on request

PUBLICATION TABLE

No.	Publication date	Closing date for advertisement booking	Closing date for ready-for-print documents
1	21 february	28 january	4 february
2	18 march	24 february	3 march
3	26 april	1 april	8 april
4	27 june	31 may	9 june
5	22 august	29 july	5 august
6	16 september	25 august	1 september
7	24 oktober	30 september	7 oktober
8	19 december	25 november	2 december

Specials

- 2 Beauty Trade Special (26-28 march);
Style Vision (trendspecial)
- 3 Vakbeurs Uiterlijke Verzorging Hardenberg (28-30 may)
- 6 Beauty Salon Dimensions (24-26 september);
Style Vision (trendspecial)

RESERVATION DEADLINES

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