

# Mediakit edition 2017 Hillenraad 100 anniversary edition #15

## Target group

- Directors/owners, board and management team of companies in the horticultural sector, including companies in breeding, supply, production, trade, processing and services;
- Professionals working in the broad horticultural (greenhouse) sector
- Talents and graduated students orientating for jobs in horticulture
- Policymakers at (foreign) governments and organisations
- Foreign companies looking for the a selection of most prominent Dutch suppliers and trade partners

## Mediakit Hillenraad100 – edition 2017

November 3rd, 2017 the new Hillenraad100-magazine will be published. The 100 most prominent companies of the horticulture industry. The Hillenraad100 is a high quality magazine issued by Aldenborg BV. The magazine is challenging because of its content, design and appearance and thus a widely read and appreciated board room magazine. Every edition is used for inspiration and as reference guide and is both available in Dutch and English. The annual edition is widely distributed amongst the target group. The synchronous and prestigious event the 'Hortigala of the Year' generates additional publicity which creates additional awareness for the advertisers in the magazine. Advertising in the Hillenraad100 is a high quality investment which will contribute to your reputation and will pay itself.

## Circulation

- The Hillenraad100 listed companies
- Direct ordering at the Hillenraad100-website
- Active distribution on FloraHolland Trade Fair 2017
- Selective distribution during international exhibitions in 2018
- Worldwide distribution to agricultural councils
- Foreign embassies located in the Netherlands
- Free copies available for agricultural schools and universities
- Digital at the responsive website with search engine ([www.hillenraad100.nl](http://www.hillenraad100.nl))

## Advertisement rates (full colour) excl. VAT\*

1/1 Page in NL + 1/1 UK version	€ 3.795,-
1/1 Page in NL + 1/2 UK version	€ 3.495,-
1/2 Page in NL + 1/1 UK version	€ 3.095,-
1/2 Page in NL + 1/2 UK version	€ 2.795,-
1/1 Page in NL version	€ 2.895,-
1/2 Page in NL version	€ 1.895,-

Prices of the cover, cover page, spreads and other special places in request.

\* It's only possible to advertise in the UK magazine in combination with the Dutch version.  
All advertisements are in full colour. No quarter pages possible.

## Hillenraad100

Copies in print total	10,000 copies
of which in Dutch	6,000 copies
of which in English	4,000 copies
Production	sheetfed offset
Paper inside	135 grams
Paper cover	250 grams + varnish
Advertisements specs	CPDF / 300 dpi
Frequency	publication once a year
Publish date	3 November 2017

## Deadline advertisement reservations and material

1 September 2017

## Submitting advertising material

[marc@princetownmedia.nl](mailto:marc@princetownmedia.nl)

## Size 1/1 page

Type area	215 mm width x 315 mm depth
Type page	240 mm width x 340 mm depth
Bleed	5 mm

## Size 1/2 page (no bleed required)

Landscape	215 mm width x 152.5 mm depth
Portrait	105 mm width x 315 mm depth



Hillenraad  
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Hillenraad  
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## Publisher

Aldenborg B.V.  
ABC Westland 127  
2685 DB Poeldijk  
+31 (0) 174 610438  
[info@hillenraad100.nl](mailto:info@hillenraad100.nl)

## Advertising

Princetown Media  
Boomkwekerij 21  
2635 KC Den Hoorn  
+31 (0) 6 - 53 63 01 20  
[marc@princetownmedia.nl](mailto:marc@princetownmedia.nl)