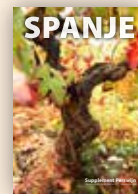


PERSWIJN

THE WINE MAGAZINE FOR ENTHUSIASTS & PROFESSIONALS

ABOUT PERSWIJN MAGAZINE

- PERSWIJN is the biggest independent Dutch-language wine magazine in the Netherlands and Belgium
- It is the only Dutch wine magazine focusing on consumers as well as professionals
- PERSWIJN stands out from other, similar magazines due to its professionalism and objectivity
- PERSWIJN reaches interested, advanced wine enthusiasts as well as professionals in the wine trade and the hotel and catering industry
- Style: objective, informative, accessible and high-quality
- Every issue offers reports on wine regions, interviews with winemakers and restaurant owners, background articles on various wine-related themes, and much more
- Culinary features focused on food and wine
- Regular, provocative columns by well-known wine critics, plus approximately 500 objective wine descriptions in every issue about wines tasted (blind) by a professional panel
- PERSWIJN is published eight times a year and is available through the standard sales channels, from various specialist wine shops, and online from the PERSWIJN web shop



ADDITIONAL MEDIA AND PUBLICATIONS

- Various supplements per year with extensive background information on specific wine countries or wine regions
- The PERSWIJN *Buyers' Guide* featuring the finals listing and the winning wines of the 2017 Perswijn Wine Contest
- The Perswijn website, www.perswijn.nl, offers fresh articles every day and has 34,000 unique visitors per month. Perswijn is also active on social media such as Facebook and Twitter. Facebook shows 20,300 posts per week (1,055,000 year) and attracts 6,700 unique visitors per week (350,000 a year). On Twitter we get 5,900 views per week (307,000 a year)
- Perswijn organises various annual tasting events, for example 'Le Tour de Champagne', and a range of seminars
We also organise external tasting events commissioned by national tourist boards and/or PR agencies; among them the 'Union des Grands Crus de Bordeaux' tasting.
- PERSWIJN publishes twice a month a newsletter for consumers (circulation 15,500) and a newsletter for professionals (circulation 4,500: wine import trade, wine retail trade, hotel and catering industry, and press)
- As leading brand, Perswijn features an interactive, digital magazine with realtime information (up-to-date wine prices), online linking to your website and moving images (video).



TARGET GROUP

- Highly educated men and women in the 25 to 70 age bracket
- Interested and advanced wine enthusiasts, and professionals in the wine trade and the hotel and catering industry
- Other interests: gastronomy, art, culture and travel

UITGEVERIJ DE WIJNPERS / WIJNPERS PUBLISHING

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E wijnpers@wijnpers.nl | www.perswijn.nl

ADVERTISING IN PERSWIJN

PERSWIJN has been one of the leading magazines in the Benelux wine industry for more than 30 years, focusing on wine enthusiasts as well as wine professionals. PERSWIJN stands out from other, similar magazines due to its professionalism and objectivity. Its content is diverse and offers, among other things, interviews, background articles, reports, and provocative columns by well-known wine critics.

PERSWIJN can help you put your message across to a wide audience in various ways: in the online magazine itself, or in our other publications such as the Buyers' Guides or the extra supplements. There are also several online exposure options such as banners, advertorials and newsletters. Due to our active presence on social media like Twitter and Facebook, PERSWIJN also offers a platform there for reaching your target group. Please contact Petri Houweling to discuss all the options for your specific needs!

PUBLICATION DATES 2017

Edition	Afs deadline	Publication date
1	09-01-2018	27-01-2018*
2	20-02-2018	10-03-2018*
3	03-04-2018	21-04-2018*
4	22-05-2018	09-06-2018*
5	03-07-2018	21-07-2018*
6	14-08-2018	01-09-2018*
7	02-10-2018	20-10-2018*
8	20-11-2018	08-12-2018*

* This applies to our subscribers; PERSWIJN will be in stores on the Monday following this date.



RATES TABLE

	1x	4x	8x	Formaat	Portrait	Landscape
1/1 page	€ 1,680,-	€ 1,560,-	€ 1,500,-	1/1 page	230 x 300 mm (5 mm bleed)	
1/2 page	€ 960,-	€ 840,-	€ 720,-	1/2 page	92 x 270 mm	190 x 132,5 mm
1/4 page	€ 570,-	€ 510,-	€ 450,-	1/4 page	92 x 132,5 mm	

ADVERTISING IN ADDITIONAL MEDIA AND PUBLICATIONS

- Sealed-in insert from € 1,500 depending on weight
- Print on bound-in, tear-off reply card € 1,250. Optional: combination with a one-page advertisement in the magazine on the page behind the reply card. Combination rates on request. Reply card size: 16 x 13.5 cm
- Advert in the Buyers' Guide. Size: A5. On request
- Advert in the supplements. Size: A4 or A5. On request

COPY SPECIFICATIONS

Print: full colour

Size: 84 pages

Material: Certified PDF (HR 300dpi, CMYK, with registration marks and 5 mm bleed)

Send in digital files to: petri@wijnpers.nl

For more information, please contact Petri Houweling,

M: +31 (0) 654 653 803, **@:** petri@wijnpers.nl

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ADVERTISING ONLINE

Extended agenda items € 150,-

- On www.perswijn.nl with a link to your own site
- On Facebook agenda
- In the Newsletter to consumers or professionals
- In the Newsletter to both consumers and professionals + € 25,- extra

Promoting your event / job offer € 400,-

- Editing and publishing on www.perswijn.nl
- Adding your logo and a link to your own site
- Promotion on Facebook and Twitter + € 150,- extra

Promotion on Social Media € 150,-

- Facebook and Twitter promotions
- Contests

Social Media promotion and Facebook Advert for specified wine enthusiasts € 250,-

- Facebook + twitter promoties
- Contests

Direct mailing to PERSWIJN database € 695,-

- To professionals (sommeliers, importers and press)

Advertorial in Newsletter to both consumers and professionals € 495,-

- With link to your own website

Advertorial in both consumer and professional Newsletters € 695,-

- 100-150 words with one image or logo

Banners

- On www.perswijn.nl with a link to your own site
 - Per week € 100,-
 - Per month € 250,-
 - Per 3 months € 600,-
- Video banner + € 500,-
- Banner in one Newsletter (professionals or consumers) € 150,-
- Banner in both Newsletters (professionals and consumers) € 200,-

Advertorial on www.perswijn.nl € 795,-

- Max 500 words and one image or logo

Republishing or digital publishing of earlier published items on www.perswijn.nl € 400,-

Digital Magazine

- Publishing link in your advert € 250,-
- Realtime price link to your wines € 250,-
- Adding video to your advert € 400,-

All prices are quoted excluding VAT