

EN

SPORTIEF media KIT 2018



Advertisement
rates

SPORTIEF info



The **recreational sports magazine** of Gezinssport Vlaanderen, recognized sports federation and sports department of the Flemish Family Association, the Gezinsbond

REACH
250,000
FAMILIES

What is SPORTIEF?

... **the link between Gezinssport Vlaanderen** and more than 550 affiliated sports clubs and 37,000 sporty and active families.

... **a sporty and healthy view on leisure, for all ages**

Gezinssport Vlaanderen's success formula? A huge and diverse sports offer for the entire family. For parents and children, the active over 50s and grandparents with their grandchildren.

In addition to these active vacations at home and abroad and the family-friendly winter sports offer (around 3,500 participants annually), Gezinssport Vlaanderen also organizes events to further increase reader engagement. For example, they organize the annual Hiking and Cycling Tour and the National Walking and Cycling Day, which welcomes 6,000 participants.

Our readership

The magazine **SPORTIEF Zomervakanties/ Wintervakanties** focuses on families, the active over 50s and grandparents with their grandchildren, who want to spend their summer or winter vacation in an active and organized manner. The magazine's readership mainly consists of members of the Gezinsbond and Gezinssport Vlaanderen (affiliated through one of the 550 sports clubs of Gezinssport Vlaanderen).

The magazine **SPORTIEF met De Wandelvogel** is a well-filled magazine, aimed at recreational club members (18+) and 'Op Weg' members (individual athletes) of Gezinssport Vlaanderen. The periodical is packed with information for the recreational sporter and offers a great diversity in content: recreational sports tips, health info, background stories, interviews,... SPORTIEF met De Wandelvogel is also aimed at active hikers and cyclists who love to spend their free time in a healthy way. For those readers, the magazine encompasses tourism reports, information on hiking and cycling opportunities at home and abroad, hiking and bike tours,... In addition, the magazine contains a unique and separable booklet filled with routes.

People can already sign up for an annual subscription to SPORTIEF met De Wandelvogel for just €12.50.

Advertise in a magazine that addresses readers with the same interests

With a circulation of 40,000 copies and a digital reach of 250,000 'Gezinsbond' members, we reach numerous families. Together we can strengthen your brand recognition and warm up our readers to your product or service.

We direct families towards a healthy & active lifestyle!



SPORTIEF info



Reach

2018



+



January edition

Time of publication: 3/1/2018
Magazine **SPORTIEF Zomervakanties**
Size: 36 pages
Circulation: 40,000 copies + 250,000 digital readers
+
Magazine **SPORTIEF met De Wandelvogel - Winter**
Size: 48 pages
Circulation: 16,000 copies + 250,000 digital readers



April edition

Time of publication: 18/4/2018
Magazine **SPORTIEF met De Wandelvogel - Lente**
Size: 48 pages
Circulation: 16,000 copies + 250,000 digital readers



+



July edition

Time of publication: 18/7/2018
Magazine **SPORTIEF Wintervakanties**
Size: 64 pages
Circulation: 40,000 copies + 250,000 digital readers
+
Magazine **SPORTIEF met De Wandelvogel - Zomer**
Size: 48 pages
Circulation: 16,000 copies + 250,000 digital readers



October edition

Time of publication: 24/10/2018
Magazine **SPORTIEF met De Wandelvogel - Herfst**
Size: 48 pages
Circulation: 16,000 copies + 250,000 digital readers

SPORTIEF info

2018

Editorial planning

January edition

SPORTIEF Zomervakanties	Active holidays for families in Austria, Italy, Greece and Slovenia • Active farm holidays in the Netherlands • Vacations for grandparents and grandchildren by the sea (Ostend/Koksijde) • A weekend in the woods in Houthalen • A weekend by the sea in Koksijde • A midweek trip in the woods in Houffalize
SPORTIEF met De Wandelvogel Winter	Walking tour in Volkegem (insert) • Walking in Veluwe • Introduction to geocaching • Bike tour with geocaching in Beveren • Walking in Borgloon

April edition

SPORTIEF met De Wandelvogel Spring	Walking along the route 'de Welen' (left bank Antwerp) • Walking in Belleghem-Rolleghem • A visit to the historic cemetery 'Campo Santo' in Ghent
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July edition

SPORTIEF Wintervakanties	AUSTRIA: Pyhrn-Priel • Hochkar • Pitztal-Hochzeiger • Dachstein-Tauern & Sportwelt Amadé • Dachstein-West ITALY: Folgoria • Paganella
SPORTIEF met De Wandelvogel Summer	Walking in Mesen (insert) ...

October edition

SPORTIEF met De Wandelvogel Autumn	...
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Note: planning subject to change

EDITORIAL ADDRESS

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T +32 2 507 88 22
www.gezinssportvlaanderen.be

SPORTIEF info

2018

SPORTIEF met De Wandelvogel

Advertisement rates

Indicated prices are excluding 21% VAT.

Format	1 advertisement	5% discount at 2-3 ads	10% discount as of 4 ads
¼-page	€413	€392	€372
½-page	€575	€546	€518
Full page	€900	€855	€810
Cover B	€1,025	€974	€923
Cover C	€950	€903	€855
Cover D	€1,150	€1,093	€1,035
Spread	€1,600	€1,520	€1,440
Insert (up to 50 g / piece)	€0.25 / piece		

Agency discount

An agency discount of **-15%** is only valid for officially recognized publicity agencies.

Editions

Gezinssport Vlaanderen	Printed copies	Size	Deadline reservations	Deadline delivery material	Time of publication
SPORTIEF met De Wandelvogel January edition	16,000 copies	48 pages	1/12/2017	18/12/2017	3/01/2018
SPORTIEF met De Wandelvogel April edition	16,000 copies	48 pages	27/03/2018	4/04/2018	18/04/2018
SPORTIEF met De Wandelvogel July edition	16,000 copies	48 pages	26/06/2018	4/07/2018	18/07/2018
SPORTIEF met De Wandelvogel October edition	16,000 copies	48 pages	3/10/2018	10/10/2018	24/10/2018

SPORTIEF info

2018

SPORTIEF Vakanties

Advertisement rates

Indicated prices are
excluding 21% VAT.

Format	1 advertisement	5% discount at 2-3 ads	10% discount as of 4 ads
¼-page	€688	€654	€619
½-page	€1,125	€1,069	€1,013
Full page	€2,000	€1,900	€1,800
Cover B	€2,125	€2,019	€1,913
Cover C	€2,050	€1,948	€1,845
Cover D	€2,250	€2,138	€2,025
Spread	€3,500	€3,325	€3,150
Insert (up to 50 g / piece)	€0.25 / piece		

Agency discount

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Editions

Gezinssport Vlaanderen	Printed copies	Size	Deadline reservations	Deadline delivery material	Time of publication
SPORTIEF Zomervakanties January edition	40,000 copies	36 pages	1/12/2017	18/12/2017	3/01/2018
SPORTIEF Wintervakanties July edition	40,000 copies	64 pages	26/06/2018	4/07/2018	18/07/2018

Orders & reservations:



INGE DE RIDDER
T +32 53 80 87 47
DERIDDERINGE@TELENET.BE

SPORTIEF info



Advertentieformaten

Technical specifications

- Language magazine: Dutch
- Format: W 200 x H 285 mm
- Paper: Grapholvent 70g, bulk, FSC and PEFC certified
- Printing: rotary
- Finishing: stapled

Technical specifications advertisements

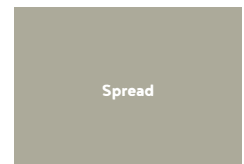
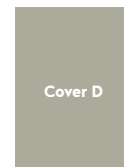
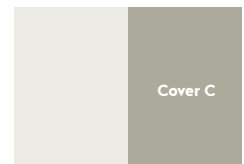
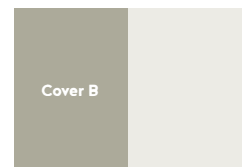
- Delivery certified PDF in high resolution (300 dpi)
- Images and illustrations: minimal resolution 300 dpi
- Colors: converted to CMYK
- Size: max. 10 Mb
- No registration marks needed

Note

If Link nv does not receive the material according to these terms, additional costs may be charged to make adjustments.

Layout ad material is charged at €80/hour.

Ad	Format in mm
Cover	
Cover B, C of D	200 mm x 285 mm + crop marks + 5 mm cutting rate
Spread	400 x 285 mm + crop marks + 5 mm cutting rate
Inside pages	
1/1 Full page non bleed	188 x 273 mm no crop marks, no cutting rate
1/2 Half page non bleed	188 x 133 mm no crop marks, no cutting rate
1/4 Fourth of a page non bleed	90 x 133 mm no crop marks, no cutting rate



Deliver materials to:



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MATERIALS & BILLING

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