# Media card 2024

Would you like to reach the gluten-free consumer in the Netherlands? Then the Netherlands Coeliac Society (NCV) is your partner!



The NCV is the charity for people who need to live without gluten. With more than 20,000 members, the NCV is a flourishing patients' association for people with coeliac disease, dermatitis herpetiformis and other gluten-related disorders. Every month some 140 new members join the NCV. It is our mission to improve the lives of people on a gluten-free diet by providing independent, evidence-based information and support, being a strong advocate for better and faster diagnosis of coeliac disease, better access to gluten-free food, and investing in research into coeliac disease.

#### **Collaboration**

Through the NCV there are various possibilities for bringing your business or brand to the attention of the gluten-free consumer.

- By certifying your products gluten free with the internationally recognised Crossed Grain trademark you gain a competitive market edge. If your business is based in the Benelux, you can obtain the licence through the NCV.
- · By advertising in our quarterly Glutenvrij Magazine, our newsletter or online on www.glutenvrij.nl.
- · By having a product or company brochure included in our monthly Welcome Box for new members.
- By taking part in our gluten-free markets.

# Please find our rates and specifications below.

# 1. Glutenvrij Magazine

# www.ncv.nl/viewgm

Glutenvrij Magazine is a quarterly publication that is sent to our 20,000 members. With an advertisement in our magazine you can reach out to a great many gluten-free consumers.

Rates	Euro	
Outside back cover	€	2,050
Spread (double page)	€	2,950
Full page	€	1,750
Half page	€	999
Quarter page	€	525
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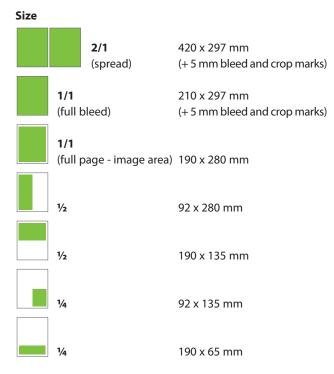
- Companies with a Crossed Grain trademark licence receive 10% discount.
- For bookings in 4 consecutive issues of Glutenvrij Magazine we offer 5% (additional) discount.

#### Format

- · Supply as certified PDF
- All submitted images need to have a minimum resolution of 300 dpi
- All colours must be CMYK: therefore no spot colours (PMS/ Pantone, RGB, Lab, etc.)

**Please note:** Programs such as Microsoft Word, Publisher, Paint, CorelDraw and the like are not suitable for making certified

For your booking or further information, please contact us via: accountmanagement@glutenvrij.nl



# Insert

It is also possible to have your flyer or card inserted in Glutenvrij by sending your printed matter for distribution with the magazine.

For information regarding rates, specifications and availability, please contact us via <a href="mailto:accountmanagement@glutenvrij.nl">accountmanagement@glutenvrij.nl</a>



# Deadlines advertisements 2024 Glutenvrij Magazine

#### GM<sub>1</sub>

Book your ad space by Monday 22 January 2024
Submit your ad by Thursday 15 February 2024
Publication date Friday 8 March 2024

#### GM<sub>2</sub>

Book your ad space by Monday 15 April 2024
Submit your ad by Wednesday 8 May 2024
Publication date Friday 7 June 2024

#### GM<sub>3</sub>

Book your ad space by Monday 19 August 2024
Submit your ad by Thursday 29 August 2024
Publication date Friday 4 October 2024

#### **GM 4**

Book your ad space by Monday 14 October 2024
Submit your ad by Thursday 7 November 2024
Publication date Friday 6 December 2024

# 2. Our website www.glutenvrij.nl

1 million page visits a year

Banner sizes:

Homepage 728 x 210 px Landing page 336 x 280 px

Eur	0
€	1,199
€	999
€	1,699
€	1,750
€	1,550
€	2,499
	€ €

Please send the banner as JPG, PNG or (animated) GIF.

Crossed Grain trademark licence holders receive 10% discount. For further information, please feel free to contact us via accountmanagement@glutenvrij.nl

Please send your banner to: accountmanagement@glutenvrij.nl

# 3. NCV Newsletter

# To 22k recipients

The NCV sends at least 8 newsletters per year to its members and beneficiaries. With a 65% Open rate and 24% Click-through rate these newsletters are well received, and read. The NCV newsletter can also show your advertisement.

We offer 10% discount to Crossed Grain licence holders.

Advertising specifications: 728 x 210 px

1 newsletter	€	615
2 newsletters	€	1,200
3 newsletters	€	1,700

etc.\*

In combination with other advertising agreements (e.g. 4x an advertisement in Glutenvrij Magazine or 2x a banner on www. glutenvrij.nl) we offer greatly reduced rates.

1 newsletter	€	400
2 newsletters	€	770
3 newsletters	€	1,050

etc.\*

\*For your booking, or further information about the incremental discounts, please contact us via accountmanagement@glutenvrij.nl

# 4. Gluten-free Markets

Every year the NCV organises a number of gluten-free markets. These markets, which are generally 4-hour events, are very popular and attract a great many visitors.

For dates and venues in 2024 please check our website: www.ncv.nl/glutenvrije-markten

# 5. Welcome Box for new members

Every month we welcome on average 140 new members. They receive from us a welcome box filled with gluten-free products and product information. This is an ideal way to introduce your brand to the target group.

# **Welcome Box for new members**

€ 0.55 per flyer per box and € 1.45 per product per box.

Crossed Grain trademark licence holders receive a 10% discount.

If you would like to find out more about the various possibilities of working together with the NCV in bringing your business or brand to the attention of the gluten-free consumer, please feel free to get in touch.

account management @gluten vrij.nl

