

# 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](http://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](http://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

- 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 PDFs.

For your booking or further information, please contact us via:  
[accountmanagement@glutenvrij.nl](mailto:accountmanagement@glutenvrij.nl)

### Size

	<b>2/1</b> (spread)	420 x 297 mm (+ 5 mm bleed and crop marks)
	<b>1/1</b> (full bleed)	210 x 297 mm (+ 5 mm bleed and crop marks)
	<b>1/1</b> (full page - image area)	190 x 280 mm
	<b>1/2</b>	92 x 280 mm
	<b>1/2</b>	190 x 135 mm
	<b>1/4</b>	92 x 135 mm
	<b>1/4</b>	190 x 65 mm

### 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 [accountmanagement@glutenvrij.nl](mailto:accountmanagement@glutenvrij.nl)

## Deadlines advertisements 2024 Glutenvrij Magazine

### GM 1

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

### GM 2

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

### GM 3

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](http://www.glutenvrij.nl) 1 million page visits a year

Banner sizes:

<b>Homepage</b>	728 x 210 px
<b>Landing page</b>	336 x 280 px

Advertising rates	Euro
Banner homepage 2 weeks	€ 1,199
Banner landing page 2 weeks	€ 999
Banner home + landing page combined 2 weeks	€ 1,699
Banner homepage 4 weeks	€ 1,750
Banner landing page 4 weeks	€ 1,550
Banner home + landing page combined 4 weeks	€ 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](mailto:accountmanagement@glutenvrij.nl)

Please send your banner to:

[accountmanagement@glutenvrij.nl](mailto: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](http://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](mailto: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/glutenrijje-markten](http://www.ncv.nl/glutenrijje-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.

[accountmanagement@glutenvrij.nl](mailto:accountmanagement@glutenvrij.nl)

