

# Media card 2022

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



The NCV is the charity for people who need to live without gluten. With more than 19,000 members, the NCV is a fast-growing 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 or online on [www.glutenvrij.nl](http://www.glutenvrij.nl).
- By renting a market stall at our gluten-free markets.
- By having a product or company brochure included in our monthly Welcome Box for new members.

Please find our rates below.

## 1. Glutenvrij Magazine

[www.ncv.nl/viewgm](http://www.ncv.nl/viewgm)

Advertising rates	Euro
Outside back cover	€ 2,050
Spread (double page)	€ 2,950
Full page	€ 1,620
Half page	€ 975
Quarter page	€ 499

- Companies with a Crossed Grain trademark licence receive 10% discount.
- For bookings in 4 consecutive issues of Glutenvrij Magazine we offer 5% (additional) discount. Feel free to contact us to find out more.








## Advertising material submission requirements

- Supply as certified PDF
- PDFs must meet the ISO specification PDF/X-1a:2001
- 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.

Please send your advertisement by email to:  
[accountmanagement@glutenvrij.nl](mailto:accountmanagement@glutenvrij.nl)

## Measurements

Image	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 2022 Glutenvrij Magazine

### GM 1

Book your ad space by Monday 17 January 2022  
Submit your ad by Thursday 10 February 2022  
Publication date Friday 4 March 2022

### GM 2

Book your ad space by Monday 25 April 2022  
Submit your ad by Thursday 12 May 2022  
Publication date Friday 10 June 2022

### GM 3

Book your ad space by Monday 22 August 2022  
Submit your ad by Thursday 1 September 2022  
Publication date Friday 7 October 2022

### GM 4

Book your ad space by Monday 17 October 2022  
Submit your ad by Thursday 3 November 2022  
Publication date Friday 2 December 2022

## 2. Website

**1 million page visits a year**

Banner sizes:

**Homepage** 728 x 210 px  
**Landing page** 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. Welcome box for new members

Every month we welcome an average of 140 new members. They receive from us a welcome box filled with gluten-free products and product information. This is an ideal way to reach your 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 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)

