

BUILDING RESILIENT

FARMS TOGETHER

MEDIAKIT 2025





**STERKE
ERVEN**

A new era is dawning on the horizon

Resilient Farms remain strong, no matter how great the challenges may be. With common sense, a clear vision, and perseverance, they continue to build their future. They have a plan, adjust it in time, and refuse to be deterred. To make informed decisions, they also look beyond the beaten path, seek knowledge, solutions, and new insights. Family, fellow farmers, advisors, farm visitors, and trade media are key sources of information in this process.

Helping farmers well starts with listening. What are their questions and challenges? Through market research, our Farmers Panel, and personal conversations, we map out these informational needs. We want to understand what's happening on the farm and within the sector so that we can optimally support farmers. One question remains central: what knowledge do farmers need today to future-proof their business and leave a resilient farm for the next generation?

Trust and Foresight

A Resilient Farm is future-proof. With the right knowledge, farmers can make informed and forward-looking decisions—something that is more important now than ever. Thanks to the quality of our independent editorial team, our broad portfolio with national, sectoral, and regional coverage, and the reach of our portfolio, we hold a strong position as a knowledge source for many farmers. We cherish this, but we strive to become even better and more meaningful, especially now that the sector is facing significant challenges.

Skills are just as important as knowledge. That's why we offer our subscribers exclusive access to Het LeerErf – an online

learning platform for farmers, their families, and employees, where they can further develop their skills and competencies. We also share stories of farmers who have found unique solutions, inspiring others in the process. Each year we honor a farming family that excels in future-proof entrepreneurship with the contest: 'Het Sterkste Erf' (the most resilient farm).

All these elements come together in Resilient Farms, where we offer extra quality, depth, customization, and inspiration to support all farmers in the Netherlands in their further development. Moreover, this approach provides agribusiness valuable insights and new communication opportunities.

Good Farming

This media kit not only provides insight into publication dates, themes, and the reach of our media brands but also shows how we can help you effectively reach your target audience. Whether you need market research, a targeted strategy (with The Good Farming Plan), or full support with social media or content marketing, we are your partner. With our tools, knowledge, and comprehensive support, we help your marketing efforts grow into a successful harvest. Our cross-media approach ensures that you reach your target audience on the channels where they are most active, with content tailored to their specific needs.

Do you have any questions or want to know more about our options? Contact us, and we'll be happy to brainstorm with you. And if you want to stay updated, follow Agrio Shares (Agrio Deelt) –including our new inspirational magazine– for news and tips.

Joining Forces

We share the same ambition: a strong, sustainable agricultural sector ready for the future, with resilient farming families laying a solid foundation for the next generation. Because we understand what life is like on the farm, we can provide targeted support to farming families. Many of us come from that background ourselves. Some are sons or daughters of farmers, while others combine their work at Agrio with life on the farm. With 70 professionals, each with their own expertise, we stay sharp in what we do and keep a close eye on developments in the sector. We ask the questions others often avoid and pay attention to the human side of every story. Whether you are a farmer, partner, or colleague, you can count on our camaraderie, focus, and commitment. This is how we work towards Resilient Farms for the next generation.

Research & Insights

Relying on experience? Continuing to do what you've always done? Blindly trusting your gut feeling? That time has passed. Developments in the sector are progressing rapidly. Whether you are a farmer, their supplier, or their publisher, to remain successful in what we passionately do, we now need the right insights for the future.

We want to know what farmers are concerned with and where the sector is headed, and research provides these insights. With the **Resilient Farms Monitor** (Sterke Erven Monitor), we annually take the pulse of the agricultural sector. We ask farmers about the opportunities, threats, and future perspectives they foresee. This research is conducted broadly across all farmers, but also specifically per sector. Additionally, we analyze farmers' media behavior and information preferences in the **Agricultural Media Monitor** (Agrarische MediaMonitor), which provides insights into the best channels to reach specific target audiences.

This allows us to respond effectively to the information needs of farmers and provide them with the knowledge necessary to make their businesses future-proof. This is also of great value to our partners, as it offers them insights into their target audience and helps them effectively reach this specific group of farmers.

Would you like to participate in a study or collaborate on developing a new one? Contact us, and we will discuss the possibilities.



View the results of various studies at www.agrio.nl/deelt/onderzoek or through the QR code.



Arjan Goorman

Head of Marketing

arjan@agrio.nl

+31 6 20 21 35 27



De agrarische klantreis

1. Bewust worden

Hoe wordt onze ideale klant zich **bewust**?

2. Onderzoeken

Hoe **onderzoekt** onze ideale klant?

3. Beslissen

Hoe **beslist** onze ideale klant?

5. Gebruiken

Hoe **gebruikt** onze ideale klant de product of dienst?

4. Kopen

Hoe **koopt** onze ideale klant?



The Agricultural Customer Journey

Everyone who makes a decision or a purchase goes through a set process: the customer journey. Farmers are no exception. The customer journey begins with awareness: the farmer experiences a problem or need and starts looking for a solution. Then, they make a choice, proceed with the purchase, and begin using the product or service. However, it usually doesn't happen as quickly as it sounds.

The farmer needs information to carefully navigate the steps of the customer journey, and that's where you can help. In each phase of the customer journey, ask yourself the question: how can we best support the farmer? By consistently providing the right information during the customer journey, you position yourself as a reliable authority in your field and increase the chances of building a lasting customer relationship.



Would you like to learn more about the Agricultural Customer Journey and/or how to apply this method? Go to Agrio.nl/deelt/klantreis/ or scan the QR code.

The Agricultural MediaMonitor

Curious about which channels farmers prefer to receive professional information through? Or whether they prefer to read, listen, watch, or visit? Which channels do they find most trustworthy? Or if they are influenced by advertising? These and many other questions are what we have asked in the Agricultural MediaMonitor: an annual survey that measures changes in media behavior. In the first edition in August 2024, 821 farmers participated. During a "Know the Farmer" Session, we share the most important results with you.



**Agarische
MediaMonitor**
2024

How well do you know your target audience?

To understand the customer journey of your target audience, it is essential to know the interests, challenges, and search behavior of these farmers. Would you like to learn more about your target audience? Book a "Know the Farmer" Session. In two hours, we take you through the market, explore the customer journey, and examine your objectives. In addition, the reading scan provides insight into the search behavior of your target audience, and we share the most relevant results from the Agricultural MediaMonitor.

During the session, you'll get to know your ideal farmer better and gain insight into how you can best support them with knowledge, products, and services. This way, you can take targeted steps to reach your target audience effectively and help them.



Want to know more about the "Know the Farmer" Session?

Go to Agrio.nl/marketing/sessie-ken-de-boer or scan the QR code.

The Good Farming Plan



Ideale klant

Met deze ideale klant is het helder tegen wie je gaat. Je weet welke tone of voice daarbij past. Je hebt nu een concreet beeld van je favoriete klant als een mens van vlees en bloed met specifieke eigenschappen en motieven. Het stelt je in staat om goed na te denken over hoe je hem daadwerkelijk kunt bereiken.

With a better understanding of your target audience's customer journey and your goals ahead, it's time to set the right course. This is where the Good Farming Plan comes into play. This marketing and sales plan is fully tailored to your objectives. Whether it's about strategic choices, business development, product launches, or a targeted campaign, the Good Farming Plan optimizes your journey step by step. Together, we map out where your company is now and where it needs to align with your target audience.

We complete the Agricultural Customer Journey by filling in every phase with a detailed profile of your ideal customer. As a result, you receive creative concepts for each phase of the customer journey, including concrete action steps you can immediately put into practice.

This is the Good Farming Plan:

- A nine-hour session, covering seven key components, and addressing one hundred questions.
- The result: a structured marketing and sales plan that helps you support your farmers' progress.
- You will receive fully developed concepts, including action points, task distribution, and deadlines, so you can get started immediately.



Curious about how the Good Farming Plan is applied in practice?

Learn more about the customer case of VK-Oost: "The story behind the name change and new course."

The Good Farming Plan in Three Workshops



Workshop 1 – Mission

1 Goal Setting

What is the objective? Whatever you're going to do, a clearly formulated goal is always the starting point. It gives focus to your marketing efforts and serves as a benchmark for making the right decisions.

2 Product-Market Fit

To achieve your goal, it's important to know which product fits your target market. Make sure you know which product you're going to promote and to which market you will sell it, ensuring you're on the right track to market success.



Workshop 2 – The Customer

3 Ideal Customer

Who is your ideal customer? By clearly identifying your target audience, you can build an effective customer profile. A concrete example helps you put yourself in the shoes of the customer and think about how you will actually reach them.

4 Before-and-After Situation

How does the customer feel before they buy your product, and how do they feel after the purchase and use of it? What problems does the product solve? Understanding the transformation (often emotional) that the customer undergoes can help you to effectively tailor your messaging. That's why we take a close look at the before-and-after process during this workshop.



Workshop 3 – Customer Journey

5 The Customer Journey

The customer journey is a blueprint for how a potential customer becomes your loyal customer. It shows the steps they take before they engage with you, allowing you to know exactly where to step in and support them in their journey.

6 Magnets

Magnets are the rewards of marketing. These valuable pieces of content that you give away for free are aimed at attracting new customers and keeping existing ones engaged and excited. They play a crucial role in nurturing relationships with your audience.

7 Content and Tools

Which content helps raise awareness among your ideal customer about their problems? And which content answers their questions during the research phase? Deciding, purchasing, and using a solution—all these phases require the right tools. We examine the type of content that guides your ideal customer through each phase of the customer journey.



Want to know more?

Watch the video about The Good Farming Plan or contact us at: arjan@agrio.nl and joran@agrio.nl

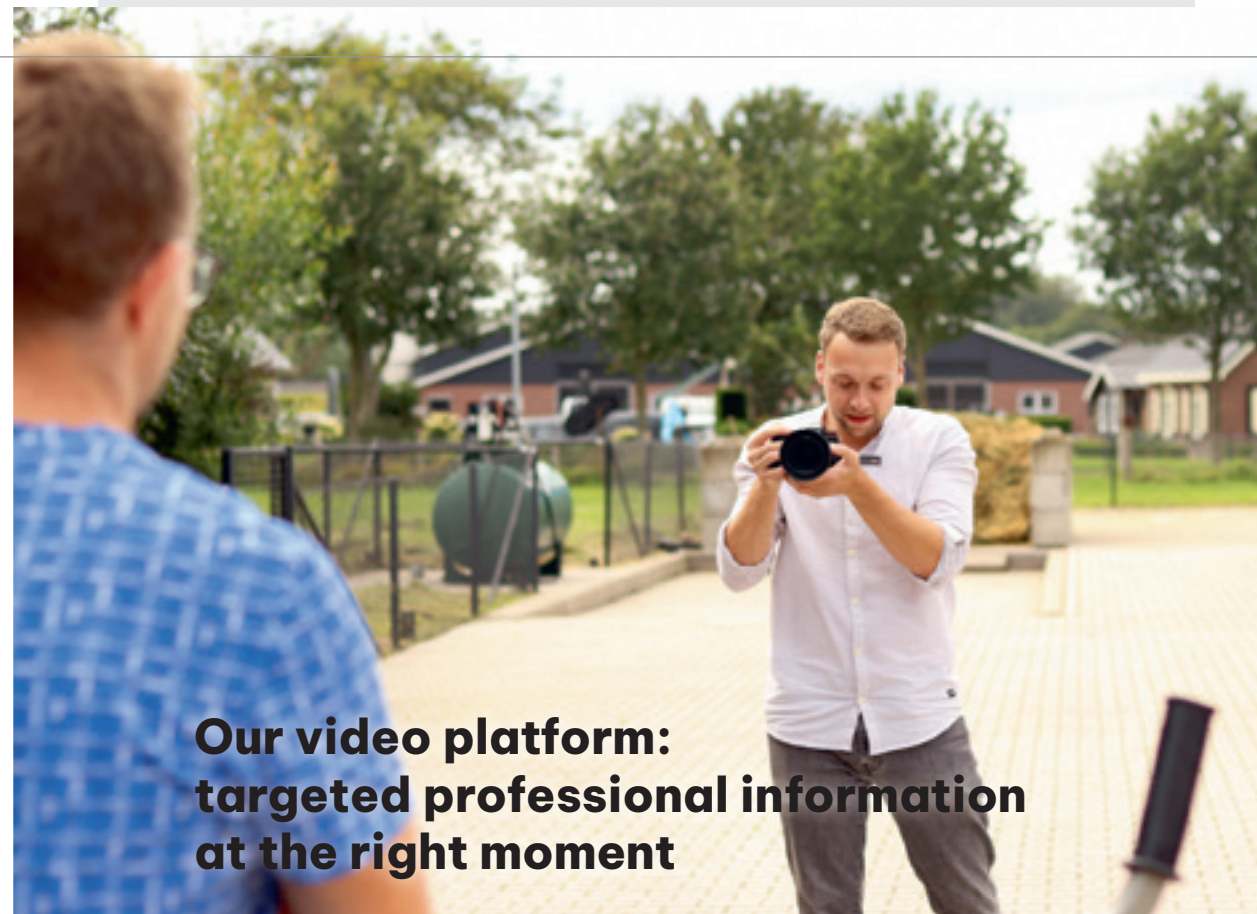
Support Services

You've done your research, mapped out the Agricultural Customer Journey for your target audience, and prepared a structured action plan. Now it's time to put all your groundwork and preparation into practice. Do you have the expertise and capacity to handle all the marketing and communication activities yourself? Fantastic! But we know that this can be a challenge for many.

We are frequently asked: Can you help us with this? Whether it's creating videos, developing a new website, setting up and executing online marketing or social media strategies, organizing events, or producing content and creative work—we can provide support here.

Our team of 70 professionals, each specialized in their own field, with deep knowledge of the agricultural sector, knows exactly how to keep your company moving and growing. Let's sit down together for a non-committal conversation about how we can assist you.

We support, among others:



Our video platform: targeted professional information at the right moment

For farmers, video is, right after reading trade magazines, one of the most valued ways to gather professional information. On our own video platform, they find videos that perfectly align with their need for information. Here we combine editorial content with partner or expert videos, adding depth and value. This platform gives you the opportunity to communicate with your target audience in a focused and effective way.

Video content and advertisements are carefully aligned with editorial content, which ensures higher engagement and greater visibility at the right time.

All information about advertising on our video platform can be found later in this media kit, including the advertising options that fit your goals and target audience.

Targeted communication in the largest farming community in the Netherlands



PRINT

For many farmers, print remains the favorite way to absorb professional information. Less distraction, more focus, which makes the information stick better. In times of doubt about the reliability of online information, print is a trusted medium.



ONLINE

Always quickly at hand: your phone for the latest news or a quick search—farmers do this too. Share your knowledge where the farmer actively looks. Our media brands are trusted sources that farmers directly check or find through search engines and Google Discover



KNOWLEDGE PARTNER

Does your target audience know that you can help them with your knowledge and solutions? As a knowledge partner of our media brands, share your specialized insights and get to know potential customers as an expert. We help you with data and insights so your content fits perfectly with the target audience.



VIDEO

After reading, video is one of the most favored ways for farmers to gather professional information. Video is a powerful medium because visual content works faster, leaves a bigger impact, and stays memorable longer. In addition, video ensures a broad reach through search engines and social media.



EVENTS

Nothing beats personal contact. You immediately see how your message resonates and build a strong bond. We organize events for farmers, often together with agricultural companies. With our expertise and experience, we can turn any idea into a successful event.



ONLINE BROADCASTS

Do you want your target audience's full attention for an hour? Share your knowledge in a live setting. With an online broadcast, you bring the right experts to the table, while the farmers can ask direct questions in real time. This way, you can reach an effective number of 100 to 300 fully engaged farmers.



AAD

Agrio's Agricultural Database (AAD) contains 97% of Dutch farmers, including company information and business characteristics. The database is linked to several databases and is continuously updated, allowing you to create effective campaigns targeting the right region, size, or interests of the farmer.



LEAD GENERATION

Boost your sales. Match your addresses with the AAD for up-to-date information and allow our telemarketing team to follow up on the leads generated. Their expertise and sense for the agricultural sector ensure that you reach your target audience exactly when they need it.



STUDIO RENTAL

Do you want to make an explainer video, webinar, interview, or green screen presentation, but don't have the studio facilities or the right experts in-house? Use our studios and expertise in video production. We produce everything in your corporate look and feel.



SPECIAL NEWSLETTER

A Special Newsletter is a digital newsletter focused on recipients with a specific interest in your industry. What makes it unique? All content comes directly from the advertiser and is presented on a central theme. You can also have your own header fully tailored to your needs.



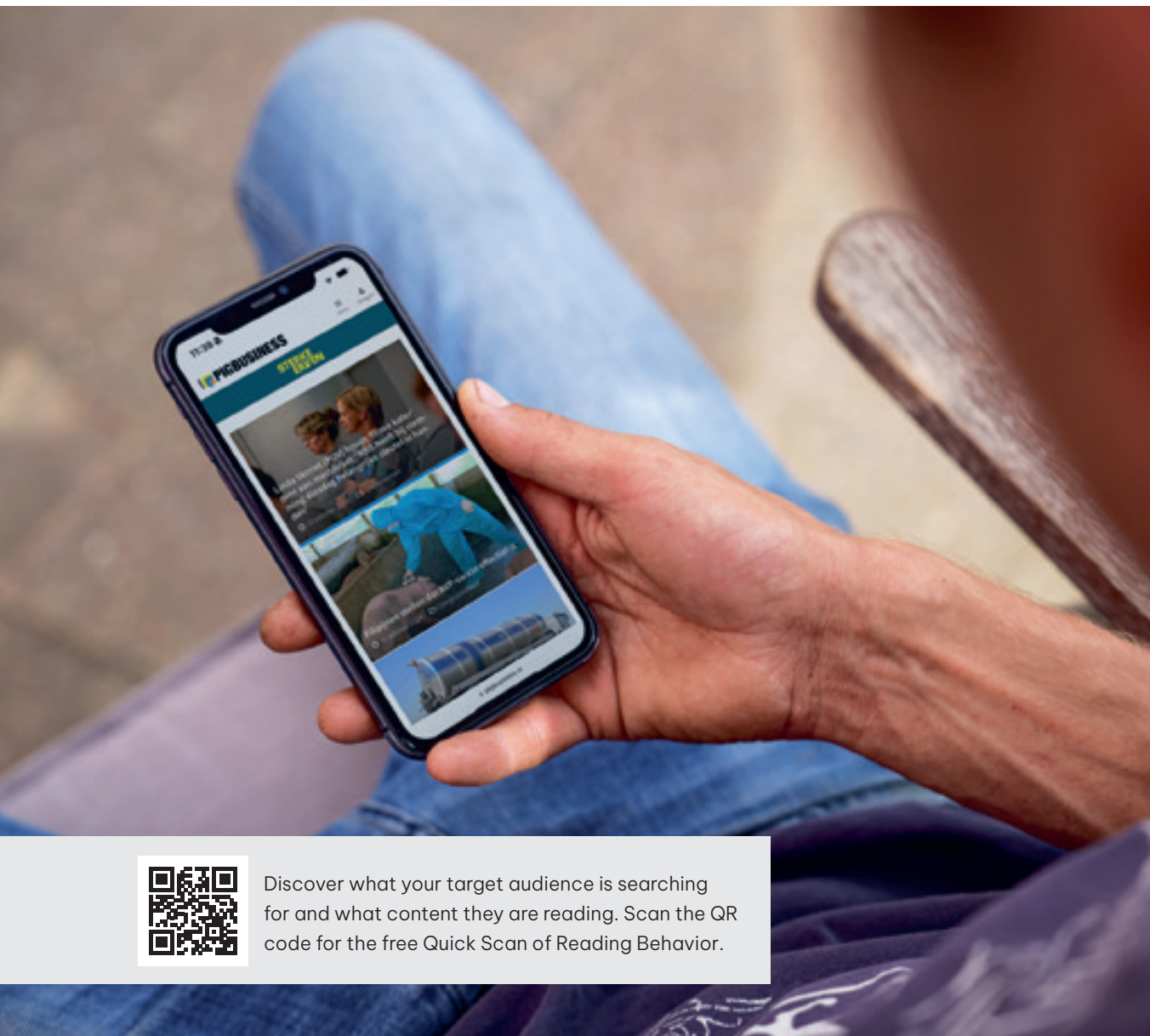
INSERTS

Do you want to reach your potential customers with a brochure or leaflet? You can include an insert with our trade magazines. You have the option to distribute it widely or to select based on your specific target audience. Various selection options are available.



Want to know more?

Scan the QR code or go to Agrio.nl/adverteren.



Discover what your target audience is searching for and what content they are reading. Scan the QR code for the free Quick Scan of Reading Behavior.

Reach the Farmer 24/7

Which message works at which moment? This varies from farmer to farmer and by media channel—each channel has its own characteristics and reach, and every farmer has his own preferences. This dynamic is ongoing. We want to reach the farmer at the right moment and with the right message. The insights and data we gather help us do this, using not only our own media brands but also supporting our partners and advertisers.

Transparency in Reach

We share our reach figures for print, online, events, and broadcasts transparently. In addition to the data in this media kit, we offer real-time data, so you have a clear picture of the reach and impact of your campaign. With the largest total reach in the agricultural sector in the Netherlands, a strong digital subscription strategy, and a proven controlled circulation model (see diagram), we ensure that your message lands well. But reach is only one aspect; availability and interaction are just as important to the success of a campaign.

Effective Use of Data

Ideally, you want to tell your story directly to the farmers who are genuinely interested in your solution. Communicating to the masses without knowing if they are really receiving your message is a thing of the past. The best results come from focusing on a specific group of farmers. That way, you can better understand what resonates with them and learn from their behavior. This helps you tailor your marketing campaigns more accurately to their search behavior and information needs. This allows you to get the most out of your marketing and media budget.

Effective Use of Data in Your Marketing Strategy

Agrio's Agricultural Database (AAD) contains 97% of the addresses of Dutch farmers, including their company-specific characteristics, combined with behavioral data. We continuously update this database. This allows us to know precisely where farmers in various sectors are interested in. This knowledge is available to you through our own portfolio as well as for the campaigns of our advertisers. We can tailor your campaigns specifically to target segments in the market, such as farmers in a specific region, with a specific type of farm or a certain farm size. Through targeted channels, such as a special newsletter, online Theme-broadcast or an insert, we help you reach the right customers, inform them, and engage them in the right way.

Reach your target audience

with our agricultural database

Matching Addresses

Let us match your addresses with Agrio's Agricultural Database, and gain clear insight into the accuracy and activity of your addresses. Matching is available from € 120,- per match (file).

Inserts

Inform your target group through direct mail, such as a flyer or insert. These can be included with one or more publications from Agrio, allowing your brand to benefit from the credibility and appreciation of our brands. An insert can be sent to the entire circulation or to a specific, selected group.

Specifications

- A4 format (minimum 115 grams paper)
- Weight per copy up to 10 grams
- Minimum circulation: 1,500 pieces
- Delivery conditions in consultation
- Additional possibilities available upon request

Telemarketing

Whether it's for setting appointments for account managers, following up on leads, or conducting market research, our driven team of telemarketers can even turn the most challenging campaigns into successful results. With their expertise and experience, and a deep understanding of the agricultural sector, they are always close to the farmer. For telemarketing, we are happy to provide a customized quote.



Nathalie Kok

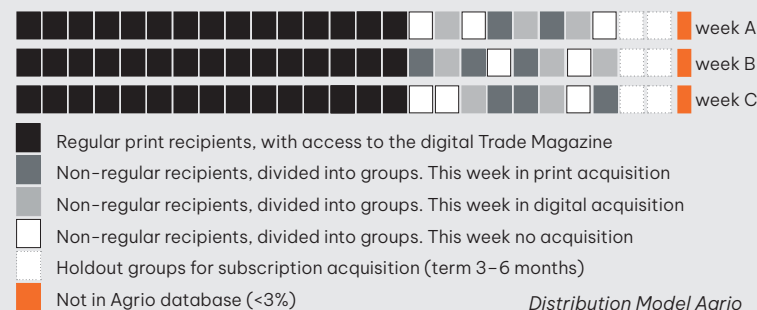
Senior Database & Service Employee

nathalie@agrio.nl

+31 (0)314 68 22 93

Distinctive Distribution Model

Where other agricultural publishers only reach their subscribers or members, Agrio takes it a step further. More than 60% of all farmers have a subscription with Agrio. Farmers who do not have a paid subscription receive a publication on a rotating basis in print and/or online. This way, we reach nearly 80% of all farmers in the Netherlands with each edition.



Distribution Model Agrio



WEBSITE

22,344 sessions
18,667 active users
27,331 views
00:01:04 avg. engagement duration

MAGAZINE

4,875 copies
26 issues per year
29th edition

NEWSLETTER

4,113 copies
31,1% avg. open rate
2 times per week

SOCIAL MEDIA

307 followers on X
250 Facebook fans



WEBSITE

30,409 sessions
18,714 active users
40,939 views
00:01:30 avg. engagement duration

MAGAZINE

8,075 copies
26 issues per year
33th edition

NEWSLETTER

6,447 copies
33,9% avg. open rate
2 times per week

SOCIAL MEDIA

422 followers on X
312 Facebook fans

 **AGRAAF**

 **STAL & AKKER**

Figures on this and all following pages from September 2024. Current figures available upon request.
 Source: Google Analytics, social media, AAD.

AGRIO **VELDPOST**

AGRIO **VEE & GEWAS**



WEBSITE

23,141 sessions
14,068 active users
30,554 views
00:01:25 avg. engagement duration



MAGAZINE

8,075 copies
26 issues per year
36th edition



NEWSLETTER

7,108 copies
32,4% avg. open rate
2 times per week



SOCIAL MEDIA

569 followers on X
525 Facebook fans



WEBSITE

57,226 sessions
38,423 active users
73,522 views
00:01:38 avg. engagement duration



MAGAZINE

8,325 copies
26 issues per year
38th edition



NEWSLETTER

7,971 copies
31,3% avg. open rate
2 times per week



SOCIAL MEDIA

1,059 followers on X
711 Facebook fans

Week	Date	Edition		Theme	Exhibitions / Holidays
3	14 January	1	G	Trends	
5	28 January	2			
7	11 February	3	G		
9	25 February	4		Contracting Work	
11	11 March	5	G	(Fertilizing) / Grass	
13	25 March	6		Crop Protection	
15	8 April	7	G	Goats	Easter
17	22 April	8			
19	6 May	9	G	(Re)Construction / Stable Fittings	
21	20 May	10			
23	3 June	11	G		Pentecost
25	17 June	12		Goats	
27	1 July	13		Personnel	LBV East Achterhoek (Zelhem)
29	15 July	14	G		
31	29 July	15			
33	12 August	16	G		Opmeer Fair
35	26 August	17/18			Agricultural Days North NL Agricultural Days Someren
37	9 September	19	G	Goats	Hoornaar
39	23 September	20			Agrarian Show Joure
41	7 October	21	G		Dutch Pork & Poultry Expo RMV Hardenberg
43	21 October	22		Feed Management	
45	4 November	23	G		Agritechnica Hannover
47	18 November	24			RMV Gorinchem
49	2 December	25	G	Goats	
52	23 December	26			Christmas

G = Land Matters

STERKE ERVEN

Animal and Plant Health
Law and Regulations
Innovation
Society

Nature and Landscape
Entrepreneurship
Family
Manure

RESILIENT FARMS (STERKE ERVEN) THEMES

For topics that farmers find most important, we offer the Resilient Farms (Sterke Erven) theme series. Throughout the year, these recurring themes focus on knowledge and practical stories that translate to specific farm practice, explaining developments and offering useful knowledge.

Tour of Agricultural Netherlands

With Veldpost, Vee & Gewas, Stal & Akker, and Agraaf, we form Tour of Agricultural Netherlands—four independent regional agricultural trade magazines that provide farmers with news and background information about the sector. These cross-media brands are close to the farmers in each region. With news, background reports, and business stories, they keep farmers informed 24/7 about what is happening and help to explain and contextualize developments in the agricultural world.

All decisions farmers make are driven by business and trust. In these reliable brands, with the highest reach, this is the ideal place to connect.

- ✓ the highest, unparalleled, region-specific reach among farmers (excluding horticultural businesses)
- ✓ nationwide coverage through the Tour of Agricultural Netherlands
- ✓ independent and therefore reliable, for over thirty years
- ✓ the strongest connection with the farmer
- ✓ cross-media with regional websites and newsletters
- ✓ various combinations available for brand and knowledge partners
- ✓ national news with regional differentiation: a unique mix

Circulation – Reach

Total print circulation of Tour of Agricultural Netherlands: 29,350 copies

Total reach (print + online) Tour of Agricultural Netherlands: 42,250

MAGAZINE

Free Formats

Column Widths

Column	mm
1 column	36 mm
2 columns	74 mm
3 columns	112 mm
4 columns	150 mm
5 columns	188 mm
6 columns	226 mm
7 columns	264 mm

Editorial Page

Column	mm
1 column	48,4 mm
2 columns	102 mm
3 columns	155 mm
4 columns	208 mm
5 columns	262 mm

Volume and Rate/mm

Volume	Rate B/W	Rate FC
Loose mm	€ 0.89	€ 1.21
1.000	€ 0.86	€ 1.18
2.500	€ 0.83	€ 1.14
5.000	€ 0.80	€ 1.11
7.500	€ 0.77	€ 1.08
10.000	€ 0.74	€ 1.05
20.000	€ 0.70	€ 1.01
40.000	€ 0.67	€ 0.98
80.000	€ 0.64	€ 0.96

Surcharges

Cover	7 x mm-rate
Inside page	3 x mm-rate
Preference page	2 x mm-rate

Fixed Formats

Advertisement Page

Format	B x H (in mm)	Rate FC			
		1 title	2 titles	3 titles	4 titles
1/1 page	264 x 390	€ 1,638.00	€ 2,866.50	€ 4,095.00	€ 5,323.50
1/2 page (landscape)	264 x 192	€ 925.00	€ 1,618.75	€ 2,312.50	€ 3,006.25
1/2 page (portrait)	129 x 390	€ 925.00	€ 1,618.75	€ 2,312.50	€ 3,006.25
1/4 page (landscape)	264 x 93	€ 494.00	€ 864.50	€ 1,235.00	€ 1,605.50
1/4 page (portrait)	129 x 192	€ 494.00	€ 864.50	€ 1,235.00	€ 1,605.50
1/8 page	129 x 93	€ 265.00	€ 463.75	€ 662.50	€ 861.25
1/16 page (landscape)	129 x 43,5	€ 145.00	€ 253.75	€ 362.50	€ 471.25
1/16 page (portrait)	61,5 x 93	€ 145.00	€ 253.75	€ 362.50	€ 471.25
2/1 page (portrait)	546 x 390	On request			

Editorial Page (Super IM'ers)

Format	B x H (in mm)	Rate FC			
		1 title	2 titles	3 titles	4 titles
Spread (landscape)	546 x 76	€ 1,638.00	€ 2,866.50	€ 4,095.00	€ 5,323.50
Stand (right on right page)	102 x 380	€ 1,638.00	€ 2,866.50	€ 4,095.00	€ 5,323.50
Landscape (bottom right page)	262 x 100	€ 1,200.00	€ 2,100.00	€ 3,000.00	€ 3,900.00

Possibilities in consultation, reserve at least 14 days before publication.

Knowledge Article

Format	Specifications	Rate FC
1/1 page	600 - 850 words and min. 1 good photo	€ 1,225.00
1/2 page	300 - 400 words and min. 1 good photo	€ 685.00

The emphasis should be on providing information, not on promotion. Layout provided by Agrio according to a fixed template.

Deadlines for Advertisements

6 days before publication, see calendar on page 16.

Overige advertentiemogelijkheden

Format	Specifications
Cover flap	More info on request
Insert	More info on request
Supplement	More info on request

€ 3,800.- for knowledge

or brand partners





KNOWLEDGE PARTNERSHIP

As a regional Knowledge Partner, you can share valuable knowledge with farmers from your working area of expertise. The regional brands offer the opportunity to share knowledge in a unique way, so you become the first point of contact for the farmer when they are looking for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a knowledge source and problem solver
2. Build a trust relationship with your target audience
3. Share your vision for the future
4. Show that you know what you're talking about
5. Share user experiences that farmers will find interesting to read

Ten reasons to let Agrio do it:

1. Benefit from the reach of Agrio's brands
2. Manage your own knowledge partnership webpage
3. Be easily found in search engines (Google)
4. Share your articles via social media
5. Generate valuable traffic and results
6. Full transparency in results
7. Take advantage of unburden possibilities from A to Z
8. More than 10 years of experience on more than 50 knowledge partners
9. Content marketing that fits your budget
10. Knowledge shared via UBN-login (CAVP-proof)

Packages

	Knowledge Article	Knowledge Partner	Knowledge Partner
	One-time posting	Plus Package	Complete Package
Term	one time	12 months	12 months
Number of knowledge partner articles	1 or more	12	unlimited
Own knowledge partner site	Landing page	✓	✓
In news feed and category feed	✓	✓	✓
Findable via search function on the website	✓	✓	✓
Findable via search engines (Google)	✓	✓	✓
Reposting in the digital newsletter	✓	✓	✓
Linked to related editorial content	✓	✓	✓
Quality traffic to your own site	✓	✓	✓
In drop-down menu		✓	✓
In news overview knowledge partner articles		✓	✓
Reposting on social media		✓	✓
Structural visibility		✓	✓
Structurally building a reputation as a knowledge partner		✓	✓
Bannering on the website		7 weeks	14 weeks
Bannering in the newsletter		3 times	6 times
Logo link in every newsletter as knowledge partner		✓	✓
Logo link on the website as knowledge partner		✓	✓
Reposting of the 3 best-read articles in trade magazine		✓	✓
Rates (per region)	€ 765	€ 5,600	€ 8,675
	Extra article € 410	Extra article € 410	
Own video channel		€ 1.000	from € 1,000
Discount on other online publications		20%	20%
Discount on reposting 1/1 page knowledge article in trade magazine	20%	30%	30%

Content Creation

Text production by Agrio (excluding photography) from € 395
Video production by Agrio from € 795

Additional benefit

The Lifecycle of a Knowledge Article:

- 1 The article appears on the landing page
- 2 The article appears on the homepage news feed
- 3 The article appears in the news feed of the category page
- 4 The article continues to circulate in the newsletter
- 5 The article is shown at related articles
- 6 The article is indexed by Google search results
- 7 The article (optionally) appears in the trade magazine



WEBSITE

Format	Desktop/pc	Mobile	Fixed
Billboard	970 x 250	300 x 100	€ 210
Leaderboard XL	970 x 150	300 x 100	€ 205
Medium rectangle	300 x 250	300 x 250	€ 190
Halfpage	300 x 600	300 x 250	€ 235
Advertorial	Image 470 x 264 pixels, max. 200 characters text		€ 220
Interscroller		621 x 1104 and 1104 x 621	€ 410*
Site takeover	On request	On request	€ 700
Layer ad/Floor ad	On request	On request	€ 475/€ 410

* Excl. € 350 for ad script Google Ad Manager.

Maximum file size 500 KB. Rates per week based on availability/carousel. Various targeting options possible: category, geo or device targeting, surcharge 20%.

VIDEO

Production

Description	Rate
Various productions possible, such as explainer videos, product videos, company videos, drone videos, event impressions, etc.	From € 795
Editing of a pre-roll from existing video and/or photo material, including voice-over. Production of a completely new pre-roll available on request.	From € 250

Placement

Format	Specifications	Fixed/CPM
Pre-roll	On request	From € 110 CPM
Video banner	On request	€ 250 p/w
Video channel	Only knowledge partners	From € 500 p/y

NEWSLETTER

Publication Tuesday and Friday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 185
Advertorial	Image (landscape), title, max. 250 characters	€ 240

Surcharge for first position: 20%

INSERTS

Including an insert such as a brochure or gadget is possible from € 0.22 per piece.

SPECIAL NEWSLETTER

A Special Newsletter is possible from € 2,150.

ONLINE BROADCAST

Do you want to share your expertise in an online broadcast? That is possible from € 2,500.

For more information about the above possibilities, contact your media advisor.

REGIONAL TEAM



Erika Stokkers

Media Advisor

erika@agrio.nl
+31 6 20 23 71 87



Kelly Veltman

Media Advisor

kelly@agrio.nl
+31 6 57 50 15 46



Jari Wittenhorst

Junior Media Advisor

jari@agrio.nl
+31 6 10 83 42 55



Jara Heitkamp

Junior Media Advisor

jara@agrio.nl
+31 6 13 55 37 57



WEBSITE

429,535 sessions
313,890 active users
612,666 views
00:01:03 avg. engagement duration
Figures per month

MAGAZINE

11,000 copies
12 issues per year
24th edition

NEWSLETTER

15,680 subscribers
31,3% avg. open rate
3 times per week

EVENTS

On average, **75** quality attendees per event

ONLINE BROADCASTS

On average, **300** viewers per broadcast

SOCIAL MEDIA

4,558 followers on X
8,415 Facebook fans

Figures as of September 2024

THEMES

STERKE ERVEN

Animal and Plant Health
Law and Regulations
Innovation
Society
Nature and Landscape
Entrepreneurship
Family
Manure

The impact of Melkvee

- ✓ Purely focused on melkvee, no waste
- ✓ Independent, distinctive, and practical
- ✓ Avg. 600,000 page views per month on Melkvee.nl
- ✓ Source of news and knowledge (partners)
- ✓ Events and projects: e.g., De Beste Boerenkoe and Topvoer



MAGAZINE

Advertisement

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 3,095
1/1 page (non-bleed)	200 x 268	€ 3,095
1/2 page (landscape)	200 x 132	€ 1,960
1/2 page (portrait)	98 x 268	€ 1,960
1/4 page (landscape)	200 x 64	€ 1,060
1/4 page (portrait)	98 x 132	€ 1,060
1/8 page (landscape)	98 x 64	€ 510
1/8 page (portrait)	47 x 132	€ 385*
1/16 page (landscape)	98 x 30	€ 195*
1/16 page (portrait)	47 x 64	€ 195*
Spread (bleed)	456 x 297	On request

* These formats are placed on a classified ads page at the back of the magazine.

Discount: 2% per additional placement.

Surcharges: back cover 20%, cover page 2 or 3: 10%.

Advertisements on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 2,600
1/4 page landscape	200 x 64	€ 2,025
1/8 page landscape	200 x 30	€ 1,150
1,5 columns	77,5 x 64	€ 1,025
1 column	57 x 64	€ 675

Knowledge Article

Format	Specifications	Rate
1/1 page	400 - 550 words and min. 1 good photo	€ 2,150
1/2 page	200 - 250 words and min. 1 good photo	€ 1,195

The emphasis should be on providing information, not on promotion. Layout provided by Agrio according to a fixed template.

Publication Dates Deadline 14 days before publication

#	Data	Theme
1	31 January	
2	28 February	
3	28 March	De Beste Boerenkoe Election
4	25 April	
5	30 May	Animal Health
6	27 June	
7	25 July	
8	29 August	
9	26 September	Prinsjesdag (online)
10	17 October	RMV Hardenberg
11	21 November	Automation RMV Gorinchem
12	19 December	

RESILIENT FARMS (STERKE ERVEN) THEMES

For topics that farmers find most important, we offer the Resilient Farms (Sterke Erven) theme series. Throughout the year, these recurring themes focus on knowledge and practical stories that translate to specific farm practice, explaining developments and offering useful knowledge.

NEWSLETTER

Publication Tuesday, Thursday and Saturday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 330
Advertorial	Image (landscape), title, max. 250 characters	€ 380

Surcharge for first position: 20%

WEBSITE

Format	Desktop/pc	Mobile	CPM
Billboard	970 x 250	300 x 100	€ 36
Leaderboard XL	970 x 150	300 x 100	€ 32
Medium rectangle	300 x 250	300 x 250	€ 27
Halfpage	300 x 600	300 x 250	€ 37
Advertorial	Image 470 x 264 pixels, max. 200 characters text		€ 32
Interscroller		621 x 1104 and 1104 x 621	€ 69*
Site takeover	On request	On request	€ 130
Layer ad/Floor ad	On request	On request	€ 85/€ 69

* Excl. € 350 for ad script Google Ad Manager.

Maximum file size 500 KB. Rates per 1,000 page views. Various targeting options available: category, geo, and device targeting, CPM surcharge 20%.

VIDEO

Production

Description	Rate
Various productions possible, such as explainer videos, product videos, company videos, drone videos, event impressions, etc.	From € 795
Editing of a pre-roll from existing video and/or photo material, including voice-over. Production of a completely new pre-roll available on request.	From € 250

Placement

Format	Specifications	Fixed/CPM
Pre-roll	On request	€ 110 CPM
Video banner	On request	€ 40 CPM
Video channel	Only knowledge partners	From € 500 p.j.

KNOWLEDGE PARTNERSHIP

As Melkvee Knowledge Partner, you can share valuable knowledge with farmers from your working area of expertise. The regional brands offer the opportunity to share knowledge in a unique way, so you become the first point of contact for the farmer when they are looking for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a knowledge source and problem solver
2. Build a trust relationship with your target audience
3. Share your vision for the future
4. Show that you know what you're talking about
5. Share user experiences that farmers will find interesting to read

Ten reasons to let Agrio do it:

1. Benefit from the reach of Agrio's brands
2. Manage your own knowledge partnership webpage
3. Be easily found in search engines (Google)
4. Share your articles via social media
5. Generate valuable traffic and results
6. Full transparency in results
7. Take advantage of unburden possibilities from A to Z
8. More than 10 years of experience on more than 50 knowledge partners
9. Content marketing that fits your budget
10. Knowledge shared via UBN-login (CAVP-proof)

Packages	Knowledge Article	Knowledge Partner	Knowledge Partner	Knowledge Partner
	One-time posting	Campaign Package	Plus Package	Complete Package
Term	one time	6 months	12 months	12 months
Number of knowledge partner articles	1 or more	6	12	onbeperkt
Own knowledge partner site	Landing page	✓	✓	✓
In news feed and category feed	✓	✓	✓	✓
Findable via search function on the website	✓	✓	✓	✓
Findable via search engines (Google)	✓	✓	✓	✓
Republishing in the digital newsletter	✓	✓	✓	✓
Linked to related editorial content	✓	✓	✓	✓
Quality traffic to your own site	✓	✓	✓	✓
In drop-down menu		✓	✓	✓
In news overview knowledge partner articles		✓	✓	✓
Republishing on social media		✓	✓	✓
Structural visibility		✓	✓	✓
Building a reputation as a knowledge partner		✓	✓	✓
Bannering on the website		Choice	35,000 views	70,000 views
Bannering in the newsletter			3 times	6 times
Logo link in every newsletter as knowledge partner			✓	✓
Logo link on the website as knowledge partner			✓	✓
Republishing of the 3 best-read articles in trade magazine			✓	✓
Rate	€ 1,650	€ 7,000	€ 10,900	€ 17,500
	Extra article € 1,125	Extra article € 1,125	Extra article € 1,125	
Own video channel		€ 500	€ 1,000	from € 1,000
Discount on other online publications on Melkvee.nl			20%	20%
Discount on republishing 1/1 page article in trade magazine	20%	25%	30%	30%

Content Creation

Text production by Agrio (excluding photography) from € 395
Video production by Agrio from € 795

Additional benefit

The Lifecycle of a Knowledge Article:

- 1 The article appears on the landing page
- 2 The article appears on the homepage news feed
- 3 The article appears in the news feed of the category page
- 4 The article continues to circulate in the newsletter
- 5 The article is shown at related articles
- 6 The article is indexed by Google search results
- 7 The article (optionally) appears in the trade magazine



EVENTS

An event is an ideal opportunity to inform dairy farmers, establish new contacts, and strengthen relationships. By exploring cross-media themes, we reach a broad audience, aligned with current market needs. We are always open to new theme ideas and gladly organize them in co-creation, such as the Sustainability Symposium.

	Package 1	Package 2
Knowledge article on the theme page within Melkvee.nl	1x	1x
Placement of the knowledge article in the digital newsletter	✓	✓
Logo on the theme page within Melkvee.nl	4 weeks	4 weeks
Banner on the theme page within Melkvee.nl	4 weeks	4 weeks
Medium Rectangle or Leaderboard XL on the homepage Melkvee.nl	50,000 views	20,000 views
Print ad in Melkvee Trade Magazine	1/2 page	1/4 page
Name and logo in all media expressions before, during, and after the event	✓	✓
Participation in program and/or presentation	✓	
Rate	€ 3,750	€ 2,950
Optional		
Video production	In consultation	In consultation
Video placement on Melkvee.nl	In consultation	In consultation
Extra promotion via website/newsletters/magazine	In consultation	In consultation

Beste Boerenkoe

In March 2025*, Agrio will organize the 12th search for De Beste Boerenkoe in the Netherlands. This competition spotlights cows, where judges assess anonymously. Not based on looks, but based on their contribution to farm income. De Beste Boerenkoe is judged on milk production, protein percentage, cell count, and fertility, with sustainability and profitability as key pillars.

Become a sponsor of the Beste Boerenkoe competition and reap the benefits! As a sponsor, you'll be featured in all promotions and communication before and during the event. The winner receives a prize, partly provided by your company, valued between € 500 and € 1,000.

* Date subject to change.

INSERTS

Including an insert such as a brochure or gadget is possible from € 0.22 per piece.

SPECIAL NEWSLETTER

A Special Newsletter is possible from € 2,150

ONLINE BROADCAST

Do you want to share your expertise in an online broadcast? That is possible from € 2,500.

For more information about the above possibilities, contact your media advisor.



Cécile Geven

Senior Media Advisor

cecile@agrio.nl
+31 (0)6 23 05 83 69



Joran Hoegen

Head of Media Advice

joran@agrio.nl
+31 (0)6 26 49 38 16

WEBSITE

197,174 sessions
82,246 active users
267,449 views
00:01:50 avg. engagement duration
Figures per month

MAGAZINE

6,450 copies
11 issues per year
20th edition

NEWSLETTER

8,862 copies
35,1% avg. open rate
3 times per week

EVENTS

On average, 150 quality attendees per event

ONLINE BROADCASTS

On average, 120 viewers per broadcast

SOCIAL MEDIA

4,918 followers on X
3,524 Facebook fans

Figures as of September 2024

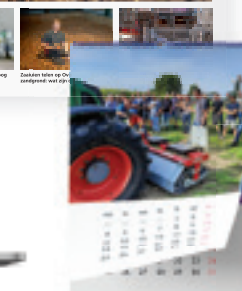
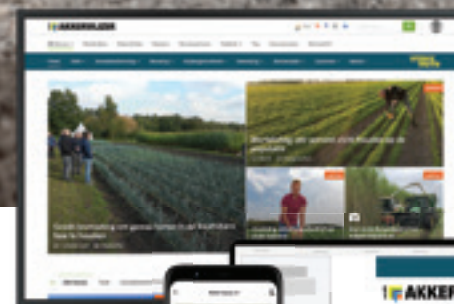
THEMES

STERKE ERVEN

Animal and Plant Health
Law and Regulations
Innovation
Society
Nature and Landscape
Entrepreneurship
Family
Manure

The effort of Akkerwijzer

- ✓ Purely focused on arable farming, no waste
- ✓ Independent, clear, and accessible
- ✓ Practical and crop-focused
- ✓ Source of news and knowledge (partners)
- ✓ Events and projects, e.g., Topgewas and Topbodem



MAGAZINE

Advertisement

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 2,575
1/1 page (non-bleed)	200 x 268	€ 2,575
1/2 page (landscape)	200 x 132	€ 1,450
1/2 page (portrait)	98 x 268	€ 1,450
1/4 page (landscape)	200 x 64	€ 875
1/4 page (portrait)	98 x 132	€ 875
1/8 page (landscape)	98 x 64	€ 450
1/8 page (portrait)	47 x 132	€ 450
1/16 page (landscape)	98 x 30	€ 225
1/16 page (portrait)	47 x 64	€ 225
Spread (bleed)	456 x 297	On request

Discount: 2% per additional placement.

Surcharges: back cover 20%, cover page 2 or 3: 10%.

Advertisements on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 2,450
1/4 page landscape	200 x 64	€ 1,875
1/8 page horizontaal	200 x 30	€ 1,150
1,5 columns	77,5 x 64	€ 1,025
1 column	57 x 64	€ 675

Knowledge Article

Format	Specifications	Rate
1/1 page	400 - 550 words and min. 1 good photo	€ 1,950
1/2 page	200 - 250 words and min. 1 good photo	€ 1,025

The emphasis should be on providing information, not on promotion. Layout provided by Agrio according to a fixed template.

Publication Dates Deadline 12 days before publication

#	Date	Theme
1	31 January	
2	28 February	Soil & Fertilization
3	28 March	Crop Protection
4	25 April	
5	23 May	
6	20 June	
7	15 August	Union Field Day
8	19 September	Prinsjesdag (online)
9	17 October	Business Development
10	21 November	
11	19 December	Variety Selection

RESILIENT FARMS (STERKE ERVEN) THEMES

For topics that farmers find most important, we offer the Resilient Farms (Sterke Erven) theme series. Throughout the year, these recurring themes focus on knowledge and practical stories that translate to specific farm practice, explaining developments and offering useful knowledge.

NEWSLETTER

Publication Tuesday, Thursday and Saturday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 285
Advertorial	Image (landscape), title, max. 250 characters	€ 330

Surcharge for first position: 20%

WEBSITE

Format	Desktop/pc	Mobile	CPM
Billboard	970 x 250	300 x 100	€ 62
Leaderboard XL	970 x 150	300 x 100	€ 58
Medium rectangle	300 x 250	300 x 250	€ 53
Halfpage	300 x 600	300 x 250	€ 68
Advertorial	Image 470 x 264 pixels, max. 200 characters text		€ 68
Interscroller		621 x 1104 and 1104 x 621	€ 125*
Site takeover	On request	On request	€ 210
Layer ad/Floor ad	On request	On request	€ 145/€ 125

* Excl. € 350 for ad script Google Ad Manager.

Maximum file size 500 KB. Rates per 1,000 page views. Various targeting options available: category, geo, and device targeting, CPM surcharge 20%.

VIDEO

Production

Description	Rate
Various productions possible, such as explainer videos, product videos, company videos, drone videos, event impressions, etc.	From € 795
Editing of a pre-roll from existing video and/or photo material, including voice-over. Production of a completely new pre-roll available on request.	From € 250

Placement

Format	Specifications	Fixed/CPM
Pre-roll	On request	€ 110 CPM
Video banner	On request	€ 75 CPM
Video channel	Only knowledge partners	from € 500 p.j.

KNOWLEDGE PARTNERSHIP

As Akkerwijzer Knowledge Partner, you can share valuable knowledge with farmers from your working area of expertise. The regional brands offer the opportunity to share knowledge in a unique way, so you become the first point of contact for the farmer when they are looking for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a knowledge source and problem solver
2. Build a trust relationship with your target audience
3. Share your vision for the future
4. Show that you know what you're talking about
5. Share user experiences that farmers will find interesting to read

Ten reasons to let Agrio do it:

1. Benefit from the reach of Agrio's brands
2. Manage your own knowledge partnership webpage
3. Be easily found in search engines (Google)
4. Share your articles via social media
5. Generate valuable traffic and results
6. Full transparency in results
7. Take advantage of unburden possibilities from A to Z
8. More than 10 years of experience on more than 50 knowledge partners
9. Content marketing that fits your budget
10. Knowledge shared via UBN-login (CAVP-proof)

Packages	Knowledge Article	Knowledge Partner	Knowledge Partner	Knowledge Partner
	One-time posting	Campaign Package	Plus Package	Complete Package
Term	one time	6 months	12 months	12 months
Number of knowledge partner articles	1 or more	6	12	onbeperkt
Own knowledge partner site	Landing page	✓	✓	✓
In news feed and category feed	✓	✓	✓	✓
Findable via search function on the website	✓	✓	✓	✓
Findable via search engines (Google)	✓	✓	✓	✓
Republishing in the digital newsletter	✓	✓	✓	✓
Linked to related editorial content	✓	✓	✓	✓
Quality traffic to your own site	✓	✓	✓	✓
In drop-down menu		✓	✓	✓
In news overview knowledge partner articles		✓	✓	✓
Republishing on social media		✓	✓	✓
Structural visibility		✓	✓	✓
Building a reputation as a knowledge partner		✓	✓	✓
Bannering on the website		Choice	25,000 views	25,000 views
Bannering in the newsletter			3 times	3 times
Logo link in every newsletter as knowledge partner			✓	✓
Logo link on the website as knowledge partner			✓	✓
Republishing of the 3 best-read articles in trade magazine			✓	✓
Rate	€ 1,400	€ 5,600	€ 8,550	€ 11,900
	Extra article € 885	Extra article € 885	Extra article € 885	
Own video channel		€ 500	€ 1,000	from € 1,000
Discount on other online publications on Akkerwijzer.nl			20%	20%
Discount on republishing 1/1 page article in trade magazine	20%	25%	30%	30%

Content Creation

Text production by Agrio (excluding photography) from € 395
Video production by Agrio from € 795

Additional benefit

The Lifecycle of a Knowledge Article:

- 1 The article appears on the landing page
- 2 The article appears on the homepage news feed
- 3 The article appears in the news feed of the category page
- 4 The article continues to circulate in the newsletter
- 5 The article is shown at related articles
- 6 The article is indexed by Google search results
- 7 The article (optionally) appears in the trade magazine



EVENTS

An event by Akkerwijzer is an ideal opportunity to inform and activate arable farmers while establishing new contacts and strengthening relationships. By delving deeper into cross-media themes, we reach a broad audience, tailored to current market needs. We are happy to organize in co-creation and are open to new theme ideas.

The Green Manure Day, in collaboration with WUR and BO Akkerbouw, takes place in Q2/Q3. The Topbodem project runs throughout the year and brings new insights in the field of soil and organizes practical research around soil in the arable farming sector. For both projects, the number of partner spots is limited. Reserve your place on time.

	Green Manure Day	Topgewas	
Placement of knowledge article on the theme page within Akkerwijzer.nl	1x	Choice	5x knowledge articles
			4x video
Placement of knowledge article in the digital newsletter	✓		✓
Logo on the theme page within Akkerwijzer.nl	✓		✓
Banner on the theme page within Akkerwijzer.nl	✓		✓
Medium Rectangle or Leaderboard XL on the homepage	15,000 views		15,000 views
Print ad in Akkerwijzer Trade Magazine	1/4 page		
Name and logo on all media, before, during, and after the event	✓		n/a
Catering at the event	✓		n/a
Participation in brainstorming sessions (2-3 times per year)	n/a		✓
Price	€ 2,950		€ 4,950
Video production			
Video placement on Akkerwijzer.nl	In consultation		In consultation
Extra promotion via website/newsletters/magazine	In consultation		In consultation

INSERTS

Including an insert such as a brochure or gadget is possible from € 0.22 per piece.

SPECIAL NEWSLETTER

A Special Newsletter is possible from € 2,150

ONLINE BROADCAST

Do you want to share your expertise in an online broadcast? That is possible from € 2,500.

For more information about the above possibilities, contact your media advisor.



Monique Wichers Schreur

Senior Media Advisor

monique@agrio.nl

+31 (0)6 23 05 89 44



Erwin Voortman

Senior Media Advisor

erwin@agrio.nl

+31 (0)6 24 95 61 02

WEBSITE

160,599 sessions
53,882 active users
228,088 views
00:02:38 avg. engagement duration
Figures per month

MAGAZINE

2,250 copies
10 issues per year
19th edition

NEWSLETTER

4,738 copies
33,8 % avg. open rate
3 times per week

EVENTS

On average, **70** quality attendees per event

ONLINE BROADCASTS

On average, **80** viewers per broadcast

SOCIAL MEDIA

2,392 followers on X
1,384 Facebook fans

Figures as of September 2024

THEMES

STERKE ERVEN

Animal and Plant Health
 Law and Regulations
 Innovation
 Society
 Nature and Landscape
 Entrepreneurship
 Family
 Manure

The strength of Pig Business

- ✓ Comprehensive and independent
- ✓ Content-rich and personal in contact with pig farmers
- ✓ Impactful advertising and targeting possibilities
- ✓ Source of news and knowledge (partners)
- ✓ Special themed events and on-location evening sessions



MAGAZINE

Advertisement

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 2,400
1/1 page (non-bleed)	200 x 268	€ 2,400
1/2 page (landscape)	200 x 132	€ 1,350
1/2 page (portrait)	98 x 268	€ 1,350
1/4 page (landscape)	200 x 64	€ 795
1/4 page (portrait)	98 x 132	€ 795
1/8 page (landscape)	98 x 64	€ 465
1/8 page (portrait)	47 x 132	€ 465
1/16 page (landscape)	98 x 30	€ 285
1/16 page (portrait)	47 x 64	€ 285
Spread (bleed)	456 x 297	On request

Discount: 2% per additional placement.

Surcharges: back cover 20%, cover page 2 or 3: 10%.

Advertisements on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 2,025
1/4 page landscape	200 x 64	€ 1,550
1/8 page landscape	200 x 30	€ 1,100
1,5 columns	77,5 x 64	€ 980
1 column	57 x 64	€ 570

Knowledge Article

Format	Specifications	Rate
1/1 page	400 - 550 words and min. 1 good photo	€ 1,850
1/2 page	200 - 250 words and min. 1 good photo	€ 1,025

The emphasis should be on providing information, not on promotion. Layout provided by Agrio according to a fixed template.

Publication Dates Deadline 12 days before publication

#	Date	Theme
1	7 February	
2	7 March	
3	4 April	
4	9 May	
5	6 June	
6	4 July	
7	5 September	Prinsjesdag (online)
8	10 October	Dutch Pork & Poultry Expo
9	7 November	
10	5 December	

RESILIENT FARMS (STERKE ERVEN) THEMES

For topics that farmers find most important, we offer the Resilient Farms (Sterke Erven) theme series. Throughout the year, these recurring themes focus on knowledge and practical stories that translate to specific farm practice, explaining developments and offering useful knowledge.

NEWSLETTER

Publication Tuesday, Thursday and Saturday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 210
Advertorial	Image (landscape), title, max. 250 characters	€ 265

Surcharge for first position: 20%

WEBSITE

Format	Desktop/pc	Mobile	CPM
Billboard	970 x 250	300 x 100	€ 51
Leaderboard XL	970 x 150	300 x 100	€ 47
Medium rectangle	300 x 250	300 x 250	€ 43
Halfpage	300 x 600	300 x 250	€ 57
Advertorial	Image 470 x 264 pixels, max. 200 characters text		€ 57
Interscroller		621 x 1104 and 1104 x 621	€ 95*
Site takeover	On request	On request	€ 180
Layer ad/Floor ad	On request	On request	€ 125/€ 95

* Excl. € 350 for ad script Google Ad Manager.

Maximum file size 500 KB. Rates per 1,000 page views. Various targeting options available: category, geo, and device targeting, CPM surcharge 20%.

VIDEO

Production

Description	Rate
Various productions possible, such as explainer videos, product videos, company videos, drone videos, event impressions, etc.	From € 795
Editing of a pre-roll from existing video and/or photo material, including voice-over. Production of a completely new pre-roll available on request.	From € 250

Placement

Format	Specifications	Fixed/CPM
Pre-roll	On request	€ 110 CPM
Video banner	On request	€ 60 CPM
Video channel	Only knowledge partners	from € 500 p.j.

KNOWLEDGE PARTNERSHIP

As Pig Business Knowledge Partner, you can share valuable knowledge with farmers from your working area of expertise. The regional brands offer the opportunity to share knowledge in a unique way, so you become the first point of contact for the farmer when they are looking for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a knowledge source and problem solver
2. Build a trust relationship with your target audience
3. Share your vision for the future
4. Show that you know what you're talking about
5. Share user experiences that farmers will find interesting to read

Ten reasons to let Agrio do it:

1. Benefit from the reach of Agrio's brands
2. Manage your own knowledge partnership webpage
3. Be easily found in search engines (Google)
4. Share your articles via social media
5. Generate valuable traffic and results
6. Full transparency in results
7. Take advantage of unburden possibilities from A to Z
8. More than 10 years of experience on more than 50 knowledge partners
9. Content marketing that fits your budget
10. Knowledge shared via UBN-login (CAVP-proof)

Packages	Knowledge Article	Knowledge Partner	Knowledge Partner	Knowledge Partner
	One-time posting	Campaign Package	Plus Package	Complete Package
Term	one time	6 months	12 months	12 months
Number of knowledge partner articles	1 or more	6	12	onbeperkt
Own knowledge partner site	Landing page	✓	✓	✓
In news feed and category feed	✓	✓	✓	✓
Findable via search function on the website	✓	✓	✓	✓
Findable via search engines (Google)	✓	✓	✓	✓
Reposting in the digital newsletter	✓	✓	✓	✓
Linked to related editorial content	✓	✓	✓	✓
Quality traffic to your own site	✓	✓	✓	✓
In drop-down menu		✓	✓	✓
In news overview knowledge partner articles		✓	✓	✓
Reposting on social media		✓	✓	✓
Structural visibility		✓	✓	✓
Building a reputation as a knowledge partner		✓	✓	✓
Bannering on the website		Choice	35,000 views	70,000 views
Bannering in the newsletter			4 times	8 times
Logo link in every newsletter as knowledge partner			✓	✓
Logo link on the website as knowledge partner			✓	✓
Reposting of the 3 best-read articles in trade magazine			✓	✓
Rate	€ 1,550	€ 6,750	€ 10,250	€ 15,250
	Extra article € 960	Extra article € 960	Extra article € 960	
Own video channel		€ 500	€ 1,000	from € 1,000
Discount on other online publications on Pigbusiness.nl			20%	20%
Discount on reposting 1/1 page article in trade magazine	20%	25%	30%	30%

Content Creation

Text production by Agrio (excluding photography) from € 395
Video production by Agrio from € 795

Additional benefit

The Lifecycle of a Knowledge Article:

- 1 The article appears on the landing page
- 2 The article appears on the homepage news feed
- 3 The article appears in the news feed of the category page
- 4 The article continues to circulate in the newsletter
- 5 The article is shown at related articles
- 6 The article is indexed by Google search results
- 7 The article (optionally) appears in the trade magazine



EVENTS

The events organized by Pig Business are an ideal opportunity to inform and activate pig farmers, while establishing new contacts and strengthening relationships. By delving deeper into cross-media themes, we reach a broad audience, tailored

to current market needs. We gladly organize in co-creation and are open to new theme ideas. Every event is unique and requires custom work, which is why the package below is just an indication.

Participation Package for Physical Events		
Full support by Agrio (including organization, catering, promotion, and visitor registration)		✓
Conducting a workshop/presentation (knowledge transfer)		✓
Choice	Placement of knowledge article on Pigbusiness.nl with placement in the digital newsletter	✓
	Banner on Pigbusiness.nl around the event	12,000 views
Print ad in Pig Business trade magazine		1/2 page
Banner or advertorial in the digital newsletter from Pigbusiness.nl		1x
Logo/link on the theme page on Pigbusiness.nl		4 weeks
Name and logo in all media outlets before, during, and after the event		✓
Two access passes for the event		✓
Delivering brochures or gadgets to be handed out to visitors (goodie bags)		✓
Input on event program/location choice		In consultation
Price		€ 2,950

INSERTS

Including an insert such as a brochure or gadget is possible from € 0.22 per piece.

SPECIAL NEWSLETTER

A Special Newsletter is possible from € .150

ONLINE BROADCAST

Do you want to share your expertise in an online broadcast? That is possible from € 2,500.

For more information about the above possibilities,

contact your media advisor.



Erwin Voortman
Senior Media Advisor
erwin@agrio.nl
+31 (0)6 24 95 61 02

WEBSITE

149,183 sessions
61,794 active users
234,668 views
00:02:12 avg. engagement duration
Figures per month

MAGAZINE

1,700 copies
8 issues per year
11th edition

NEWSLETTER

5,072 copies
39,2 % avg. open rate
3 times per week

EVENTS

Gemiddeld **75** kwalitatieve bezoekers per evenement

ONLINE BROADCASTS

On average, **200** viewers per broadcast

SOCIAL MEDIA

1,891 followers on X
1,812 Facebook fans

Figures as of September 2024

THEMES

STERKE ERVEN

Animal and Plant Health
 Law and Regulations
 Innovation
 Society
 Nature and Landscape
 Entrepreneurship
 Family
 Manure

Pluimveeweb, a leader for years

- ✓ Independent and strongly cross-media
- ✓ Source of news and knowledge (partners)
- ✓ High scores via the Pluimveeweb newsletter
- ✓ Popular and interactive online broadcasts
- ✓ International!

STERKE ERVEN

Twan Engelen: 'Vertrouwen in de politiek is weg'



MAGAZINE

Advertisement

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 2,450
1/1 page (non-bleed)	200 x 268	€ 2,450
1/2 page (landscape)	200 x 132	€ 1,375
1/2 page (portrait)	98 x 268	€ 1,375
1/4 page (landscape)	200 x 64	€ 770
1/4 page (portrait)	98 x 132	€ 770
1/8 page (landscape)	98 x 64	€ 440
1/8 page (portrait)	47 x 132	€ 440
1/16 page (landscape)	98 x 30	€ 225
1/16 page (portrait)	47 x 64	€ 225
Spread (bleed)	456 x 297	On request

Discount: 2% per additional placement.

Surcharges: back cover 20%, cover page 2 or 3: 10%.

Advertisements on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 2,025
1/4 page landscape	200 x 64	€ 1,550
1/8 page landscape	200 x 30	€ 1,100
1,5 columns	77,5 x 64	€ 980
1 column	57 x 64	€ 570

Knowledge Article

Format	Specifications	Rate
1/1 page	400 - 550 words and min. 1 good photo	€ 1,950
1/2 page	200 - 250 words and min. 1 good photo	€ 1,075

The emphasis should be on providing information, not on promotion. Layout provided by Agrio according to a fixed template.

Publication Dates Deadline 12 days before publication

#	Date	Theme
1	14 February	Animal Health
2	18 April	Easter
3	30 May	
4	11 July	Personnel
5	5 September	
6	10 October	Dutch Pork & Poultry Expo
7	14 November	
8	12 December	

In September, an online theme on Prinsjesdag

RESILIENT FARMS (STERKE ERVEN) THEMES

For topics that farmers find most important, we offer the Resilient Farms (Sterke Erven) theme series. Throughout the year, these recurring themes focus on knowledge and practical stories that translate to specific farm practice, explaining developments and offering useful knowledge.

NEWSLETTER

Publication Tuesday, Thursday and Saturday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 210
Advertorial	Image (landscape), title, max. 250 characters	€ 290

Surcharge for first position: 20%

WEBSITE

Format	Desktop/pc	Mobile	CPM
Billboard	970 x 250	300 x 100	€ 62
Leaderboard XL	970 x 150	300 x 100	€ 58
Medium rectangle	300 x 250	300 x 250	€ 53
Halfpage	300 x 600	300 x 250	€ 68
Advertorial	Image 470 x 264 pixels, max. 200 characters text		€ 63
Interscroller		621 x 1104 and 1104 x 621	€ 125*
Site takeover	On request	On request	€ 210
Layer ad/Floor ad	On request	On request	€ 145/€ 125

* Excl. € 350 for ad script Google Ad Manager.

Maximum file size 500 KB. Rates per 1,000 page views. Various targeting options available: category, geo, and device targeting, CPM surcharge 20%.

VIDEO

Production

Description	Rate
Various productions possible, such as explainer videos, product videos, company videos, drone videos, event impressions, etc.	From € 795
Editing of a pre-roll from existing video and/or photo material, including voice-over. Production of a completely new pre-roll available on request.	From € 250

Placement

Format	Specifications	Fixed/CPM
Pre-roll	On request	€ 110 CPM
Video banner	On request	€ 75 CPM
Video channel	Only knowledge partners	from € 500 p.j.

KNOWLEDGE PARTNERSHIP

As Pluimveeweb Knowledge Partner, you can share valuable knowledge with farmers from your working area of expertise. The regional brands offer the opportunity to share knowledge in a unique way, so you become the first point of contact for the farmer when they are looking for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a knowledge source and problem solver
2. Build a trust relationship with your target audience
3. Share your vision for the future
4. Show that you know what you're talking about
5. Share user experiences that farmers will find interesting to read

Ten reasons to let Agrio do it:

1. Benefit from the reach of Agrio's brands
2. Manage your own knowledge partnership webpage
3. Be easily found in search engines (Google)
4. Share your articles via social media
5. Generate valuable traffic and results
6. Full transparency in results
7. Take advantage of unburden possibilities from A to Z
8. More than 10 years of experience on more than 50 knowledge partners
9. Content marketing that fits your budget
10. Knowledge shared via UBN-login (CAVP-proof)

Packages	Knowledge Article	Knowledge Partner	Knowledge Partner	Knowledge Partner
	One-time posting	Campaign Package	Plus Package	Complete Package
Term	one time	6 months	12 months	12 months
Number of knowledge partner articles	1 or more	6	12	onbeperkt
Own knowledge partner site	Landing page	✓	✓	✓
In news feed and category feed	✓	✓	✓	✓
Findable via search function on the website	✓	✓	✓	✓
Findable via search engines (Google)	✓	✓	✓	✓
Reposting in the digital newsletter	✓	✓	✓	✓
Linked to related editorial content	✓	✓	✓	✓
Quality traffic to your own site	✓	✓	✓	✓
In drop-down menu		✓	✓	✓
In news overview knowledge partner articles		✓	✓	✓
Reposting on social media		✓	✓	✓
Structural visibility		✓	✓	✓
Building a reputation as a knowledge partner		✓	✓	✓
Bannering on the website		Choice	30,000 views	60,000 views
Bannering in the newsletter			4 times	8 times
Logo link in every newsletter as knowledge partner			✓	✓
Logo link on the website as knowledge partner			✓	✓
Reposting of the 3 best-read articles in trade magazine			✓	✓
Rate	€ 1,550	€ 6,750	€ 10,250	€ 15,250
	Extra article € 960	Extra article € 960	Extra article € 960	
Own video channel		€ 500	€ 1,000	from € 1,000
Discount on other online publications on Pluimveeweb.nl			20%	20%
Discount on reposting 1/1 page article in trade magazine	20%	25%	30%	30%

Content Creation

Text production by Agrio (excluding photography) from € 395
Video production by Agrio from € 795

Additional benefit

The Lifecycle of a Knowledge Article:

- 1 The article appears on the landing page
- 2 The article appears on the homepage news feed
- 3 The article appears in the news feed of the category page
- 4 The article continues to circulate in the newsletter
- 5 The article is shown at related articles
- 6 The article is indexed by Google search results
- 7 The article (optionally) appears in the trade magazine



EVENTS

The events organized by Pluimveeweb, both physical and online, have proven to be an effective way to inform and activate poultry farmers. We respond to current needs, such as holding online events during the avian flu outbreak. Our themes are tailored to the needs of poultry farmers, ensuring targeted knowledge transfer and valuable interaction. This offers

opportunities for new contacts and strengthening relationships. By working cross-media, we reach a broader audience. We gladly organize events in co-creation, are open to new ideas, and adjust the events to custom requirements. Each event is unique and requires custom work, which is why the package below is just an indication.

Participation Package for Physical Events		
Full support by Agrio (including organization, catering, promotion, and visitor registration)		✓
Conducting a workshop/presentation (knowledge transfer)		✓
Choice	Placement of knowledge article on Pluimveeweb.nl with placement in the digital newsletter	✓
	Banner on Pluimveeweb.nl around the event	12,000 views
Print ad in Pluimveeweb trade magazine		1/2 page
Banner or advertorial in the digital newsletter from Pluimveeweb.nl		1x
Logo/link on the theme page on Pluimveeweb.nl		4 weeks
Name and logo in all media outlets before, during, and after the event		✓
Two access passes for the event		✓
Delivering brochures or gadgets to be handed out to visitors (goodie bags)		✓
Input on event program/location choice		In consultation
Price		€ 2,950

GEFLÜGELNEWS

The German poultry website Geflügelnews, launched on March 1, 2022, responds to the growing demand for online news and knowledge for German poultry farmers. The practical and modern approach, including social media, strongly appeals to poultry farmers in the sector. With specific content, services, and products tailored to their needs, the knowledge partnership (Wissenspartner) is a powerful (content) marketing tool in the German market.



Active (or want to be) in Germany?
Join Geflügelnews!



WEBSITE

36,196 sessions
29,635 unique visitors
50,906 page views



NEWSLETTER

2,771 copies
41,2% avg. open rate
2 times per week
on Tuesday and Friday

INSERTS

Including an insert such as a brochure or gadget is possible from € 0.22 per piece.

SPECIAL NEWSLETTER

A Special Newsletter is possible from € 2,150

ONLINE BROADCAST

Do you want to share your expertise in an online broadcast? That is possible from € 2,500.

For more information about the above possibilities,

contact your media advisor.



Gerrit Hiddink

Senior Media Advisor

gerrit@agrio.nl

+31 (0)6 53 58 87 66

WEBSITE

198,883 sessions
78,450 active users
303,081 views
00:02:06 avg. engagement duration
Figures per month

MAGAZINE

17,200 copies
11 issues per year
23th edition

NEWSLETTER

12,086 subscribers
25,4% avg. open rate
2 times per week

SOCIAL MEDIA

6,018 followers on X
68,412 facebook fans
47,312 followers on Instagram
20,713 followers on TikTok

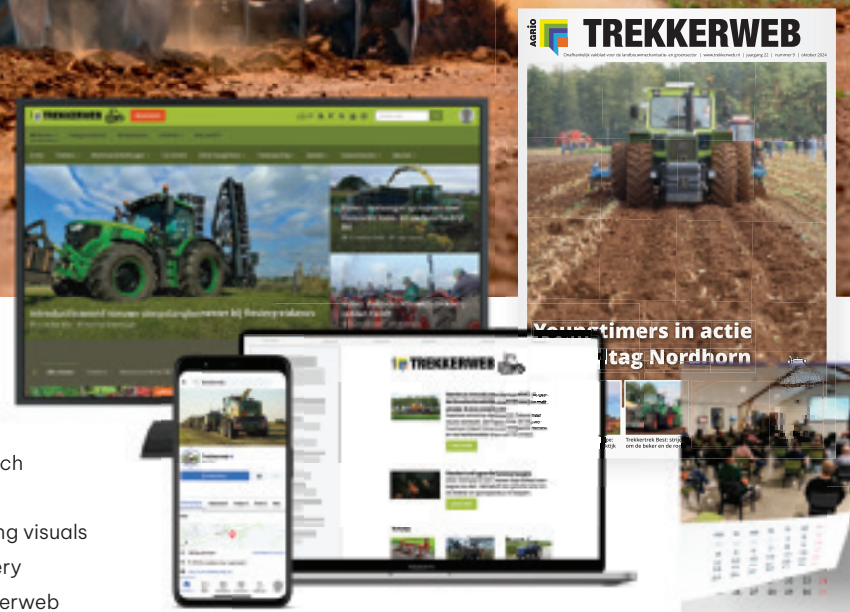
YOUTUBE

226,174 subscribers

Figures as of September 2024

The drive of Trekkerweb

- ✓ A cross-media mechanization brand with a huge reach
- ✓ A massive (inter)national fanbase on social media
- ✓ Distinctive large-format trade magazine with stunning visuals
- ✓ Fast online news and classified ads for used machinery
- ✓ More than 50 brand partners are connected to Trekkerweb



MAGAZINE

Advertisement

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 1.475
1/1 page (non-bleed)	200 x 268	€ 1.475
1/2 page (landscape)	200 x 132	€ 780
1/2 page (portrait)	98 x 268	€ 780
1/4 page (landscape)	200 x 64	€ 425
1/4 page (portrait)	98 x 132	€ 425
1/8 page (landscape)	98 x 64	€ 250
1/8 page (portrait)	47 x 132	€ 250
1/16 page (landscape)	98 x 30	€ 170
1/16 page (portrait)	47 x 64	€ 170
Spread (bleed)	456 x 297	On request

Discount: 2% per additional placement.

Surcharges: back cover 20%, cover page 2 or 3: 10%.

Advertisements on editorial pages (IM)

Format	B x H (in mm)	Rate
1 column	100 x 65	€ 375
2 columns	168 x 65	€ 690
3 columns	238 x 65	€ 1,100

Possibilities in consultation

Other advertising possibilities

Format	
Cover wrap / Bound insert / Insert	Information available upon request

Publication Dates

Edition	Date	Theme
1	24 January	
2	21 February	
3	21 March	
4	18 April	
5	16 May	
6	13 June	
7	18 July	
8	12 September	Prinsjesdag (online)
9	10 October	
10	7 November	
11	12 December	Christmas

Deadline 12 days before publication

WEBSITE

Format	Desktop/pc	Mobile	CPM
Billboard	970 x 250	300 x 100	€ 52
Leaderboard XL	970 x 150	300 x 100	€ 48
Medium rectangle	300 x 250	300 x 250	€ 43
Half medium rectangle	300 x 100	300 x 100	p.w. € 371
Halfpage	300 x 600	300 x 250	€ 58
Advertorial	Image 470 x 264 pixels, max. 200 characters text		€ 48
Interscroller		621 x 1104 and 1104 x 621	€ 100*
Site takeover	On request	On request	€ 149
Layer ad/Floor ad	On request	On request	€ 116/€ 100

* Excl. € 350 for ad script Google Ad Manager.

Maximum file size 500 KB. Rates per 1,000 page views. Various targeting options available: category, geo, and device targeting, CPM surcharge 20%.

NEWSLETTER

Publication Tuesday and Friday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 360
Advertorial	Image (landscape), title, max. 250 characters	€ 385

Surcharge for first position: 20%

INSERTS

On request

SPECIAL NEWSLETTER

A Special Newsletter is possible from € 2,150

ONLINE BROADCAST

Do you want to share your expertise in an online broadcast?
That is possible from € 2,500.

For more information about the above possibilities,

contact your media advisor.

SOCIAL MEDIA

Trekkerweb: a social media powerhouse

Social media: developments are rapid. New social channels are emerging all the time. The target audience is also constantly shifting. Social media can no longer be missing from your online marketing strategy. We are fully aware of that, and we create a huge reach on social media ourselves. We experience this firsthand as a cross-media brand in the mechanization industry: Trekkerweb.

In addition to the monthly trade magazine and the website, Trekkerweb is very active and popular on social media. Trekkerweb focuses on YouTube, Facebook, Instagram, and Twitter, with a younger and broad target group of tractor enthusiasts.

Trekkerweb's Social Reach

 **226,174** subscribers

 **68,412** followers on Trekkerweb

 **6,018** followers

 **47,312** followers

BRAND PARTNER

Brand partners are market participants that place commercial and/or editorial information on Trekkerweb.nl in exchange for payment. Brand partners enjoy no exclusivity, as multiple companies from the same industry can be partners simultaneously. These partners are connected to Trekkerweb.nl for at least one year. Information about Brand Partners is displayed on the

homepage and in the Brand Partners section. These articles are then clearly categorized and linked to a designated brand page micro-site. A selection of these articles (news, video, and photos) is also placed on the Trekkerweb.nl newsletter and on social media (Facebook, YouTube).

Packages

	Partner	Partner Light
Own brand partner site on Trekkerweb.nl, which you can fill with news articles, videos, social media icons, and banner ads	✓	✓
Placement on social media	✓	✓
Logo on Trekkerweb.nl and in the newsletter	✓	
Banner on the homepage of Trekkerweb.nl	6 weeks	
Banner/advertorial in the digital newsletter	6 times	2 times
Company video* and placement on Trekkerweb.nl	2 times	1 time
Price for 12 months	from € 8,250	from € 5,100



Alex Prasing
Senior Media Advisor
alex@agrio.nl
+31 (0)6 48 13 21 09



Jari Wittenhorst
Junior Media Advisor
jari@agrio.nl
+31 (0)6 10 83 42 55

Maximum attention for your event

Placing an advertisement, sending an email, using online banners, or sending a separate invitation. There are countless ways to bring attention to your event.

Whether it's a trade fair, webinar, study meeting, open day, or demo, a listing on Landbouwagenda.nl is always part of the promotional plan. In addition to being featured on Landbouwagenda.nl, your sector-specific events are also placed in the agendas of various trade magazines and sector or regional portals. Your event will be highlighted in several online and offline channels, generating a very broad reach.

Listing is simple and free.

Want even more visibility on Landbouwagenda.nl? Of course. Here are the options:



Erika Stokkers

Media Advisor

erika@agrio.nl

+31 (0)6 20 23 71 87

Event Listing

	Free	Plus
Basic information visible to everyone	✓	✓
Included in regular listings and positions	✓	✓
In agenda alert	✓	✓
Spotlight position		✓
Header image		✓
Photo album		✓
YouTube video		✓
Priority for placement on Agrio websites		✓
Priority for placement in Landbouwagenda.nl newsletter		✓
No ads from third parties		✓
Price	Free	€ 95



WEBSITE

Format	Desktop/pc	Mobiel	Fixed
Medium rectangle	300 x 250	300 x 250	€ 150
Halfpage	300 x 600	300 x 250	€ 180

File size: max. 500 KB.

Rates per week, availability/banner carousel.



NEWSLETTER

Format	Specifications	Per time
Banner	550 x 150 pixels	€ 125
Advertorial	Max. 250 characters for header + body text, incl. image and link	€ 125
Highlight	Max. 300 characters for body text, incl. image and link	€ 150

Preferred position surcharge: 20%

Published: every Friday



Ekoland has been a trusted source of knowledge for organic farming in the Netherlands and Flanders for many years. We provide technical and business-oriented information, with a focus on practical applicability, research results, and the latest news. With growing political support, interest in organic farming is increasing, and that is why we share more and more knowledge via Ekoland.nl and our sector portals.

WEBSITE

6,663 sessions
3,768 active users
10,693 views
00:01:46 avg. engagement duration
Figures per month

MAGAZINE

1,300 print copies
11 issues per year
45th edition

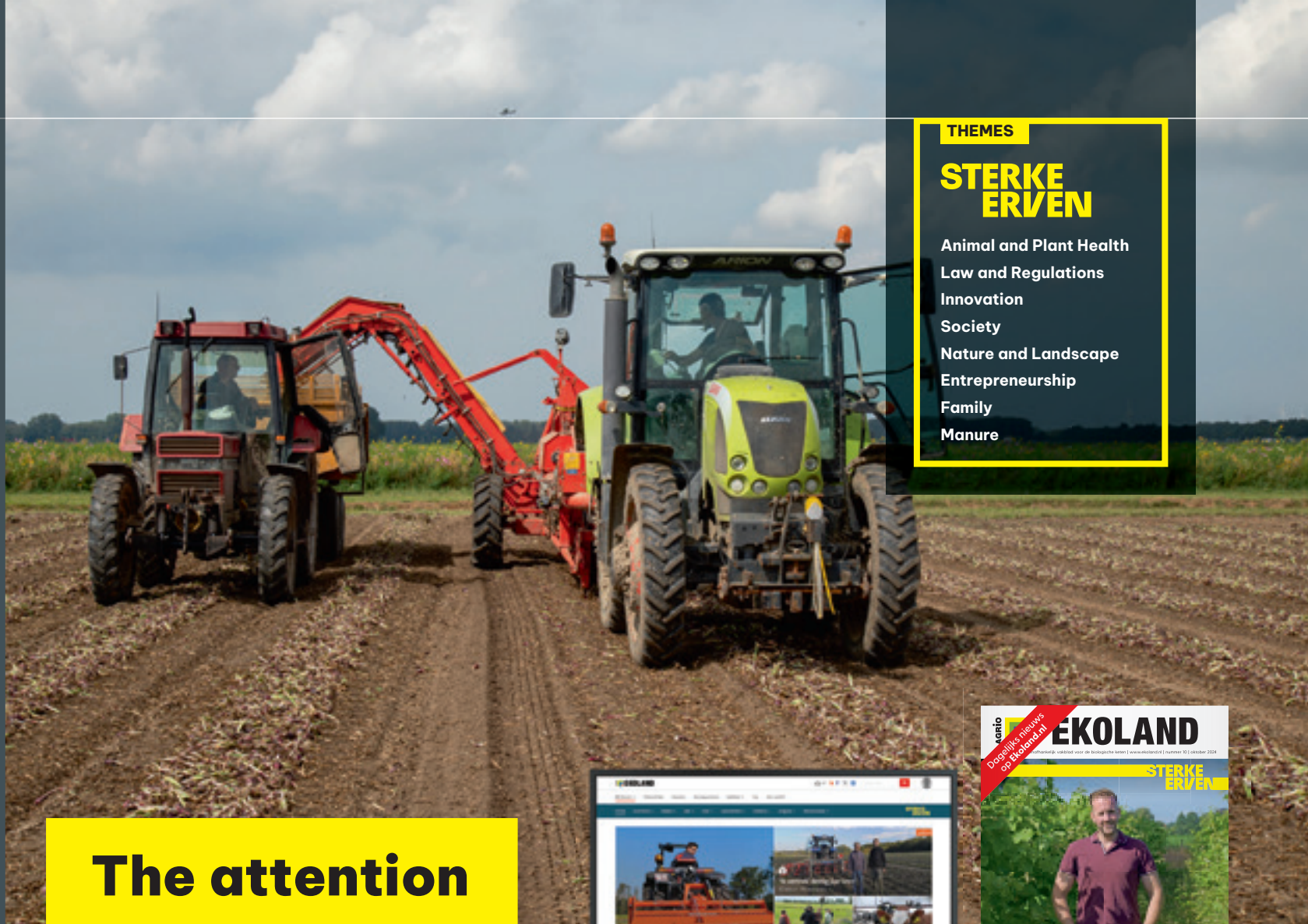
NEWSLETTER

1,582 copies
37,4 % avg. open rate
2 times per week

SOCIAL MEDIA

925 followers on X
772 Facebook fans

Figures as of September 2024



THEMES

STERKE ERVEN

Animal and Plant Health
 Law and Regulations
 Innovation
 Society
 Nature and Landscape
 Entrepreneurship
 Family
 Manure

The attention of Ekoland

- ✓ Independent, clear, and accessible
- ✓ Source of news and knowledge
- ✓ Connecting
- ✓ For organic and organically-oriented farmers
- ✓ Attractive combination rates



MAGAZINE

Advertisement

Format	B x H	Rate
1/1 page (bleed)	210 x 285	€ 2,050
1/1 page (non-bleed)	187 x 258	€ 2,050
1/2 page (landscape)	187 x 126	€ 1,050
1/2 page (portrait)	90,5 x 258	€ 1,050
1/4 page (landscape)	187 x 60	€ 550
1/4 page (portrait)	90,5 x 126	€ 550
1/8 page	90,5 x 60	€ 305
Spread (bleed)	420 x 285	On request
Spread (non-bleed)	397 x 258	On request

Discount: 2% per additional placement.

Surcharges: back cover 20%, cover page 2 or 3: 10%.

Knowledge Article

Format	Specifications	Rate
1/1 page	425 - 525 words and min. 1 good photo	€ 1,500
1/2 page	225 - 275 words and min. 1 good photo	€ 775

The emphasis should be on providing information, not on promotion. Layout provided by Agrio according to a fixed template.

Other advertising possibilities

Format	
Cover wrap / Bound insert / Insert	Information available upon request



Monique Wichers Schreur

Senior Media Advisor

monique@agrio.nl

+31 (0)6 23 05 89 44

Publication Dates

#	Date	Theme
1	10 January	
2	14 February	Announcement of Innovation Award
3	14 March	Presentation of Innovation Award
4	11 April	
5	9 May	
6	27 June	Biovelddag
7/8	8 August	
9	5 September	Plant Material/Distribution, Prinsjesdag (online)
10	3 October	Mechanization
11	7 November	
12	5 December	

Deadline 15 days before publication

RESILIENT FARMS (STERKE ERVEN) THEMES

For topics that farmers find most important, we offer the Resilient Farms (Sterke Erven) theme series. Throughout the year, these recurring themes focus on knowledge and practical stories that translate to specific farm practice, explaining developments and offering useful knowledge.

NEWSLETTER

Publication Tuesday and Friday

Uiting	Specifications	Rate per time
Banner	550 x 150 pixels	€ 200
Advertorial	Image (landscape), title, max. 250 characters	€ 250

Surcharge for first position: 20%

WEBSITE

Format	Desktop/pc	Mobile	Fixed
Billboard	970 x 250	300 x 100	€ 180
Leaderboard XL	970 x 150	300 x 100	€ 175
Medium rectangle	300 x 250	300 x 250	€ 165
Halfpage	300 x 600	300 x 250	€ 200
Advertorial	Image 470 x 264 pixels, max. 200 characters text		€ 190
Interscroller		621 x 1104 and 1104 x 621	€ 66 CPM*
Site takeover	On request	On request	€ 640
Layer ad/Floor ad	On request	On request	€ 420/€ 375

* Excl. € 350 for ad script Google Ad Manager.

Maximum file size 500 KB.

Rates per week. Various targeting options available: category, geo, and device targeting, Surcharge 20%.

VIDEO

Production

Description	Rate
Various productions possible, such as explainer videos, product videos, company videos, drone videos, event impressions, etc.	From € 795
Editing of a pre-roll from existing video and/or photo material, including voice-over. Production of a completely new pre-roll available on request.	From € 250

Placement

Format	Specifications	Fixed/CPM
Pre-roll	On request	€ 110 CPM
Video banner	On request	€ 230 Fixed
Video channel	Only knowledge partners	From € 1,000 p.j.

KNOWLEDGE PARTNERSHIP

As Ekoland Knowledge Partner, you can share valuable knowledge with farmers from your working area of expertise. The regional brands offer the opportunity to share knowledge in a unique way, so you become the first point of contact for the farmer when they are looking for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a knowledge source and problem solver
2. Build a trust relationship with your target audience
3. Share your vision for the future
4. Show that you know what you're talking about
5. Share user experiences that farmers will find interesting to read

Ten reasons to let Agrio do it:

1. Benefit from the reach of Agrio's brands
2. Manage your own knowledge partnership webpage
3. Be easily found in search engines (Google)
4. Share your articles via social media
5. Generate valuable traffic and results
6. Full transparency in results
7. Take advantage of unburden possibilities from A to Z
8. More than 10 years of experience on more than 50 knowledge partners
9. Content marketing that fits your budget
10. Knowledge shared via UBN-login (CAVP-proof)

Packages

	Knowledge Article	Knowledge Partner	Knowledge Partner
	One-time posting	Campagne Package	Plus Package
Term	one time	6 months	12 months
Number of knowledge partner articles	1 or more	6	12
Own knowledge partner site	Landing page	✓	✓
In news feed and category feed	✓	✓	✓
Findable via search function on the website	✓	✓	✓
Findable via search engines (Google)	✓	✓	✓
Reposting in the digital newsletter	✓	✓	✓
Linked to related editorial content	✓	✓	✓
Quality traffic to your own site	✓	✓	✓
In drop-down menu		✓	✓
In news overview knowledge partner articles		✓	✓
Reposting on social media		✓	✓
Structural visibility		✓	✓
Structurally building a reputation as a knowledge partner		✓	✓
Bannering on the website		choice	5,000 views
Bannering in the newsletter			10,000 views
Logo link in every newsletter as knowledge partner			2 times
Logo link on the website as knowledge partner			4 times
Reposting of the 3 best-read articles in trade magazine			✓
Reposting of the 3 best-read articles in trade magazine			✓
Rates	€ 1,100	€ 4,500	€ 6,500
	Extra article € 700	Extra article € 700	Extra article € 700
Own video channel		€ 500	€ 1,000
Discount on other online publications on Ekoland.nl			20%
Discount on reposting 1/1 page article in trade magazine	20%	25%	30%

Content Creation

Text production by Agrio (excluding photography) from € 395
Video production by Agrio from € 795

Additional benefit

The Lifecycle of a Knowledge Article:

- 1 The article appears on the landing page
- 2 The article appears on the homepage news feed
- 3 The article appears in the news feed of the category page
- 4 The article continues to circulate in the newsletter
- 5 The article is shown at related articles
- 6 The article is indexed by Google search results
- 7 The article (optionally) appears in the trade magazine





Onze Weidevogels informs, inspires, and connects farmers, nature (organizations), and volunteers. The farmer is central as the host of the meadow birds, but the formula goes beyond that. Biodiversity, yard birds and field birds are also dependent on farmers as hosts. Farmers receive practical tips about meadow bird management, soil, water, fertilization, and nature-inclusive agriculture. With this broader approach, Onze Weidevogels will reach and create extra impact both online and with volunteers. This stimulates those involved in meadow bird management and contributes positively to the sector's image. We want to awaken the nature in the farmer and others!

The reach of the two printed editions is reinforced by onze-weidevogels.nl. Online content (including partner content) is distributed based on relevant placements on melkvee.nl, akkerwijzer.nl, and regional Agrio websites. This makes them communication channels for nature organizations, farmers, and volunteers who want to work together.

Onze Weidevogels is an initiative by Agrio and communication agency JEEN. Partners include BoerenNatuur, Vogelbescherming Nederland, KNU, Provincie Fryslân, Aanvalspan Grutto, DeltaPlan Biodiversiteit.

MAGAZINE

Advertisement

Format	B x H	Price
1/1 page (full bleed)	200 x 265	€ 2,250
1/1 page (non-bleed)	165 x 235	€ 2,250
1/2 page (landscape)	165 x 115	€ 1,200
1/2 page (portrait)	80 x 235	€ 1,200
1/4 page (landscape)	165 x 55	€ 650
1/4 page (portrait)	80 x 115	€ 650
1/8 page	80 x 55	€ 350

Cover position surcharge: 20%

Publication Dates

Edition	Data
1	11 March
2	18 November

WEBSITE

Uiting	Specificaties	Price
Rectangle	300 x 250 px	€ 300/ month
Advertorial	200 characters + image	€ 300/ month
Knowledge Article*	In consultation	€ 950 per placement

* Knowledge Article: Share your relevant knowledge via a knowledge article(s). This useful article is continuously linked to editorial content on onzeweidevogels.nl and is also placed on melkvee.nl, akkerwijzer.nl, and regional Agrio websites.

Custom work: Custom projects are possible for (research) projects and provinces. Think of insert pages, wraparound covers, flyers, or extra copies.



MAGAZINE

20.000 copies

Published **twice** per year for land-based farmers, contractors, and other interested parties.



Mark Oude Luttikhuis

Business Developer/Publisher

mark@agrio.nl

+31 (0)6 53 34 66 50

Websites

Billboard



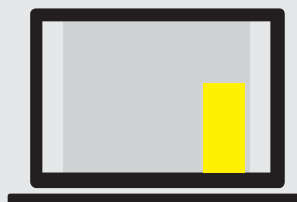
970 x 250 pixels
Delivered as JPG, GIF, or HTML

Leaderboard XL



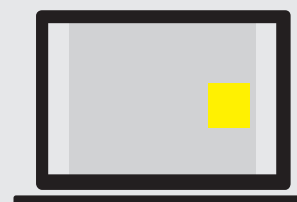
970 x 150 pixels
Delivered as JPG, GIF, or HTML

Halfpage



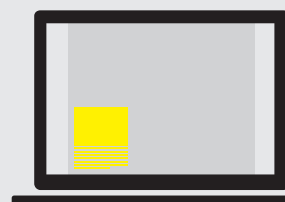
300 x 600 pixels
Delivered as JPG, GIF, or HTML

Medium Rectangle



300 x 250 pixels
Delivered as JPG, GIF, or HTML

Advertorial



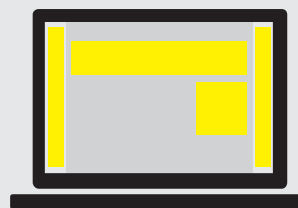
470 x 264 pixels
+ max. 200 characters
Image delivered as JPG

Interscroller



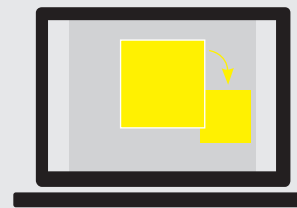
621 x 1104 en 1104x621 px
Delivered as open photoshop
(.psd) file.

Site takeover



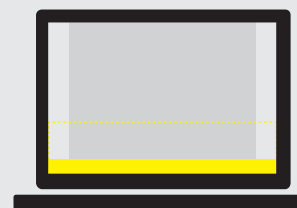
on request

Layer ad



on request

Floor ad

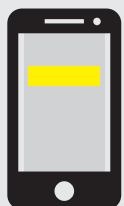


on request

Want to get started with
digital advertising?
Contact us, and
together we will
determine the best
package suited to your
organization and goals.

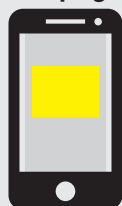
Mobile

Billboard en Leaderboard XL



300 x 100 pixels
Delivered as JPG, GIF, or HTML

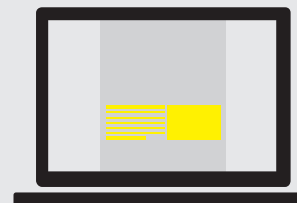
Medium Rectangle en Halfpage



300 x 250 pixels
Delivered as JPG, GIF, or HTML

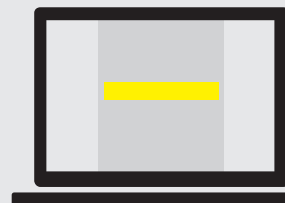
Newsletters

Advertorial, 1 header



Horizontal image
Delivered as JPG
Header text max. 35 characters
Body text max. 200 characters
Button text max. 35 characters

Newsletter banner



550 x 150 pixels
Delivered as JPG

Digital Output

When do you choose which output?

- ✓ Billboard and Leaderboard XL for brand awareness
- ✓ Medium Rectangle and Halfpage for action-focused campaigns
- ✓ Advertorial for product reviews, (event) promotions, and testimonials
- ✓ Video banner for higher attention value
- ✓ Rich media for product innovations and brand awareness



Silke Evers

Online Coordinator

silke@agrio.nl

+31 (0)314 756 301



Stefanie Tangelder

Online Coordinator

stefanie@agrio.nl

+31 (0)6 83 39 80 56



Sonja Wolsink

Online Coordinator

sonja@agrio.nl

+31 (0)6 5116 21 21

Delivery Specifications

Online

Banners

- JPG** max. 500 KB, fully framed / not bleeding to white
- GIF** max. 500 KB, fully framed / not bleeding to white, animation (loop) max. 10 sec
- HTML*** max. 500 KB excluding video, fully framed / not bleeding to white, animation (loop) max. 10 sec, no hard click

*HTML banners should be supplied in zip without external resources. Use Google Web Designer in Google Ads Environment for this. Or use a Agrio-template available at your Media Advisor.

If the HTML banner contains video, it must not exceed 5 MB and must autoplay without sound. Videos over 30 sec should not auto-play. HTML delivered with Agrio's templates must always be checked for proper use.

Would you like to have a video play in your banner but don't have the ability to create an HTML advertisement yourself? Check the next page for the possibilities.

Landing Page

Website only, for example: www.test.nl/product

Submission Time: 5 working days before placement

If the submitted file does not meet the requirements, adjustments may be needed, potentially at an additional charge.

Print

Digital Submission

Always submit your files mentioning the program, version, and print specifications. Digital reproduction material should be suitable for printing or page editing.

Format	Certified PDF, technical information and settings via your media advisor
Programs	InDesign CC (layout), Illustrator (EPS), Photoshop (PSD, JPG), Word (text only)
Specifications	Fonts and illustrations always embedded, images at least 300 dpi, EPS or TIFF in CMYK

Collateral Material

Submit collateral materials (texts, logos, and images) in one of the following formats:

Advertising Text	TXT, DOC, or DOCX
Images	JPG or PSD
Logos and Illustrations	EPS or PDF
Proof	PDF

Submission

Preferred submission via one of the following methods:

Email	up to 8 MB
WeTransfer	up to 2 GB
Dropbox	up to 2 GB
Google Drive	up to 15 GB
FTP server	max reliability via your own FTP server

Banner Development

Banners on websites and in newsletters provide great reach and high visibility. Today, banners come in various types and sizes. The campaign goal and your target audience are key factors in the selection process. Agrio has extensive experience and expertise in brainstorming and developing online campaigns.

If desired, Agrio Media & Design can develop a banner for you. We require source materials for this.

This can consist of:

- Logos: preferably in EPS or AI format, otherwise TIFF, JPG, or PNG (minimum size 1280 x 1280 px)
- Images (photos): preferably in TIFF, JPG, or PNG format (minimum size 1280 x 1280 px)
- Text: preferably in DOC, DOCX, ODT, TXT, or RTF
- Landing page: Only the website, e.g., www.test.nl/product
- Video: MP4 format, max. 5 MB, max. 30 sec, auto-play with no sound

Submit images separately, not embedded in the text.

Engage our graphic designers for custom banner creation

50% discount on every additional banner for the same campaign

Development Rates for Online Banners

Output	Specifications	GIF	HTML	Video*
Billboard	970x 250	€ 160	€ 260	€ 370
Leaderboard XL	970 x 150	€ 160	€ 260	€ 370
Medium rectangle	300 x 250	€ 125	€ 225	€ 325
Half medium rectangle	300 x 100	€ 70	€ 175	€ 260
Halfpage	300 x 600	€ 160	€ 260	€ 370
Layer ad			€ 875	€ 980
Floor ad			€ 855	€ 895
Expandable			€ 645	€ 850
Site takeover			€ 715	€ 940

* With the production of a video by Agrio, receive a 25% discount on video banner production.

Output	Specifications	JPG
Newsletter Banner	550 x 150	€ 70
Newsletter Advertorial*		€ 35

* Layout within newsletter templates. Development costs apply only if text must be sourced from Agrio.

Collective Subscription

- ✓ **25% discount starting from 5 subscriptions of your choice**
- ✓ **Includes benefits from Het LeerErf**

For employees in agribusiness, staying up to date with the latest developments in the agricultural sector is a given. By providing access to all relevant articles and subscriptions from Agrio to all employees in your organization, your company can receive a 25% discount when you take out five or more subscriptions on one invoice address. Employees will also receive free access to more than 150 online trainings through Het LeerErf, including the full course catalog from GoodHabit.

The discount applies to every combination of subscriptions from Agrio's media brands (Agraaf, Akkerwijzer, Ekoland, Melkvee, Pig Business, Pluimveeweb, Stal & Akker, Trekkerweb, Vee & Gewas and Veldpost). Would you like to take advantage of this discount?

Go to mijn.agrio.nl/collectieve-abonnementen/, select your media brands, and indicate how many subscriptions you need. We will provide a tailor-made quote for you. Or, directly contact Nathalie Kok for more information.



Nathalie Kok

Senior database & service

nathalie@agrio.nl
+31 (0)314 68 22 93

Complete

- ✓ Unlimited top articles
- ✓ The printed magazine
- ✓ The digital magazine
- ✓ Discounts on events
- ✓ Discounts on online broadcasts
- ✓ Discounts on audio and video podcasts
- ✓ Benefits from Het LeerErf, including free trainings from GoodHabit

Most chosen option

Magazine

- ✗ Unlimited top articles
- ✓ The printed magazine
- ✗ The digital magazine
- ✓ Discounts on events
- ✓ Discounts on online broadcasts
- ✓ Discounts on audio and video podcasts
- ✓ Benefits from Het LeerErf, including free trainings from GoodHabit

Digital Plus

- ✓ Unlimited top articles
- ✗ The printed magazine
- ✓ The digital magazine
- ✓ Discounts on events
- ✓ Discounts on online broadcasts
- ✓ Discounts on audio and video podcasts
- ✓ Benefits from Het LeerErf, including free trainings from GoodHabit



Check out the options and rates at abonnement.agrio.nl

JANUARY					
WK	DAY	EDITION			EVENT
1	wo 1				New years day
	do 2				
	vr 3				
	za 4				
	zo 5				
2	ma 6				
	di 7				
	wo 8				
	do 9				
	vr 10	Ekoland 1			
	za 11				
	zo 12				
3	ma 13				
	di 14	Veldpost 1	Vee & Gewas 1	Stal & Akker 1	Agraaf 1
	wo 15				
	do 16				Agriflanders Gent
	vr 17				
	za 18				
	zo 19				
4	ma 20				
	di 21				
	wo 22				
	do 23				
	vr 24	Trekkerweb 1			
	za 25				
	zo 26				
5	ma 27				
	di 28	Veldpost 2	Vee & Gewas 2	Stal & Akker 2	Agraaf 2
	wo 29				
	do 30				
	vr 31	Akkerwijzer 1	Melkvee 1		

FEBRUARY					
WK	DAY	EDITION			EVENT
	za 1				
	zo 2				
6	ma 3				
	di 4				
	wo 5				
	do 6				
	vr 7	Pig Business 1			
	za 8				
	zo 9				
7	ma 10				
	di 11	Veldpost 3	Vee & Gewas 3	Stal & Akker 3	Agraaf 3
	wo 12				
	do 13				
	vr 14	Ekoland 2	Pluimveeweb 1		
	za 15				
	zo 16				
8	ma 17				
	di 18				
	wo 19				
	do 20				
	vr 21	Trekkerweb 2			
	za 22				
	zo 23				
9	ma 24				
	di 25	Veldpost 4	Vee & Gewas 4	Stal & Akker 4	Agraaf 4
	wo 26				
	do 27				
	vr 28	Akkerwijzer 2	Melkvee 2		

MARCH					
WK	DAY	EDITION			EVENT
	za 1				
	zo 2				Carnival
10	ma 3				
	di 4				
	wo 5				
	do 6				
	vr 7	Pig Business 2			
	za 8				
	zo 9				
11	ma 10				
	di 11	Veldpost 5	Vee & Gewas 5	Stal & Akker 5	Agraaf 5
	wo 12	onze Weidevogels			
	do 13				
	vr 14	Ekoland 3			
	za 15				
	zo 16				
12	ma 17				
	di 18				
	wo 19				
	do 20				
	vr 21	Trekkerweb 3			
	za 22				
	zo 23				
13	ma 24				
	di 25	Veldpost 6	Vee & Gewas 6	Stal & Akker 6	Agraaf 6
	wo 26				
	do 27				
	vr 28	Akkerwijzer 3	Melkvee 3		
	za 29				
	zo 30				
14	ma 31				

JULY					
WK	DAY	EDITION			EVENT
	di 1	Veldpost 13	Vee & Gewas 13	Stal & Akker 13	Agraaf 13
	wo 2				LBV Oost Achterhoek
	do 3			BioVelddag Lelystad	
	vr 4	Pig Business 6			LBV Oost Achterhoek
	za 5				
	zo 6				
28	ma 7				
	di 8				
	wo 9				
	do 10				
	vr 11	Pluimveeweb 4			
	za 12				
	zo 13				
29	ma 14				
	di 15	Veldpost 14	Vee & Gewas 14	Stal & Akker 14	Agraaf 14
	wo 16				
	do 17				
	vr 18	Trekkerweb 7			
	za 19				
	zo 20				
30	ma 21				
	di 22				
	wo 23				
	do 24				
	vr 25	Melkvee 7			
	za 26				
	zo 27				
31	ma 28				
	di 29	Veldpost 15	Vee & Gewas 15	Stal & Akker 15	Agraaf 15
	wo 30				
	do 31				

AUGUST					
WK	DAY	EDITION			EVENT
	vr 1				
	za 2				
	zo 3				
32	ma 4				Opmeer
	di 5				
	wo 6				
	do 7				
	vr 8	Ekoland 7/8			
	za 9				
	zo 10				
33	ma 11				
	di 12	Veldpost 16	Vee & Gewas 16	Stal & Akker 16	Agraaf 16
	wo 13				
	do 14				
	vr 15				
	za 16				
	zo 17				
34	ma 18				
	di 19				
	wo 20				
	do 21				Uiendag Colijnsplaat
	vr 22	Akkerwijzer 7	Pluimveeweb 5		
	za 23				
	zo 24				
35	ma 25				
	di 26	Veldpost 17/18	Vee & Gewas 17/18	Stal & Akker 17/18	Agraaf 17/18
	wo 27				
	do 28				
	vr 29	Melkvee 8			
	za 30				
	zo 31				

SEPTEMBER					
WK	DAY	EDITION			EVENT
36	ma 1				
	di 2				LBV Noord Nederland
	wo 3				
	do 4				LBV Noord Nederland
	vr 5	Ekoland 9	Pig Business 7		
	za 6				Agrarische Dagen Someren
	zo 7				
37	ma 8				
	di 9	Veldpost 19	Vee & Gewas 19	Stal & Akker 19	Agraaf 19
	wo 10				
	do 11				
	vr 12	Trekkerweb 8			
	za 13				
	zo 14				
38	ma 15				
	di 16				
	wo 17				
	do 18				
	vr 19	Akkerwijzer 8			
	za 20				Hoornaar
	zo 21				
39	ma 22				
	di 23	Veldpost 20	Vee & Gewas 20	Stal & Akker 20	Agraaf 20
	wo 24				
	do 25				Agrarische Schouw Joure
	vr 26	Melkvee 9			
	za 27				
	zo 28				
40	ma 29				
	di 30				

APRIL										
WK	DAY	EDITION							EVENT	
	di	1								
	wo	2								
	do	3								
	vr	4	Pig Business	3						
	za	5								
	zo	6								
15	ma	7								
	di	8	Veldpost	7	Vee & Gewas	7	Stal & Akker	7	Agraaf	7
	wo	9								
	do	10								
	vr	11	Ekoland	4						
	za	12								
	zo	13								
16	ma	14								
	di	15								
	wo	16								
	do	17								
	vr	18	Trekkerweb	4	Pluimveeweb	2				
	za	19								
	zo	20								
17	ma	21								Easter
	di	22	Veldpost	8	Vee & Gewas	8	Stal & Akker	8	Agraaf	8
	wo	23								Easter
	do	24								
	vr	25	Akkerwijzer	4	Melkvee	4				
	za	26								Kingsday
	zo	27								
18	ma	28								
	di	29								
	wo	30								

OCTOBER											
WK	DAY	EDITION							EVENT		
	wo	1									
	do	2									
	vr	3	Ekoland	10							
	za	4									
	zo	5									
41	ma	6									
	di	7	Veldpost	21	Vee & Gewas	21	Stal & Akker	21	Agraaf	21	
	wo	8									
	do	9									
	vr	10	Trekkerweb	9	Pig Business	8	Pluimveeweb	6			
	za	11									
	zo	12									
42	ma	13									
	di	14									
	wo	15								Dutch Pork & Poultry Pork Expo Den Bosch	
	do	16								Dutch Pork & Poultry Pork Expo Den Bosch	
	vr	17	Akkerwijzer	9	Melkvee	10					
	za	18									
	zo	19									
43	ma	20									
	di	21	Veldpost	22	Vee & Gewas	22	Stal & Akker	22	Agraaf	22	RMV
	wo	22									RMV Hardenberg
	do	23									RMV Hardenberg
	vr	24									
	za	25									
	zo	26									
44	ma	27									
	di	28									
	wo	29									
	do	30									
	vr	31									

MAY										
WK	DAY	EDITION							EVENT	
	do	1								
	vr	2								
	za	3								
	zo	4								
19	ma	5	Liberation Day							
	di	6	Veldpost	9	Vee & Gewas	9	Stal & Akker	9	Agraaf	9
	wo	7								
	do	8								
	vr	9	Ekoland	5	Pig Business	4				
	za	10								
	zo	11								
20	ma	12								
	di	13								
	wo	14								
	do	15								
	vr	16	Trekkerweb	5						
	za	17								
	zo	18								
21	ma	19								
	di	20	Veldpost	10	Vee & Gewas	10	Stal & Akker	10	Agraaf	10
	wo	21								
	do	22								
	vr	23	Akkerwijzer	5						
	za	24								
	zo	25								
22	ma	26								
	di	27								
	wo	28								
	do	29								Ascension Day
	vr	30	Melkvee	5	Pluimveeweb	3				
	za	31								

NOVEMBER										
WK	DAY	EDITION								EVENT
	za	1								
	zo	2								
45	ma	3								
	di	4	Veldpost	23	Vee & Gewas	23	Stal & Akker	23	Agraaf	23
	wo	5								
	do	6								
	vr	7	Ekoland	11	Trekkerweb	10	Pig Business	9		
	za	8								
	zo	9								
46	ma	10								Agritechnica Hannover
	di	11								Agritechnica Hannover
	wo	12								Agritechnica Hannover
	do	13								Agritechnica Hannover
	vr	14	Pluimveeweb	7						Agritechnica Hannover
	za	15								
	zo	16								
47	ma	17								
	di	18	Veldpost	24	Vee & Gewas	24	Stal & Akker	24	Agraaf	24
	wo	19	onze Weidevogels							
	do	20								
	vr	21	Akkerwijzer	10	Melkvee	11				
	za	22								
	zo	23								
48	ma	24								
	di	25								RMV Gorinchem
	wo	26								RMV Gorinchem
	do	27								RMV Gorinchem
	vr	28								
	za	29								
	zo	30								

JUNE										
WK	DAY	EDITION							EVENT	
	zo	1								
23	ma	2								
	di	3	Veldpost	11	Vee & Gewas	11	Stal & Akker	11	Agraaf	11
	wo	4								
	do	5								
	vr	6	Pig Business	5						
	za	7								
	zo	8							Pentecost	
24	ma	9							Pentecost	
	di	10								
	wo	11								
	do	12								
	vr	13	Trekkerweb	6						
	za	14								
	zo	15								
25	ma	16								
	di	17	Veldpost	12	Vee & Gewas	12	Stal & Akker	12	Agraaf	12
	wo	18							Open dag CZAV Colijnsplaat	
	do	19								
	vr	20	Akkerwijzer	6						
	za	21								
	zo	22								
26	ma	23								
	di	24								
	wo	25								
	do	26								
	vr	27	Melkvee	6	Ekoland	6			Groenbemesterdag Lelystad	
	za	28								
	zo	29								
27	ma	30								

DECEMBER										
WK	DAY	EDITION								EVENT
49	ma	1								
	di	2	Veldpost	25	Vee & Gewas	25	Stal & Akker	25	Agraaf	25
	wo	3								
	do	4								
	vr	5	Ekoland	12	Pig Business	10				
	za	6								
	zo	7								
50	ma	8								
	di	9								
	wo	10								
	do	11								
	vr	12	Trekkerweb	11	Pluimveeweb	8				
	za	13								
	zo	14								
51	ma	15								
	di	16								
	wo	17								
	do	18								
	vr	19	Akkerwijzer	11	Melkvee	12				
	za	20								
	zo	21								
52	ma	22								
	di	23	Veldpost	26	Vee & Gewas	26	Stal & Akker	26	Agraaf	26
	wo	24								
	do	25								
	vr	26								Christmas
	za	27								Christmas
	zo	28								
1	ma	29								
	di	30								
	wo	31								

Contact persons

MEDIA ADVICE



Joran Hoegen
Head of media advice
✉ joran@agrio.nl
📞 +31 (0)6 26 49 38 16



Mark Oude Luttikhuis
Business developer / publisher
✉ mark@agrio.nl
📞 +31 (0)6 53 34 66 50



Alex Prasing
Senior media advisor
✉ alex@agrio.nl
📞 +31 (0)6 48 13 21 09



Cécile Geven
Senior media advisor
✉ cecile@agrio.nl
📞 +31 (0)6 23 05 83 69



Erika Stokkers
Media advisor
✉ erika@agrio.nl
📞 +31 (0)6 20 23 71 87



Erwin Voortman
Senior media advisor
✉ erwin@agrio.nl
📞 +31 (0)6 24 95 61 02



Gerrit Hiddink
Senior media advisor
✉ gerrit@agrio.nl
📞 +31 (0)6 53 58 87 66



Kelly Veltman
Media advisor
✉ kelly@agrio.nl
📞 +31 (0)6 57 50 15 46



Monique Wichers Schreur
Senior media advisor
✉ monique@agrio.nl
📞 +31 (0)6 23 05 89 44

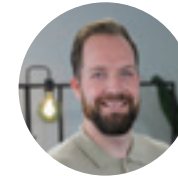


Jari Wittenhorst
Junior media advisor
✉ jari@agrio.nl
📞 +31 (0)6 10 83 42 55



Jara Heitkamp
Junior media advisor
✉ jara@agrio.nl
📞 +31 (0)6 13 55 37 57

MARKETING



Arjan Goorman
Head of marketing
✉ arjan@agrio.nl
📞 +31 (0)6 20 21 35 27



Ben Mooiweer
Senior marketer
✉ benm@agrio.nl
📞 +31 (0)6 44 19 04 73



Karin van den Barg
Event coordinator
✉ karin@agrio.nl
📞 +31 (0)6 20 74 43 49



Sabine van den Brand
Database analyst / PO
✉ sabine@agrio.nl
📞 +31 (0)314 756 319



Marloes ten Oever
Content marketer
✉ marloes@agrio.nl
📞 +31 (0)6 82 86 35 33



Scan the QR code to
meet all 8 marketers

ONLINE SUPPORT



Sonja Wolsink
Online coordinator

✉ sonja@agrio.nl
📞 +31 (0)6 51 16 21 21



Scan the QR code and
meet all 3 online coordinators

DATABASE & SERVICES



Nathalie Kok
Senior database & service

✉ nathalie@agrio.nl
📞 +31 (0)314 682 293



Scan the QR code to see all faces
of our customer service

ADMINISTRATION



Dave Hakvoort
Controller

✉ dave@agrio.nl
📞 +31 (0)6 10 14 28 31



Scan the QR code for
the entire administration team

VIDEO



Bram Teeuwssen
Video production coordinator /
video specialist

✉ bram@agrio.nl
📞 +31 (0)314 756 211



Scan the QR code to
meet all 4 video specialists

GRAPHIC DESIGN



Jan Heij
Production coordinator
graphic design

✉ jan@agrio.nl
📞 +31 (0)314 756 201



Scan the QR code and
meet all 5 designers

HR



Hannah Schlaghecke
HR employee

✉ hannah@agrio.nl
📞 +31 (0)6 20 24 87 87

MANAGEMENT



Ben van Uhm

✉ ben@agrio.nl
📞 +31 (0)6 20 36 15 45



Karlijn Giezenaar

✉ karlijn@agrio.nl
📞 +31 (0)6 83 16 81 26

EDITORIAL



Robert Ellenkamp
Chief editor

✉ robert@agrio.nl
📞 +31 (0)6 53 92 75 41



Scan the QR code and
meet all 18 editors

WEB DEVELOPMENT



Tom Kraan
Online project coordinator

✉ tomk@agrio.nl
📞 +31 (0)314 626 432



Scan the QR code for
the entire web development team

Just like the enterprising farmers in our country, we are continuously on the move. This printed version of the media kit is a snapshot and may not fully cover the dynamics of new developments



and products. Therefore, regularly consult the digital media kit, as it is updated throughout the year.

Postbus 168
7040 AD 's-Heerenberg
Handelsweg 2
7041 GX 's-Heerenberg

📞 +31 (0)314 - 68 44 48

✉ info@agrio.nl

🌐 www.agrio.nl

in www.linkedin.com/company/agrio-uitgeverij-bv

📍 Agrio Deelt (www.agrio.nl/deelt)

Copyright © 2025

