

STERKE ERVEN

FOR GENERATIONS

OF FARMERS

MEDIAKIT 2026



Familie Lubbers, winner
Het Sterkste Erf 2024.

STERKE
ERVEN

The next step is Sterke Erven

No two farmers are the same. No two farms operate the same way. Off-the-shelf solutions don't truly help anyone. Results start with relevance.

Farmers face choices: specialise, diversify, transition, transfer the business—or sometimes stop altogether. The “why” is what’s interesting. What’s going on? Which questions spark their drive? Where are they on their entrepreneurial path?

So stand alongside the farmer. Step into their shoes. Look from their perspective. That’s how it becomes clear where you add value. We’ve worked that way for a long time: through conversations, research, and our Farmers’ Panel we stay close to farming families. Early 2026 we’ll take that a step further: our five sector and four regional media brands will continue under the Sterke Erven umbrella.

Online, we’ll bring everything together in one place: sterke-erven.nl. There, farmers find what they need. Not by searching, but by indicating which knowledge they want to receive. Whether it’s regional news, innovations from their own sector, real-world stories from peers, or deeper dives into topics they’re exploring. The visitor’s

personal preferences determine what they see. Targeted. Personal. Knowledge, tailored.

That works for you too, as a marketer or knowledge partner. Your story reaches entrepreneurs who are open to it. In context. Measurable. Adjustable. No scattergun, just accurate. Online banners and knowledge-partner content appear on the right farmer’s screen.

This isn’t a luxury. It’s a necessity. Google’s algorithm increasingly determines what farmers see, while social platforms do everything they can to keep users inside their own environment. You notice it: zero-click content gets more reach than posts with an external link. In a media landscape driven by platform logic, where can you still get information that starts from your question instead of the platform’s? Our answer is sterke-erven.nl: relevant, personal information based on preferences.

With sterke-erven.nl we go from nine websites to one. In print, only the look changes. The trade magazines will continue to appear by sector and by region. The content also remains as our readers expect: written specifically for the Netherlands’ arable farmers, poultry farmers, pig farmers, dairy farmers, and organic farmers.

For generations of farmers

We deliver relevance and value, driven by a shared ambition: a strong, sustainable agricultural sector, supported by resilient farming families who lay a solid foundation for the future.

With over 70 professionals, each with their own specialism, we stay sharp about what we do and what’s happening in the sector and the media landscape. We ask the questions others leave unasked and keep sight of the person behind the story. Whether you’re a farmer, partner, or colleague: you can count on our camaraderie, attention, and commitment. That’s how we build Sterke Erven for generations of farmers.



WEBSITE	NEWSLETTER
24.056 session	4.274 copies
20.834 active users	32,1% avg. open rate
46.314 views	2 items per week
00:01:04 avg. engagement duration	
MAGAZINE	SOCIAL MEDIA
4.725 copies	309 followers on X
26 issues per year	271 facebook fans
30th edition	



WEBSITE	NEWSLETTER
49.904 sessions	8.028 copies
29.934 active users	34,1% avg. open rate
66.754 views	2 times per week
00:01:10 avg. engagement duration	
MAGAZINE	SOCIAL MEDIA
8.050 copies	427 followers on X
26 issues per year	334 facebook fans
34th edition	



WEBSITE	NEWSLETTER
22.369 sessions	8.444 copies
15.583 active users	32,4% avg. open rate
48.465 views	2 times per week
00:01:16 avg. engagement duration	
MAGAZINE	SOCIAL MEDIA
8.050 copies	559 followers on X
26 issues per year	704 facebook fans
37th edition	



WEBSITE	NEWSLETTER
57.226 sessions	9.932 copies
38.423 active users	31,5% avg. open rate
73.522 views	2 times per week
00:01:38 avg. engagement duration	
MAGZINE	SOCIAL MEDIA
8.150 copies	1.041 followers on X
26 issues per year	798 facebook fans
39th edition	

Figures on this and all following pages from September 2025. Current gures available upon request. Source: Google Analytics, social media, AAD.

Week	Date	Edition		Theme	Exhibitions / Holidays
2	6 January	1	G	Variety selection	
4	20 January	2			
6	3 February	3	G		
8	17 February	4		Contracting Work	
10	3 March	5	G	Municipal council election	
12	17 March	6		(Fertilizing) / Grass	
14	31 March	7		Crop Protection	Easter
16	14 April	8	G	Goats	
18	28 April	9		(Re)Construction / Stable Fittings	
20	12 May	10	G		
22	26 May	11		Energy	VIV Europe
24	9 June	12	G	Personnel	Vlagtwedde fair / Farmplus open day
26	23 June	13		Goats	
28	7 July	14	G	Family/Summer puzzle	
30	21 July	15		Family/Coloring page	
33	11 August	16/17	G	Harvest	Potato demo / Onion day
35	25 August	18			
37	8 September	19	G	Goats	
39	22 September	20			Agrarian Show Joure
41	6 October	21	G	Feeding	RMV Hardenberg
43	20 October	22		Training programs	
45	3 November	23	G		Eurotier Hannover
47	17 November	24		Goats	RMV Gorinchem
49	1 December	25	G		LBV Leeuwarden
52	22 December	26			Christmas

G = Land matters

STERKE ERVEN

Animal & Plant Health

Legislation & Regulation

Innovation

Society

Nature & Landscape

Entrepreneurship

Family

Manure

STERKE ERVEN THEMA'S

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

Flexible formats

Column width

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 per mm

Volume	Rate B/W	Rate FC
Loose mm	€ 0,92	€ 1,25
1.000	€ 0,89	€ 1,22
2.500	€ 0,85	€ 1,17
5.000	€ 0,82	€ 1,14
7.500	€ 0,79	€ 1,11
10.000	€ 0,76	€ 1,08
20.000	€ 0,72	€ 1,04
40.000	€ 0,69	€ 1,01
80.000	€ 0,66	€ 0,99

Surcharges

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

Fixed formats

Ad page

Format	B x H (in mm)	Rate FC			
		1 title	2 titles	3 titles	4 titles
1/1 pagina	264 x 390	€ 1.687,00	€ 2.952,50	€ 4.218,00	€ 5.483,00
1/2 page (landscape)	264 x 192	€ 953,00	€ 1.668,50	€ 2.383,50	€ 3.098,50
1/2 page (portrait)	129 x 390	€ 953,00	€ 1.668,50	€ 2.383,50	€ 3.098,50
1/4 page (landscape)	264 x 93	€ 509,00	€ 890,50	€ 1.272,00	€ 1.653,75
1/4 page (portrait)	129 x 192	€ 509,00	€ 890,50	€ 1.272,00	€ 1.653,75
1/8 pagina	129 x 93	€ 273,00	€ 478,00	€ 683,00	€ 890,75
1/16 page (landscape)	129 x 43,5	€ 150,00	€ 262,50	€ 375,00	€ 487,50
1/16 page (portrait)	61,5 x 93	€ 150,00	€ 262,50	€ 375,00	€ 487,50
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	€ 1.687,00	€ 2.952,50	€ 4.218,00	€ 5.483,00
Stand (right on right page)	102 x 380	€ 1.687,00	€ 2.952,50	€ 4.218,00	€ 5.483,00
Landscape (bottom right page)	262 x 100	€ 1.263,00	€ 2.163,00	€ 3.090,00	€ 4.017,00

Options by arrangement; reserve at least 14 days before publication

Knowledge article

Format	Specifications	Rate FC
1/1 page	600 – 850 words and min. 1 good photo	€ 1.260,00
1/2 page	300 – 400 words and min. 1 good photo	€ 705,00

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

Ad closing date

6 days before publication; see regional calendar on page 16.

Other advertising options

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

€ 3.914,- for knowledge

or brand partners

KNOWLEDGE PARTNERSHIP

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

Five reasons to use content marketing:

1. Present your company as a source of expertise and a problem-solver
2. Build a relationship of trust with the target audience
3. Share your (future) vision and innovations
4. Show that you know your stuff
5. User experiences are popular reads among farmers

Ten reasons to do that with Agrio:

1. Benefit from the reach of Agrio's brands
2. Manage your own Knowledge Partner website
3. Strong discoverability in search engines (Google)
4. Shareable via social media
5. Generate valuable traffic and leads
6. Transparency and (real-time) insight into results
7. End-to-end support options
8. 10+ years of experience with over 50 Knowledge Partners
9. Content marketing for every budget
10. Share knowledge behind a UBN login (CAVP-compliant)



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)	€ 790	€ 5.770	€ 8.950
	Extra article € 420	Extra article € 420	
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	30%	40%	40%

Content Creation

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

The lifecycle of a knowledge article:

- 1 The article appears on the landing page
- 2 The article enters the news feed on the homepage
- 3 The article enters the news feed on the category page
- 4 The article is republished in the newsletter
- 5 The article is shown alongside related articles
- 6 The article appears in Google's search results
- 7 The article is (optionally) placed in the trade journal

With the launch of the Sterke Erven website, custom options are available

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 en 1104 x 621	€ 410
Site takeover	On request	On request	€ 700
Layer ad/Floor ad	On request	On request	€ 475/€ 410

Excl. €350 for creating the Google Ad Manager script
Max file size: 500 KB. Rates per week, based on availability/carousel. Various targeting options available: category, geo and device targeting (+20% surcharge).

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
Videobanner	On request	€ 250 p/w
Videokanaal	Only knowledge partners	From € 500 p/y

New banner options available with the launch of the Sterke Erven website

NEWSLETTER

Publication days: Tuesday and Friday.

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 190
Advertorial	Image (landscape), max. 250 characters	€ 250

Surcharge for preferred position #1: +20%.

INSERTS

Including a leaflet, brochure or gadget is possible from €0.22 per address.

SPECIAL NEWSLETTER

A Special Newsletter is available from €2,150.

ONLINE BROADCAST

Want to showcase your expertise via an online broadcast? That's possible from €2,500.

For more information about the above options, contact

your media advisor.

REGIONAL TEAM



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WEBSITE

532.177 sessions
166.468 active users
698.145 views
00:01:48 avg. engagement duration
Figures per month

MAGAZINE

10.800 copies
12 times per year
25th edition

NEWSLETTER

16.552 copies
31,3% avg. open rate
3 times per week

EVENTS

On average **75** high-quality attendees per event

ONLINE BROADCASTS

On average **300** viewers per broadcast

SOCIAL MEDIA

4.436 followers on X
10.120 facebook fans

Figures for September 2025

The impact of Melkvee

- ✓ Purely dairy farming, no waste
- ✓ Independent, distinctive, and practical
- ✓ Avg. 700,000 pageviews per month on Melkvee.nl
- ✓ Source of news and knowledge(partners)
- ✓ Events and projects: including The Best Farm Cow and Top Feed

THEMA'S

STERKE ERVEN

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

MAGAZINE

Advertisements

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 3.175
1/1 page (non-bleed)	200 x 268	€ 3.175
1/2 page (landscape)	200 x 132	€ 2.010
1/2 page (portrait)	98 x 268	€ 2.010
1/4 page (landscape)	200 x 64	€ 1.090
1/4 page (portrait)	98 x 132	€ 1.090
1/8 page (landscape)	98 x 64	€ 525
1/8 page (portrait)	47 x 132	€ 395*
1/16 page (landscape)	98 x 30	€ 200*
1/16 page (portrait)	47 x 64	€ 200*
Spread (bleed)	456 x 297	On request

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

Discount: 2% per additional placement.

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

Ads on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 2.675
1/4 page landscape	200 x 64	€ 2.075
1/8 page landscape	200 x 30	€ 1.175
1,5 columns	77,5 x 64	€ 1.050
1 column	57 x 64	€ 695

Knowledge article

Format	Specifications	Rate
1/1 page	400 - 550 words and min. 1 good photo	€ 2.200
1/2 page	200 - 250 words and min. 1 good photo	€ 1.225

The emphasis must be on providing information, not promotion.

Layout is provided by Agrio according to a fixed template.

Publication dates deadline 14 days before publication

#	Data	Theme
1	30 January	
2	27 February	Automation
3	27 March	
4	24 April	
5	29 May	Animal Health
6	26 June	
7	24 July	
8	28 August	
9	25 September	
10	16 October	RMV Hardenberg
11	20 November	RMV Gorinchem
12	18 December	Christman

STERKE ERVEN THEMES

Topics that farmers truly consider important have our attention. Based on research, the Sterke Erven themes were developed; they run throughout the year in our editorial calendar and format. We track developments, provide context, and share real-world stories to equip farmers with the knowledge they need.

NEWSLETTER

Publication days Tuesday, Thursday, and Saturday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 340
Advertorial	liggende afbeelding, max. 250 karakters	€ 390

Surcharge for preferred position 1: 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 creating the Google Ad Manager script

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

VIDEO

Production

Omschrijving	Tarief
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/y

KNOWLEDGE PARTNERSHIP

As a Melkvee Knowledge Partner, you can share valuable knowledge with dairy farmers. Melkvee gives you the opportunity to share knowledge in a distinctive way so that you are the first point of contact for the dairy farmer when they start looking for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a source of knowledge and a problem solver.
2. Build a relationship of trust with the target group.
3. Share your (future) vision and innovations.
4. Show that you know your stuff.
5. User experiences are popular reading among farmers.

Ten reasons to do this with Agrio:

1. Benefit from the reach of Agrio's brands.
2. Manage your own knowledge-partner website.
3. Strong findability in search engines (Google).
4. Shareable via social media.
5. Generate valuable traffic and leads.
6. Transparency and (real-time) insight into results.
7. Full-service options from A to Z.
8. Over 10 years of experience with more than 50 knowledge partners.
9. Content marketing for every budget.
10. Share knowledge behind a UBN login (CAVP-compliant).



With the launch of the Sterke Erven website, custom options are available

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	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		✓	✓	✓
Building a reputation as a knowledge partner		✓	✓	✓
Bannering on the website		Choice	35.000 views	35.000 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				✓
Reposting of the 3 best-read articles in trade magazine				✓
Rate	€ 1.700	€ 7.200	€ 11.200	€ 18.000
	Extra article € 1.150	Extra article € 1.150	Extra article € 1.150	
Own video channel		€ 500	€ 1.000	From € 1.000
Discount on other online publications on Melkvee.nl			20%	20%
Discount on reposting 1/1 page article in trade magazine	30%	35%	40%	40%

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

Extra benefit

The lifecycle of a knowledge article:

- 1 The article appears on the landing page.
- 2 The article enters the news feed on the homepage.
- 3 The article enters the news feed on the category page.
- 4 The article is republished in the newsletter.
- 5 The article is shown alongside related articles.
- 6 The article appears in Google's search results.
- 7 The article is (optionally) placed in the trade magazine.

EVENTS

An event is an ideal moment to inform dairy farmers, make new contacts, and strengthen relationships. By exploring themes cross-media, we reach a broad audience tailored to current market needs. We are always open to new theme ideas and are happy to organize in co-creation, such as the Longevity 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	€ 3.850	€ 3.025
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

Best Farm Cow

In March* 2025, Agrio will organize the search for the Best Farm Cow in the Netherlands for the 12th time. This contest shines a spotlight on cows that would otherwise remain anonymous—not because of their appearance, but because of their contribution to the farmer's income. The Best Farm Cow is judged on milk yield, protein percentage, somatic cell count, and fertility, with

sustainability and profitability as key pillars. If you become a sponsor of the Best Farm Cow competition, you'll boost the prize pot! As a sponsor you will be mentioned on all promotion and communication before and during the event. The winner receives a prize from your company worth €500 or €1,000.

* date subject to change

INSERTS

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

SPECIAL NEWSLETTER

A Special Newsletter is possible from €2.150.

ONLINE BROADCAST

Do you want to showcase your expertise via an online broadcast? That is possible from €2.500.

For more information about the above options,

contact your media advisor.



Cécile Geven

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Joran Hoegen

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WEBSITE

204.569 sessions
87.427 active users
361.161 views
00:01:24 avg. engagement time
Figures per month

MAGAZINE

6.450 copies
11 issues per year
21st edition

NEWSLETTER

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

EVENTS

On average 150 qualified
visitors per event

ONLINE BROADCASTS

On average 120 viewers per
broadcast

SOCIAL MEDIA

4.801 followers on X
3.623 facebook fans

(Figures as of September 2025)

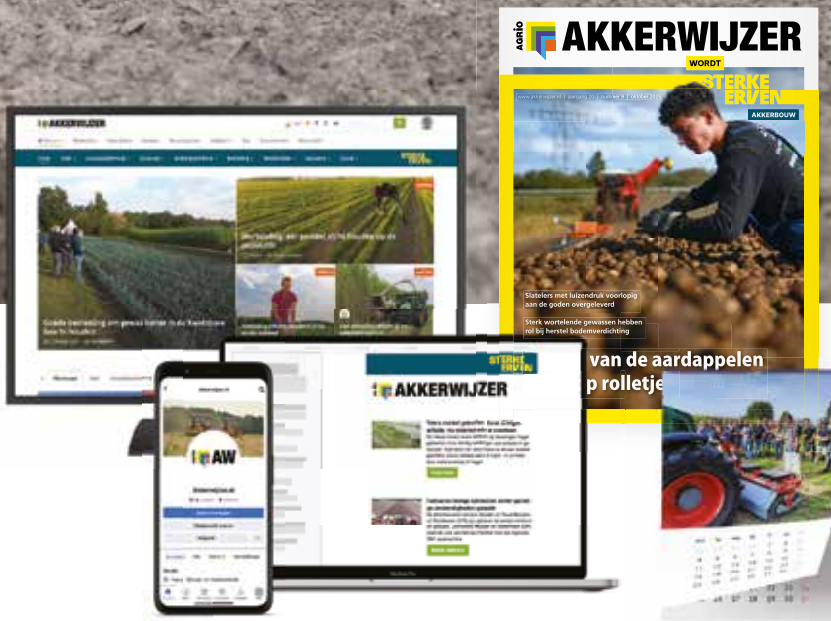
Akkerwijzer's effort

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

THEMA'S

STERKE ERVEN

Animal & Plant Health
Law & Regulation
Innovation
Society
Nature & Landscape
Entrepreneurship
Family
Manure



MAGAZINE

Advertising

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 2.650
1/1 page (non-bleed)	200 x 268	€ 2.650
1/2 page (landscape)	200 x 132	€ 1.495
1/2 page (portrait)	98 x 268	€ 1.495
1/4 page (landscape)	200 x 64	€ 900
1/4 page (portrait)	98 x 132	€ 900
1/8 page (landscape)	98 x 64	€ 460
1/8 page (portrait)	47 x 132	€ 460
1/16 page (landscape)	98 x 30	€ 230
1/16 page (portrait)	47 x 64	€ 230
Spread (bleed)	456 x 297	On request

Discount: 2% per additional placement.

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

Ads on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 2.520
1/4 page landscape	200 x 64	€ 1.930
1/8 page horizontaal	200 x 30	€ 1.180
1,5 columns	77,5 x 64	€ 1.050
1 column	57 x 64	€ 695

Knowledge article

Format	Specifications	Rate
1/1 page	400 - 550 words and min. 1 good photo	€ 2.000
1/2 page	200 - 250 words and min. 1 good photo	€ 1.050

Emphasis must be on information provision, not promotion. Lay-out by Agrio according to a fixed template.

Publication dates deadline 12 days before publication

#	Date	Theme
1	30 January	Personnel
2	27 February	Soil & Fertilization
3	27 March	Crop Protection / ICM
4	24 April	
5	22 May	
6	19 June	
7	14 August	Potato demo / Onion day
8	18 September	
9	16 October	Mechanization
10	20 November	Storage
11	18 December	Variety Selection / Christmas

STERKE ERVEN THEMA'S

Topics that truly matter to farmers, have our attention. From research, the Sterke Erven themes emerged, which return throughout the year in our editorial calendar and format. We track developments, interpret them, and share practical stories to equip farmers with the knowledge they need.

NEWSLETTER

Publication days Tuesday, Thursday, and Saturday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 295
Advertorial	Image (landscape), max. 250 characters	€ 340

Surcharge for first position: 20%.

New banner options available with the launch of the Sterke Erven website

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 creating the Google Ad Manager script
Max file size 500 KB. Rates per 1,000 page views. Targeting options available: category, geo, and device (CPM +20% surcharge).

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/y

KNOWLEDGE PARTNERSHIP

As an Akkerwijzer Knowledge Partner, you can share valuable expertise with arable farmers. Akkerwijzer offers you the opportunity to share knowledge in a distinctive way, so that you become the farmer's first point of contact when they look for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a source of expertise and a problem-solver.
2. Build a relationship of trust with the target audience.
3. Share your (future) vision and innovations.
4. Demonstrate your expertise.
5. User experiences are popular reads among farmers.

Ten reasons to do that with Agrio:

1. Benefit from the reach of Agrio's brands.
2. Manage your own Knowledge Partner website.
3. Strong discoverability in search engines (Google).
4. Shareable via social media.
5. Generate valuable traffic and leads.
6. Transparency and (real-time) insight into results.
7. End-to-end support options.
8. 10+ years of experience with over 50 Knowledge Partners.
9. Content marketing for every budget.
10. Share knowledge behind a UBN login (CAVP-compliant).



With the launch of the Sterke Erven website, custom options are available

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	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		✓	✓	✓
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				✓
Reposting of the 3 best-read articles in trade magazine			✓	✓
Rate	€ 1.440	€ 5.750	€ 8.800	€ 12.250
	Extra article € 910	Extra article € 910	Extra article € 910	
Own video channel		€ 500	€ 1.000	From € 1.000
Discount on other online publications on Akkerwijzer.nl			20%	20%
Discount on reposting 1/1 page article in trade magazine	30%	35%	40%	40%

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

Extra benefit

The lifecycle of a knowledge article:

- 1 The article appears on the landing page.
- 2 The article enters the news feed on the homepage.
- 3 The article enters the news feed on the category page.
- 4 The article is republished in the newsletter.
- 5 The article is shown alongside related articles.
- 6 The article appears in Google search results.
- 7 The article is (optionally) placed in the trade journal.

EVENTS

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

Green Manure Day, in collaboration with WUR and BO Akkerbouw, takes place in Q2/Q3. The Topbodem project—running throughout the year—brings new insights on soil and organizes practical research around soil in the arable sector. For both projects, the number of partner slots is limited. Please reserve in 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	€ 3.025	€ 5.100
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 leaflet, brochure, or gadget is possible from €0.22 per address.

SPECIAL NEWSLETTER

Special Newsletter is possible from €2.150.

ONLINE BROADCAST

Do you want to showcase your expertise via an online broadcast? That is possible from €2.500.

For more information on the above options,

contact your media advisor:



Monique Wichers Schreur
senior media advisor

monique@agrio.nl
06 23 05 89 44



Erwin Voortman
senior media advisor

erwin@agrio.nl
06 24 95 61 02

WEBSITE

164.491 sessions
57.448 active users
293.236 views
00:02:28 avg. engagement time
Figures per month

MAGAZINE

2.100 copies
10 issues per year
20th edition

NEWSLETTER

5.015 copies
33,9 % avg. open rate
3 times per week

EVENTS

On average 70 qualified
visitors per event

ONLINE BROADCASTS

On average 80 viewers per
broadcast

SOCIAL MEDIA

2.296 followers on X
1.457 facebook fans

Figures as of September 2025

THEMA'S

**STERKE
ERVEN**

Animal & Plant Health
Law & Regulation
Innovation
Society
Nature & Landscape
Entrepreneurship
Family
Manure

The strength of Pig Business

- ✓ Complete and independent
- ✓ In-depth and personal contact with pig farmers
- ✓ High-impact advertising and targeting options
- ✓ Source of news and knowledge (partners)
- ✓ Special themed events/evenings on location



MAGAZINE

Advertising

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 2.470
1/1 page (non-bleed)	200 x 268	€ 2.470
1/2 page (landscape)	200 x 132	€ 1.390
1/2 page (portrait)	98 x 268	€ 1.390
1/4 page (landscape)	200 x 64	€ 815
1/4 page (portrait)	98 x 132	€ 815
1/8 page (landscape)	98 x 64	€ 475
1/8 page (portrait)	47 x 132	€ 475
1/16 page (landscape)	98 x 30	€ 290
1/16 page (portrait)	47 x 64	€ 290
Spread (bleed)	456 x 297	On request

Discount: 2% per additional placement.

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

Ads on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 2.085
1/4 page landscape	200 x 64	€ 1.595
1/8 page landscape	200 x 30	€ 1.130
1,5 columns	77,5 x 64	€ 1.000
1 column	57 x 64	€ 585

Knowledge article

Formaat	Specificaties	Tarief FC
1/1 page	400 - 550 words and min. 1 good photo	€ 1.900
1/2 page	200 - 250 words and min. 1 good photo	€ 1.050

The emphasis must be on information provision, not promotion.

Layout by Agrio according to a fixed template.

Publication dates deadline 12 days before publication

#	Date	Theme
1	6 February	
2	6 March	
3	10 April	
4	8 May	VIV Europe
5	5 June	
6	3 July	
7	4 September	
8	9 October	Dutch Pork & Poultry Expo
9	6 November	Eurotier Hannover
10	4 December	

STERKE ERVEN THEMA'S

Topics that truly matter to farmers, have our attention. From research, the Sterke Erven themes have emerged; they recur throughout the year in our editorial calendar and format. We track developments, interpret them, and share practical stories to equip farmers with the knowledge they need.

NEWSLETTER

Publication days Tuesday, Thursday, and Saturday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 215
Advertorial	Image (landscape), max. 250 characters	€ 270

Surcharge for first position: +20%.

New banner options available with the launch of the Sterke Erven website

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 creating the Google Ad Manager script

Max file size 500 KB. Rates per 1,000 page views. Targeting options available: category, geo, and device (CPM +20% surcharge).

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/y.

KNOWLEDGE PARTNERSHIP

As a Pig Business Knowledge Partner, you can share valuable expertise with pig farmers. Pig Business gives you the opportunity to share knowledge in a distinctive way, so that you become the farmer's first point of contact when they look for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a source of expertise and a problem-solver.
2. Build a relationship of trust with the target audience.
3. Share your (future) vision and innovations.
4. Demonstrate your expertise.
5. User experiences are popular reads among farmers.

Ten reasons to do that with Agrio:

1. Benefit from the reach of Agrio's brands.
2. Manage your own Knowledge Partner website.
3. Strong discoverability in search engines (Google).
4. Shareable via social media.
5. Generate valuable traffic and leads.
6. Transparency and (real-time) insight into results.
7. Agrio's content marketer supports you end to end.
8. 10+ years of experience with over 50 Knowledge Partners.
9. Content marketing for every budget.
10. Share knowledge behind a UBN login (CAVP-compliant).



With the launch of the Sterke Erven website, custom options are available

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	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		✓	✓	✓
Building a reputation as a knowledge partner		✓	✓	✓
Bannering on the website		Choice	35.000 views	35.000 views
Bannering in the newsletter			4 times	4 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	€ 1.595	€ 6.950	€ 10.500	€ 15.700
	Extra article € 985	Extra article € 985	Extra article € 985	
Own video channel		€ 500	€ 1.000	v.a. € 1.000
Discount on other online publications on Pigbusiness.nl			20%	20%
Discount on reposting 1/1 page article in trade magazine	30%	35%	40%	40%

Content Creation

Text production by Agrio (excluding photography) from € 395

Video production by Agrio from € 795

Extra benefit

The lifecycle of a knowledge article:

- 1 The article appears on the landing page.
- 2 The article enters the news feed on the homepage.
- 3 The article enters the news feed on the category page.
- 4 The article is republished in the newsletter.
- 5 The article is shown alongside related articles.
- 6 The article appears in Google search results.
- 7 The article is (optionally) placed in the trade journal.

EVENTS

Pig Business events are an ideal opportunity to inform and activate pig farmers while establishing new contacts and strengthening relationships. By exploring themes cross-media, we reach a broad audience tailored to current market needs.

We like to organize in co-creation and are open to new theme ideas. Each event is unique and requires customization, so the package below is only 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		€ 3.025

INSERTS

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

SPECIAL NEWSLETTER

Special Newsletter is possible from €2.150.

ONLINE BROADCAST

Do you want to showcase your expertise via an online broadcast? That is possible from €2.500.

For more information on the above options,

contact your media advisor.



Erwin Voortman

senior media advisor

erwin@agrio.nl

06 24 95 61 02

WEBSITE

156.287 sessions
52.691 active users
281.872 views
00:02:41 avg. engagement time
Figures per month

MAGAZINE

1.700 copies
8 times per year
12th edition

NEWSLETTER

5.449 copies
38,9 % avg. open rate
3 times per week

EVENTS

On average **75** qualified
visitors per event

ONLINE BROADCASTS

On average **200** viewers
per broadcast

SOCIAL MEDIA

1.850 followers on X
2.035 facebook fans

Figures as of September 2025

Pluimveeweb has been a frontrunner for years

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

THEMA'S

STERKE ERVEN

Animal & Plant Health
Law & Regulation
Innovation
Society
Nature & Landscape
Entrepreneurship
Family
Manure

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STERKE ERVEN

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MAGAZINE

Advertising

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 2.520
1/1 page (non-bleed)	200 x 268	€ 2.520
1/2 page (landscape)	200 x 132	€ 1.415
1/2 page (portrait)	98 x 268	€ 1.415
1/4 page (landscape)	200 x 64	€ 790
1/4 page (portrait)	98 x 132	€ 790
1/8 page (landscape)	98 x 64	€ 450
1/8 page (portrait)	47 x 132	€ 450
1/16 page (landscape)	98 x 30	€ 230
1/16 page (portrait)	47 x 64	€ 230
Spread (bleed)	456 x 297	On request

Discount: 2% per additional placement.

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

Ads on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 2.075
1/4 page landscape	200 x 64	€ 1.595
1/8 page landscape	200 x 30	€ 1.125
1,5 columns	77,5 x 64	€ 1.000
1 column	57 x 64	€ 585

Knowledge article

Format	Specifications	Rate
1/1 page	400 - 550 words and min. 1 good photo	€ 2.010
1/2 page	200 - 250 words and min. 1 good photo	€ 1.080

The emphasis must be on information provision, not promotion.

Layout by Agrio according to a fixed template.

Publication dates deadline 12 days before publication

#	Date	Theme
1	13 February	Pest control / Biosecurity
2	3 April	Poultry Symposium / Easter
3	22 May	VIV Europe
4	10 July	
5	4 September	Business succession / Personnel
6	9 October	Dutch Pork & Poultry Expo
7	6 November	Eurotier Hannover
8	11 December	Christmas

In September an online Prinsjesdag theme

STERKE ERVEN THEMA'S

Topics that truly matter to farmers, have our attention. Based on research, the Sterke Erven themes were defined; they recur throughout the year in our editorial calendar and format. We track developments, interpret them, and share practical stories to equip farmers with the knowledge they need.

NEWSLETTER

Publication days Tuesday, Thursday, and Saturday

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 215
Advertorial	Image (landscape), max. 250 characters	€ 300

Surcharge for first position: 20%

New banner options available
with the launch of the Sterke Erven website

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 creating the Google Ad Manager script

Max file size 500 KB. Rates per 1,000 page views. Targeting options available: category, geo, and device (CPM +20% surcharge).

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/y

KNOWLEDGE PARTNERSHIP

As a Pluimveeweb Knowledge Partner, you can share valuable expertise with poultry farmers. Pluimveeweb offers you the opportunity to share knowledge in a distinctive way, so that you become the farmer's first point of contact when they look for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a source of expertise and a problem-solver.
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9. Content marketing for every budget.
10. Share knowledge behind a UBN login (CAVP-compliant).



With the launch of the Sterke Erven website, custom options are available

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	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		✓	✓	✓
Building a reputation as a knowledge partner		✓	✓	✓
Bannering on the website		Choice	30.000 views	30.000 views
Bannering in the newsletter			4 times	4 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	€ 1.595	€ 6.950	€ 10.550	€ 15.700
	Extra article € 985	Extra article € 985	Extra article € 985	
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	30%	35%	40%	40%

Content Creation

Text production by Agrio (excluding photography) from € 395

Video production by Agrio from € 795

Extra benefit

The lifecycle of a knowledge article:

- 1 The article appears on the landing page.
- 2 The article enters the news feed on the homepage.
- 3 The article enters the news feed on the category page.
- 4 The article is republished in the newsletter.
- 5 The article is shown alongside related articles.
- 6 The article appears in Google search results.
- 7 The article is (optionally) placed in the trade journal.

EVENTS

Pluimveeweb events, both physical and online, are a proven effective way to inform and activate poultry farmers. We respond to current needs; for example, during the avian influenza outbreak our events moved online. Themes are tailored to farmers' interests, ensuring targeted knowledge-sharing and valuable interaction. This creates opportunities for new contacts

and stronger relationships. By developing themes cross-media, we reach a broader audience. We like to organize events in co-creation and welcome new ideas. Each event is unique and requires customization; the package below is therefore only 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 C	Placement of knowledge article on Pluimveeweb.nl with placement in the digital newsletter
	Banner on Pluimveeweb.nl around the event
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	€ 3.025

GEFLÜGELNEWS

The German poultry website Geflügelnews, launched on 1 March 2022, meets the growing demand for online news and knowledge among Germany's many poultry farmers. Its practical, modern approach—including social media—appeals to them. Companies and organizations can present their knowledge, services, and products here. The Knowledge Partnership (Wissenspartner) is also a powerful (content) marketing instrument in the German market.



Active (or planning to be) in Germany?
Fly with 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 address.

SPECIAL NEWSLETTER

A Special Newsletter is possible from € 2.150

ONLINE BROADCAST

Do you want to showcase your expertise via an online broadcast? That is possible from €2.500.

For more information on the above options,

contact your media advisor.



Gerrit Hiddink

senior media advisor

gerrit@agrio.nl

06 53 58 87 66

WEBSITE

262.370 sessions
95.160 active users
400.226 page views
00:02:22 avg. engagement time
Figures per month

MAGAZINE

16.725 copies
11 times per year
24th edition

NEWSLETTER

11.874 copies
25,4% avg. open rate
2 times per week

SOCIAL MEDIA

5.888 followers on X
72.293 facebook fans
47.932 Instagram followers
23.846 TikTok followers

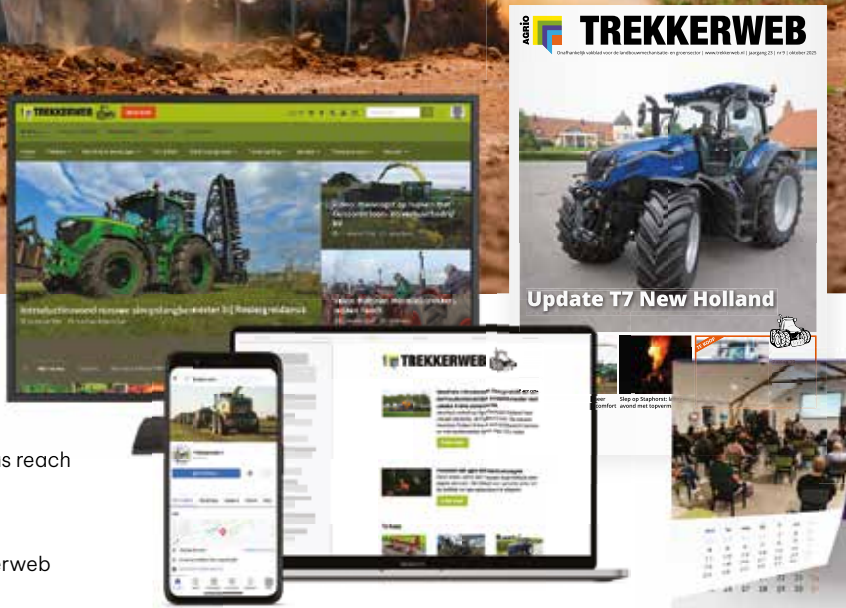
YOUTUBE

228.489 subscribers

Figures as of September 2025

The drive van Trekkerweb

- ✓ One cross-media mechanization brand with enormous reach
- ✓ A massive (inter)national fanbase on social media
- ✓ Rapid online news and Classifieds for used machinery
- ✓ More than 50 brand partners are connected to Trekkerweb



MAGAZINE

Advertising

Format	B x H	Rate
1/1 page (bleed)	228 x 297	€ 725
1/1 page (non-bleed)	200 x 268	€ 725
1/2 page (landscape)	200 x 132	€ 440
1/2 page (portrait)	98 x 268	€ 440
1/4 page (landscape)	200 x 64	€ 225
1/4 page (portrait)	98 x 132	€ 225
1/8 page (landscape)	98 x 64	€ 125
1/8 page (portrait)	47 x 132	€ 125
Spread (bleed)	456 x 297	On request

Discount: 2% per additional placement.

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

Ads on editorial pages (IM)

Format	B x H (in mm)	Rate
1/3 page portrait	77,5 x 268	€ 580
1/4 page landscape	200 x 64	€ 440
1/8 page landscape	200 x 30	€ 315
1,5 column	77,5 x 64	€ 280
1 column	57 x 64	€ 160

Options by arrangement.

Other advertising possibilities

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

Publication dates

Edition	Date	Theme
1	23 January	
2	20 February	
3	20 March	
4	17 April	
5	15 May	
6	19 June	
7	17 July	
8	11 September	ATH Biddinghuizen
9	9 October	
10	6 November	
11	11 December	Christmas

Closing date 12 days before publication date.

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 creating the Google Ad Manager script
 Max file size 500 KB. Rates per 1,000 page views. Targeting options available: category, geo, and device (CPM +20% surcharge).

NEWSLETTER

Publication days Tuesday and Friday.

Format	Specifications	Rate per time
Banner	550 x 150 pixels	€ 370
Advertorial	Image (landscape), max. 250 characters	€ 395

Surcharge for first position: 20%.

INSERTS

On request.

SPECIAL NEWSLETTER

A Special Newsletter is possible from €2.150.

ONLINE BROADCAST

Do you want to showcase your expertise via an online broadcast? That is possible from €2.500.

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

👍 SOCIAL MEDIA

Trekkerweb: social media powerhouse

Social media evolves at lightning speed. New channels keep emerging, and audiences keep shifting. That’s why social media is an essential part of your online marketing strategy. We all agree that you can create enormous reach on social media. We experience this ourselves with our cross-media mechanization brand, Trekkerweb. In addition to the monthly trade journal and the website, Trekkerweb is very active and popular on social media. Through YouTube, Facebook, Instagram, and Twitter, Trekkerweb reaches a younger and broad audience of tractor enthusiasts.

How social is Trekkerweb

- 📺 226.174 subscribers
- 📘 68.412 followingTrekkerweb
- ✂️ 6.018 followers
- 📷 47.312 followers

🤝 BRAND PARTNER

Brand partners are market parties that can publish information (commercial and/or editorial) on Trekkerweb.nl for a fee. Brand partners are not exclusive; multiple companies from the same sector can be partners at the same time. Partners commit to Trekkerweb.nl for at least one year. Brand partner content is shown on the homepage and in the Brand Partners section. The-

se articles are also neatly categorized per brand on their own microsite brand page. A selection of these articles (news, video, photo) is placed in 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 times
Price for 12 months	From € 8.500	From € 5.250



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Jari Wittenhorst
junior media advisor
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06 10 83 42 55

Maximum attention for your event

Place an ad, send an email campaign, run online banners, or send a standalone invitation—there are countless ways to promote your event.

Whether it’s a trade fair, webinar, study meeting, open day, or demo, make sure to include a listing on Landbouwagenda.nl as a standard part of your promotion plan. In addition to placement on Landbouwagenda.nl, sector-specific events are cross-posted to the calendars of various trade journals and sector/regional portals. Your event is thus promoted via multiple online and offline channels, generating very broad reach.

Posting is easy and free.

Want to stand out even more within Landbouwagenda.nl? Absolutely! See the options below.



Erika Stokkers
media advisor
erika@agrio.nl
06 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

Max file size: 500 KB.

Rates per week, based on availability/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 header and body text, including spaces and image, incl. date and location	€ 150

Surcharge for first position: 20%

Publication day: every Friday.



Ekoland has been a trusted knowledge source for organic farming in the Netherlands and Flanders for years. We provide technical and business-focused information with an eye for practical applicability, research results, and the latest news. With political support, interest in organic is growing—so we're sharing more knowledge via Ekoland.nl and our sector portals.

WEBSITE

6.724 sessions
3.416 active users
28.496 views
00:02:18 avg. engagement time
Figures per month

MAGAZINE

1.025 copies
11 times per year
46th edition

NEWSLETTER

2.061 copies
39,1 % avg. open rate
2 times per week

SOCIAL MEDIA

868 followers on X
790 facebook fans

Figures as of September 2025

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

The attention of Ekoland

THEMA'S

STERKE ERVEN

Animal & Plant Health
 Law & Regulation
 Innovation
 Society
 Nature & Landscape
 Entrepreneurship
 Family
 Manure



MAGAZINE

Advertising

Format	B x H	Rate
1/1 page (bleed)	210 x 285	€ 2.100
1/1 page (non-bleed)	187 x 258	€ 2.100
1/2 page (landscape)	187 x 126	€ 1.075
1/2 page (portrait)	90,5 x 258	€ 1.075
1/4 page (landscape)	187 x 60	€ 560
1/4 page (portrait)	90,5 x 126	€ 560
1/8 page	90,5 x 60	€ 310
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	€ 1.540
1/2 page	225 – 275 words and min. 1 good photo	€ 790

The emphasis must be on information provision, not promotion. Layout by Agrio according to a fixed template.

Other advertising options

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



Monique Wichers Schreur
 senior media advisor

monique@agrio.nl
 06 23 05 89 44

Publication dates

#	Date	Theme
1	9 January	Soil
2	13 February	
3	13 March	Innovation (with Innovation Award)
4	10 April	Biobeurs
5	8 May	
6	26 June	Biovelddag
7/8	7 August	Family
9	4 September	
10	2 October	Mechanization
11	6 November	Health
12	4 December	Seeds / Propagation Material & Breeding

Closing date 15 days before publication date.

STERKE ERVEN THEMA'S

Topics that truly matter to farmers have our attention. Based on research, the Sterke Erven themes were defined; they recur throughout the year in our editorial calendar and format. We track developments, interpret them, and share practical stories to equip farmers with the knowledge they need.



NEWSLETTER

Publication Tuesday and Friday

Uiting	Specifications	Rate per time
Banner	550 x 150 pixels	€ 205
Advertorial	Image (landscape), max. 250 characters	€ 255

Surcharge for first position: 20%.

New banner options available with the launch of the Sterke Erven website



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 creating the Google Ad Manager script
 Max file size 500 KB. Fixed weekly rates.
 Targeting options: category, geo, and device (+20% surcharge).



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/y.

KNOWLEDGE PARTNERSHIP

As an Ekoland Knowledge Partner, you can share valuable expertise with organic and organically oriented farmers. Ekoland offers you the opportunity to share knowledge in a distinctive way, so that you become the farmer's first point of contact when they look for a solution to their problem.

Five reasons to use content marketing:

1. Present your company as a source of expertise and a problem-solver.
2. Build a relationship of trust with the target audience.
3. Share your (future) vision and innovations.
4. Demonstrate your expertise.
5. User experiences are popular reads among farmers.

Ten reasons to do that with Agrio:

1. Benefit from the reach of Agrio's brands.
2. Manage your own Knowledge Partner website.
3. Strong discoverability in search engines (Google).
4. Shareable via social media.
5. Generate valuable traffic and leads.
6. Transparency and (real-time) insight into results.
7. End-to-end support options.
8. 10+ years of experience with over 50 Knowledge Partners.
9. Content marketing for every budget.
10. Share knowledge behind a UBN login (CAVP-compliant).



With the launch of the Sterke Erven website, custom options are available

Package

	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			2 times
Logo link in every newsletter as knowledge partner			4 times
Logo link on the website as knowledge partner			✓
Reposting of the 3 best-read articles in trade magazine			✓
Rates	€ 1.125	€ 4.625	€ 6.650
	Extra article € 720	Extra article € 720	Extra article € 720
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	30%	35%	40%

Content Creation

Text production by Agrio (excluding photography) from € 395

Video production by Agrio from € 795

Extra benefit

The lifecycle of a knowledge article:

- 1 The article appears on the landing page.
- 2 The article enters the news feed on the homepage.
- 3 The article enters the news feed on the category page.
- 4 The article is republished in the newsletter.
- 5 The article is shown alongside related articles.
- 6 The article appears in Google search results.
- 7 The article is (optionally) placed in the trade journal.



Onze Weidevogels informs, inspires, and connects farmers, nature/conservation organizations, and volunteers. The farmer is central as host to meadow birds—but the concept goes further. Biodiversity, farmyard birds, and farmland birds also depend on farmers as hosts. Farmers receive practical tips on meadow bird management, soil, water, fertilization, and nature-inclusive agriculture. With this broader approach, Onze Weidevogels aims to reach more farmers and volunteers—both in print and online—and create extra impact. This motivates everyone involved in meadow bird management and contributes to a positive image of the sector. We want to awaken the nature within the farmer!

The reach of the two print editions is reinforced by onzeweidevogels.nl. Online content (including partners' knowledge articles) is cross-posted, based on relevance, to melkvee.nl, akkerwijzer.nl, and Agrio's regional websites. This creates additional communication opportunities for organizations, companies, and initiatives/projects. Onze Weidevogels is an initiative by Agrio and communications agency JEEN. Partners include, among others: Boerennatuur, Vogelbescherming Nederland, KNJV, Province of Fryslân, Aanvalsplan Grutto, and the Delta Plan for Biodiversity.

MAGAZINE

Advertising

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

Surcharge for cover position(s): 20%

Publication dates

Edition	Data
1	17 March
2	17 November

WEBSITE

Edition	Data	Tarief
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 expertise via one or more knowledge articles. This in-depth article appears among the editorial content on onzeweidevogels.nl and is cross-posted, based on relevance, to melkvee.nl, akkerwijzer.nl, and Agrio's regional websites.

Custom solutions: For (research) projects and, for example, provinces, customization is possible—think cover change, wrap-around, insert, or extra copies.



MAGAZINE

20.000 copies

2 times per year to land-based farmers, contractors, and other interested readers



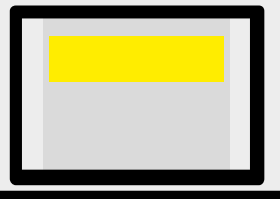
Mark Oude Luttikhuis

business developer / publisher

mark@agrio.nl

06 53 34 66 50

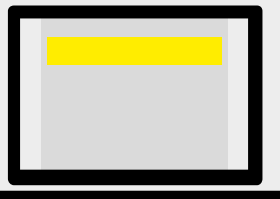
Billboard



970 x 250 pixels

Delivered as JPG, GIF or HTML

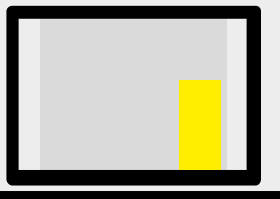
Leaderboard XL



970 x 150 pixels

Delivered as JPG, GIF or HTML

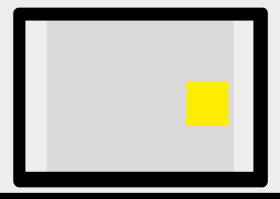
Halfpage



300 x 600 pixels

Delivered as JPG, GIF or HTML

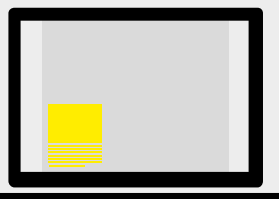
Medium Rectangle



300 x 250 pixels

Delivered as JPG, GIF or HTML

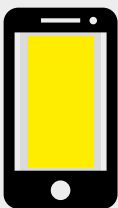
Advertorial



470 x 264 pixels

+ max. 200 characters
Image delivered as JPG

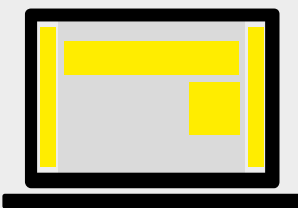
Interscroller



621 x 1104 en 1104x621 px

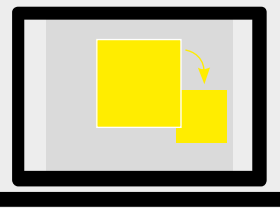
Delivered as open photoshop
(.psd) file.

Site takeover



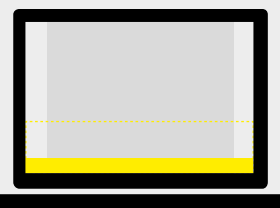
on request

Layer ad



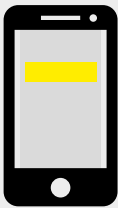
on request

Floor ad



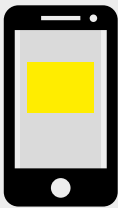
on request

Want to get started with
digital advertising? Get
in touch, and together
we'll determine the best
package for your orga-
nization and objectives.

Billboard en
Leaderboard XL

300 x 100 pixels

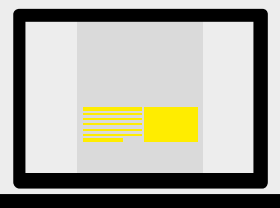
Delivered as JPG, GIF or HTML

Medium Rectangle en
Halfpage

300 x 250 pixels

Delivered as JPG, GIF or HTML

Advertorial, 1 headliner



Landscape image

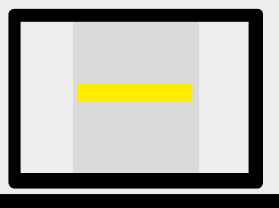
Delivered as JPG

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 should you choose which format?

- ✓ Billboard & Leaderboard XL for brand awareness
- ✓ Medium Rectangle & Halfpage for action-driven campaigns
- ✓ Advertorial for product promotions, (event) promotions, and testimonials
- ✓ Video banner for higher stopping power
- ✓ Rich media for product innovations and brand awareness

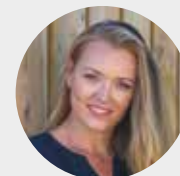


Silke Evers

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06 83 39 80 56



Niels Snelder

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06 83 11 88 98

Delivery Specifications

Online

Banners

- JPG** max. 500 KB, fully bordered / no fade to white
- GIF** max. 500 KB, fully bordered / no fade to white, animation (loop) max. 10 sec,
- HTML*** max 500 KB (excl. video), fully bordered / no fade to white, animation (loop) max 10 sec, no hard click

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

If an HTML banner contains video, it must be MP4, max 5 MB and max 30 s for autoplay. HTML with video and HTML specials always by arrangement and using Agrio templates.

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

Landing page

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

Delivery time: 5 working days before placement

If the supplied file does not meet the requirements, we will (if possible) adjust the material at a pre-agreed rate.

Print

Digital delivery

Always send your files stating the application, version, and print. Digital reproduction material must be print- or page-ready.

File Certified PDF. Technical info and settings via your media advisor

Applications InDesign CC (layout), Illustrator (EPS), Photoshop (PSD, JPG), Word (text only)

Specifications Always include fonts and illustrations; images minimum 300 dpi; EPS or TIF in CMYK

Collateral Material

Submit component assets (texts, logos, and images) as separate files in one of the following formats:

Ad texts TXT, .DOC or .DOCX

Photos .JPG or .PSD

Logos en illustrations .EPS or .PDF

Other files .PDF

Delivery methods

Preferred submission via one of the following methods:

Email attachments up to 8 MB

WeTransfer files up to 2 GB

Dropbox files up to 2 GB

Google Drive files up to 15 GB

FTP-server maximum depends on your own FTP server

Banner development

Banner ads on websites and in newsletters deliver broad reach and high stopping power. Today there are banners in many shapes and sizes—the campaign objective and your target audience determine the right choice.

Agrio has deep experience and expertise in co-creating and developing online campaigns. If desired, Agrio Media & Design can develop a banner for you.

We'll need your source assets, which can include:

- Logos – preferably .EPS or .AI; otherwise .TIFF, .JPG, or .PNG (minimum 1280 × 1280 px)
- Images (photos) – preferably .TIFF, .JPG, or .PNG (minimum 1280 × 1280 px)
- Text – preferably .DOC, .DOCX, .ODT, .TXT, or .RTF
- Landing page – website only, for example: www.test.nl/product
- Video – MP4, max 5 MB, max 30 s if autoplayed

Please supply images separately, not embedded in text documents.

Engage our graphic designers for a custom banner creation

50% discount on each additional banner for the same campaign.

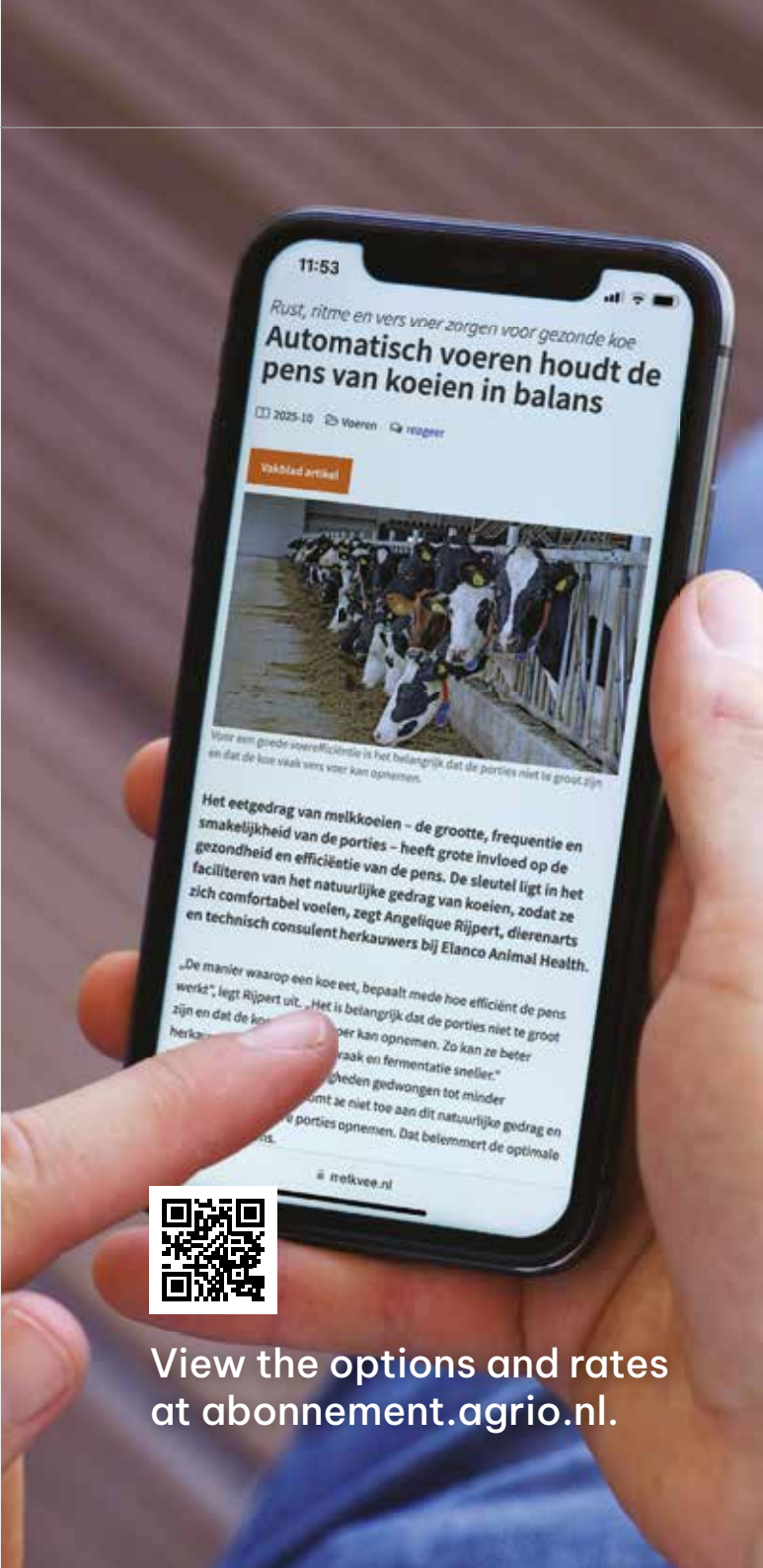
Rates for developing online banners

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

* If Agrio produces a video for you, you'll receive 25% discount on the video banner production rate.

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

* Newsletter -template layout. Development costs apply only if Agrio needs to extract copy from a source file.



View the options and rates at abonnement.agrio.nl.

Complete

- ✔ Unlimited access to top articles
- ✔ The print trade journal
- ✔ The digital trade journal
- ✔ Discount on events
- ✔ Discount on online broadcasts
- ✔ Discount on audio & video/podcasts
- ✔ Benefits of Het LeerErf, incl. free GoodHabitZ training

Most chosen option

Magazine

- ✗ Unlimited access to top articles
- ✔ The print trade journal
- ✗ The digital trade journal
- ✔ Discount on events
- ✔ Discount on online broadcasts
- ✔ Discount on audio & video/podcasts
- ✔ Benefits of Het LeerErf, incl. free GoodHabitZ training

Digitaal Plus

- ✔ Unlimited access to top articles
- ✗ The print trade journal
- ✔ The digital trade journal
- ✔ Discount on events
- ✔ Discount on online broadcasts
- ✔ Discount on audio & video/podcasts
- ✔ Benefits of Het LeerErf, incl. free GoodHabitZ training

Collective subscription

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

For professionals in agribusiness, staying current on developments is essential. To give all your employees access to all relevant articles from Agrio's media brands, your company receives 25% off when you purchase five or more subscriptions on a single billing address. Your employees also get free access to 150+ online trainings on Het LeerErf, including the full GoodHabitZ catalog.

The discount applies to any combination of sub-
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JANUARY

WK	DAY	EDITION				EVENT
1	Thu 1	1				Nieuwjaarsdag
	Fri 2					
	Sat 3					
	Sun 4					
2	Mon 5					
	Tue 6	Veldpost 1	Vee & Gewas 1	Stal & Akker 1	Agraaf 1	
	Wed 7					
	Thu 8					
	Fri 9	Ekoland 1				
	Sat 10					
	Sun 11					
3	Mon 12					
	Tue 13					
	Wed 14					
	Thu 15					
	Fri 16					
	Sat 17					
	Sun 18					
4	Mon 19					
	Tue 20	Veldpost 2	Vee & Gewas 2	Stal & Akker 2	Agraaf 2	
	Wed 21					
	Thu 22					
	Fri 23	Trekkerweb 1				
	Sat 24					
	Sun 25					
5	Mon 26					
	Tue 27					
	Wed 28					
	Thu 29					
	Fri 30	Akkerwijzer 1	Melkvee 1			
	Sat 31					

JULY

WK	DAY	EDITION					EVENT
	Wed 1						
	Thu 2						LBV West-Nederland
	Fri 3	Pig Business 6					
	Sat 4						
	Sun 5						LBV West-Nederland
28	Mon 6						
	Tue 7	Veldpost 14	Vee & Gewas 14	Stal & Akker 14	Agraaf 14		
	Wed 8						
	Thu 9						
	Fri 10	Pluimveeweb 4					
	Sat 11						
	Sun 12						
29	Mon 13						
	Tue 14						
	Wed 15						
	Thu 16						
	Fri 17	Trekkerweb 7					
	Sat 18						
	Sun 19						
30	Mon 20						
	Tue 21	Veldpost 15	Vee & Gewas 15	Stal & Akker 15	Agraaf 15		
	Wed 22						
	Thu 23						
	Fri 24	Melkvee 7					
	Sat 25						
	Sun 26						
31	Mon 27						
	Tue 28						
	Wed 29						
	Thu 30						
	Fri 31						

FEBRUARY

WK	DAY	ETUETION				EVENT
	Sun 1					
6	Mon 2					
	Tue 3	Veldpost 3	Vee & Gewas 3	Stal & Akker 3	Agraaf 3	
	Wed 4					
	Thu 5					
	Fri 6	Pig Business 1				
	Sat 7					
	Sun 8					
7	Mon 9					
	Tue 10					
	Wed 11					
	Thu 12					
	Fri 13	Ekoland 2	Pluimveeweb 1			
	Sat 14					
	Sun 15					Carnaval
8	Mon 16					Carnaval
	Tue 17	Veldpost 4	Vee & Gewas 4	Stal & Akker 4	Agraaf 4	
	Wed 18					
	Thu 19					
	Fri 20	Trekkerweb 2				
	Sat 21					
	Sun 22					
9	Mon 23					
	Tue 24					
	Wed 25					
	Thu 26					
	Fri 27	Akkerwijzer 2	Melkvee 2			
	Sat 28					

AUGUST						
WK	DAY	EDITION				EVENT
	Sat 1					
	Sun 2					
32	Mon 3					Opmeer
	Tue 4					
	Wed 5					
	Thu 6					
	Fri 7	Ekoland	7/8			
	Sat 8					
	Sun 9					
33	Mon 10					
	Tue 11					
	Wed 12	Veldpost	16/17	Vee & Gewas 16/17	Stal & Akker 16/17	Agraaf 16/17
	Thu 13					
	Fri 14	Akkerwijzer	7			
	Sat 15					
	Sun 16					
34	Mon 17					
	Tue 18					
	Wed 19					Aardappeldemodag Westmaas
	Thu 20					Uiendag Colijnsplaat
	Fri 21					
	Sat 22					
	Sun 23					
35	Mon 24					
	Tue 25	Veldpost	18	Vee & Gewas 18	Stal & Akker 18	Agraaf 18
	Wed 26					
	Thu 27					
	Fri 28	Melkvee	8			
	Sat 29					
	Sun 30					
36	Mon 31					

MARCH									
WK	DAY	EDITION						EVENT	
	Sun 1								
10	Mon 2								
	Tue 3	Veldpost	5	Vee & Gewas	5	Stal & Akker	5	Agraaf	5
	Wed 4								
	Thu 5								
	Fri 6	Pig Business	2						
	Sat 7								
	Sun 8								
11	Mon 9								
	Tue 10								
	Wed 11								
	Thu 12								
	Fri 13	Ekoland	3						
	Sat 14								
	Sun 15								
12	Mon 16								
	Tue 17	Veldpost	6	Vee & Gewas	6	Stal & Akker	6	Agraaf	6
	Wed 18	onze Weidevogels							
	Thu 19								
	Fri 20	Trekkerweb	3						
	Sat 21								
	Sun 22								
13	Mon 23								
	Tue 24								
	Wed 25								
	Thu 26								
	Fri 27	Akkerwijzer	3	Melkvee	3				
	Sat 28								
	Sun 29								
14	Mon 30								
	Tue 31	Veldpost	7	Vee & Gewas	7	Stal & Akker	7	Agraaf	7

SEPTEMBER						
WK	DAY	EDITION				EVENT
	Tue 1					
	Wed 2					
	Thu 3					
	Fri 4	Pig Business 7	Pluimveeweb 5	Ekoland 9		
	Sat 5					
	Sun 6					
37	Mon 7					
	Tue 8	Veldpost 19	Vee & Gewas 19	Stal & Akker 19	Agraaf 19	
	Wed 9					
	Thu 10					
	Fri 11	Trekkerweb 8				
	Sat 12					
	Sun 13					
38	Mon 14					
	Tue 15					
	Wed 16					ATH Biddinghuizen
	Thu 17					ATH Biddinghuizen
	Fri 18	Akkerwijzer 8				ATH Biddinghuizen
	Sat 19			Hoornaar		ATH Biddinghuizen
	Sun 20					
39	Mon 21					
	Tue 22	Veldpost 20	Vee & Gewas 20	Stal & Akker 20	Agraaf 20	
	Wed 23					
	Thu 24					Agrarische Schouw Joure
	Fri 25	Melkvee 9				
	Sat 26					
	Sun 27					
40	Mon 28					
	Tue 29					
	Wed 30					

APRIL						
WK	DAY	EDITION				EVENT
	Wed 1					
	Thu 2					
	Fri 3	Pluimveeweb 2				
	Sat 4					
	Sun 5					Pasen
15	Mon 6					Pasen
	Tue 7					
	Wed 8					
	Thu 9					
	Fri 10	Pig Business 3	Ekoland 4			
	Sat 11					
	Sun 12					
16	Mon 13					
	Tue 14	Veldpost 8	Vee & Gewas 8	Stal & Akker 8	Agraaf 8	
	Wed 15					
	Thu 16					
	Fri 17	Trekkerweb 4				
	Sat 18					
	Sun 19					
17	Mon 20					
	Tue 21					
	Wed 22					
	Thu 23					
	Fri 24	Akkerwijzer 4	Melkvee 4			
	Sat 25					
	Sun 26					
18	Mon 27					Koningsdag
	Tue 28	Veldpost 9	Vee & Gewas 9	Stal & Akker 9	Agraaf 9	
	Wed 29					
	Thu 30					

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

MAY						
WK	DAY	EDITION				EVENT
	Fri 1					
	Sat 2					
	Sun 3					
19	Mon 4					Bevrijdingsdag
	Tue 5					
	Wed 6					
	Thu 7					
	Fri 8	Pig Business 4	Ekoland 5			
	Sat 9					
	Sun 10					
20	Mon 11					
	Tue 12	Veldpost 10	Vee & Gewas 10	Stal & Akker 10	Agraaf 10	
	Wed 13					
	Thu 14					Hemelvaartsdag
	Fri 15	Trekkerweb 5				
	Sat 16					
	Sun 17					
21	Mon 18					
	Tue 19					
	Wed 20					
	Thu 21					
	Fri 22	Akkerwijzer 5	Pluimveeweb 3			
	Sat 23					
	Sun 24					Pinksteren
22	Mon 25					Pinksteren
	Tue 26	Veldpost 11	Vee & Gewas 11	Stal & Akker 11	Agraaf 11	
	Wed 27					
	Thu 28					
	Fri 29	Melkvee 5				
	Sat 30					
	Sun 31					

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Just like the enterprising farmers in our country, we're constantly on the move. This printed version of the media kit is a snapshot and cannot fully capture the pace of new developments and



products. Therefore, please consult the digital media kit regularly, it's updated throughout the year.

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