

Landleven





Landleven

for fans of outdoor living and country life

Landleven is about living outside the country and within the borders of the Netherlands. Landleven is the source for practical information, inspiration and is a representation of the real country life that is so recognizable to many. **Landleven is the brand for advertisers focusing on outdoor living and country life.** With a magazine that is published 11 times a year, 6 annual specials, a website, weekly newsletters and events such as Landleven Winter, Landleven offers unique opportunities to get your message across to your and our target audience.



Landleven specials
Frequency: 6x a year



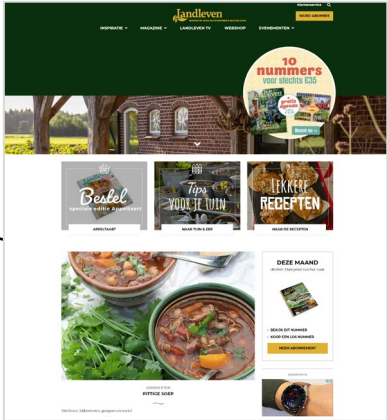
Landleven readers offers



Landleven magazine
Printreach: 579,000



Landleven.nl
500,000 pageviews monthly

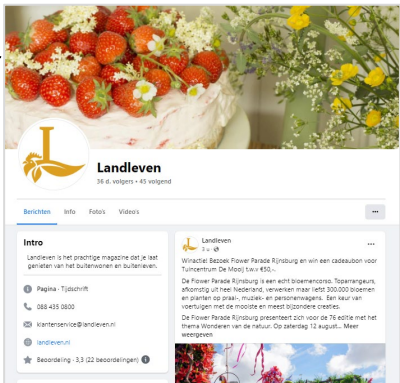


Landleven newsletter
137,000 subscribers

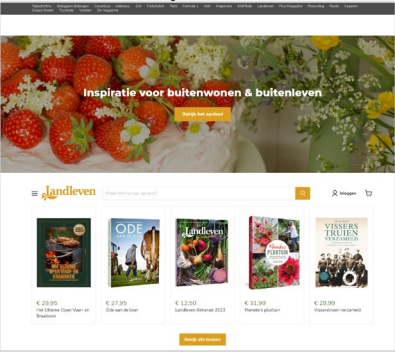


This is
Landleven

Landleven facebook
36,000+ followers

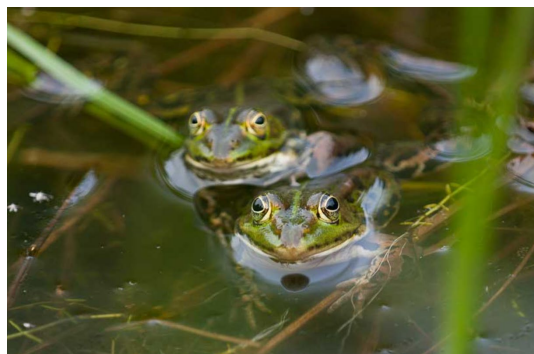
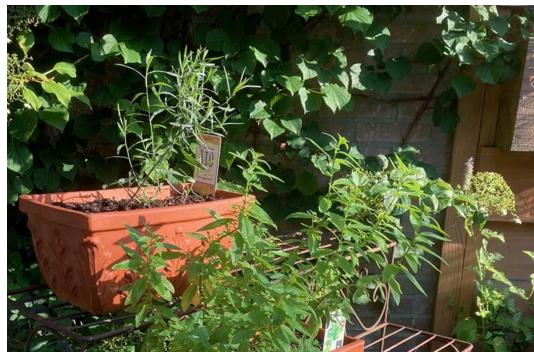


Landleven Winter Event
25,000 visitors



Landleven webshop





Landleven readers

Landleven readers enjoy the country life and outdoor living. They love hiking, biking, gardening, cooking & eating, living and more. Landleven brings readers practical information and inspiration in each edition, a representation of real country life that is so recognizable for the readers.

Age: 50+ years 75%

Social class: W1+W2 35%, W3 22% en W4+W5 43%

Education: High 38% and Middle 44%

Gender: 59% women / 41% men

Nielsen region: North 17%, East 28%, South 19%, West 36%

Landleven magazine

Frequency: 11x a year

Printreach: 579,000 per edition (NPM-DGM 2023-I)

Circulation: 110,000 copies

Landleven specials

Frequency: 6x a year

Circulation: 30,000 copies

Landleven.nl

Pageviews: 500,000 monthly

Unique visitors: 200,000 monthly

Google Analytics

Landleven newsletter

137,000 subscribers

CTO: 25%, CTR: 11%, Open Rate: 46%

Frequency: weekly on Wednesday

Landleven Winter Event

Visitors: 25,000

Landleven facebook

36,000+ followers

Advertorial in Landleven magazine

Advertorials are advertising pages in Landleven magazine that resemble editorial pages in their form and content. They are informative in their content, where the advertiser is clearly the sender.



Rate: € 6,829,-
excl. of VAT and incl. layout

> [Download specifications advertorial](#)



Readers offers in Landleven

In each edition Landleven provides a readers offer. An offer in which readers have a chance to win your product or service. On average, there are 6,000 responses per readers offer.

Exposure readers offers (print and online)

- 3/4 page in the magazine
- 2x message in the newsletter;
1x announcement of action and
1x announcement of winners
- During the promotion periode, the
action is online on www.landleven.nl

Rate: € 2,000,- excl. of VAT.

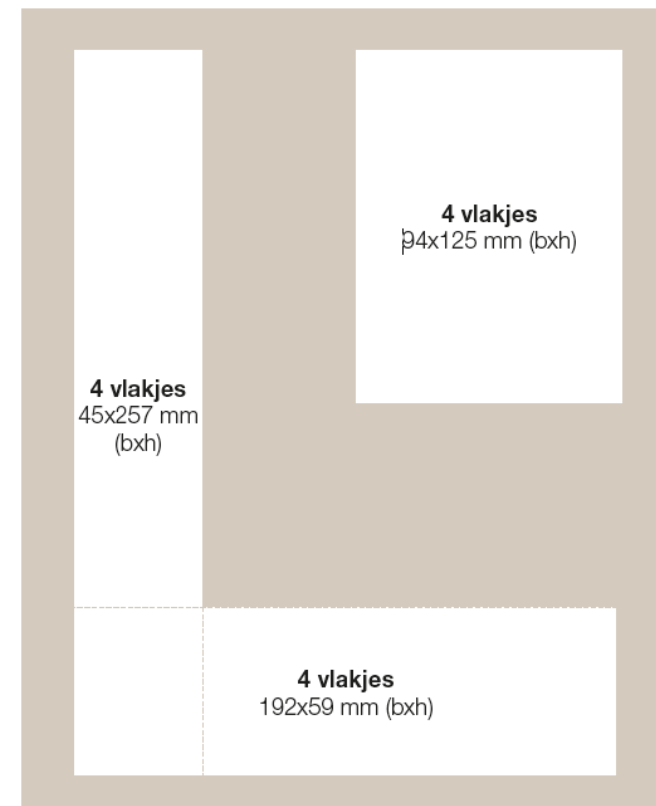
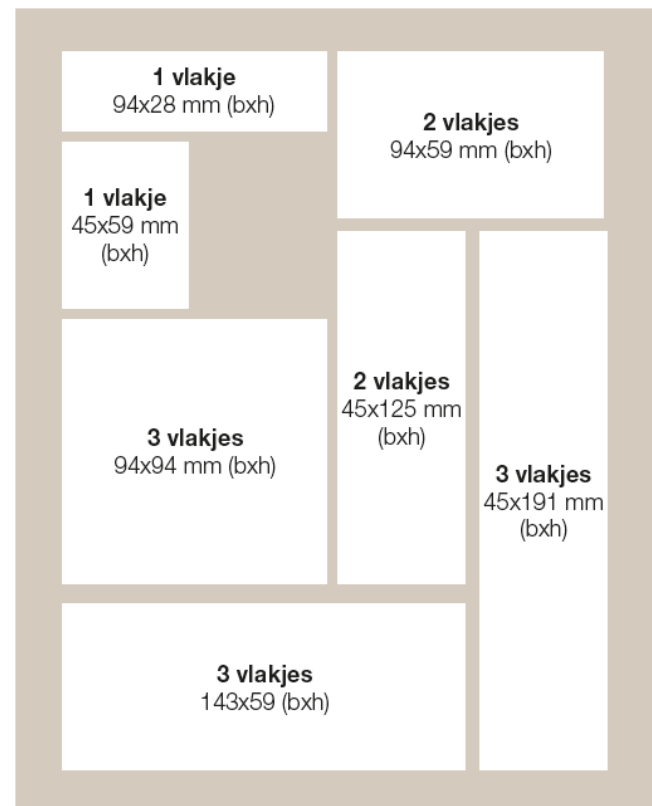
In addition, you provide a product or service valued
€ 1,500.- (retail value).

> [Download specifications readers offers](#)



Special addresses are advertising pages smaller than 1/4 page.

Special addresses in euro's excl. VAT	Rate 1x per insertion	Rate 3x per insertion
1 box	€ 343.-	€ 326.-
2 boxes	€ 536.-	€ 511.-
3 boxes	€ 717.-	€ 682.-
4 boxes	€ 941.-	€ 892.-



Landleven | Online display

Online display ads on Landleven.nl

Landleven offers several online advertising options, below you can find the online formats.

Rates can be found on the rate card, included in this mediakit.

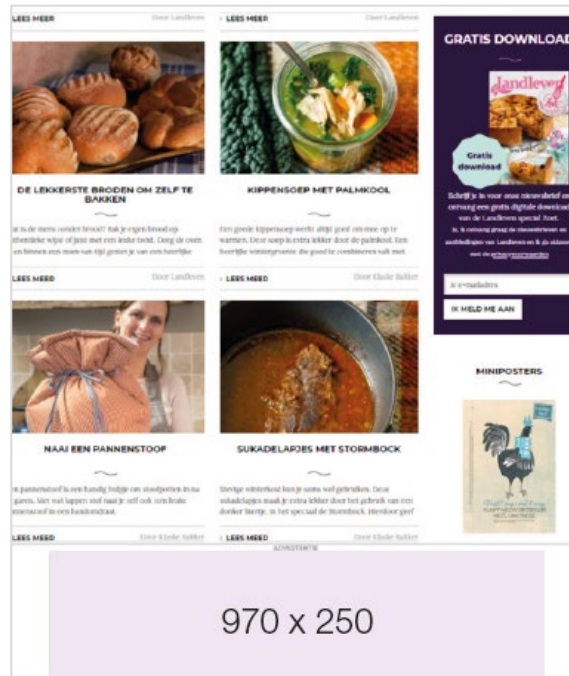


300 x 250

DE 10 LEKKERSTE RECEPTEN MET COURGETTE

De oogsttijd is begonnen! Eén van de groenten die elk jaar weer flink oplevert, is courgette. In de keuken kun je er flink mee variëren: van salade tot muffins en van innamen tot quiche. Met courgette-recepten kom je wel door je voorraad heen. Veel kookplezier!

Gratis download



970 x 250

DE LEKKERSTE BROODEN OM ZELF TE BAKKEN

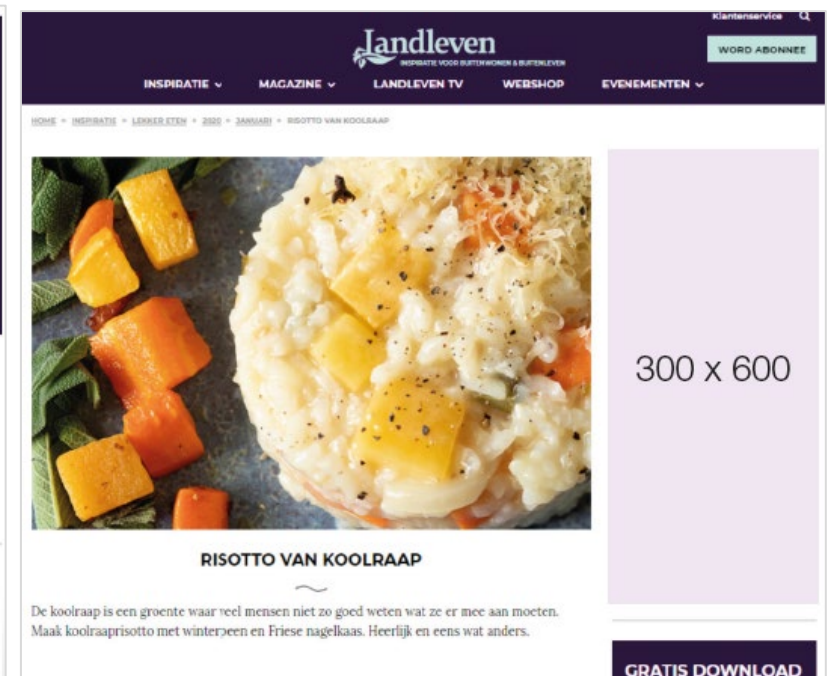
KIPPENSOP MET PALMKOOL

NAAI EEN PANNENSTOOF

SUKADELAPJES MET STORMBOCK

Gratis download

MINIPOSTERS




300 x 600

RISOTTO VAN KOOLRAAP


De koolraap is een groente waar veel mensen niet zo goed weten wat ze er mee aan moeten. Maak koolraaprisotto met winterpeen en Friese nagelkaas. Heerlijk en eens wat anders.

Gratis download



INSPIRATIE VOOR BUITENWONEN & BUITENLEVEN

Wecken en innaken | Tuintips | Winnaars | Uitjes




WECKEN EN INNAKEN
De lekkerste recepten

Nu het tijd is om groente en fruit te oogsten, heb je vaak zoveel dat het niet direct op komt. Het is zonde om dit weg te gooien. Door het wecken of innaken van groente en fruit blijven ze nog erg lang houdbaar. Hier vind je de lekkerste recepten en tips.

NAAR DE RECEPTEN EN TIPS

VAN DE REDACTIE




Tuintips voor september

De ochtenden zijn al wat frisser en de lucht is vochtig. Ga lekker de siertuin, boomgaard of moestuin in en oogst je eigen vruchten. Met deze tips ben je goed voorbereid.

NAAR DE TIPS

ADVERTENTIE



Rozendonk – Friese witjes

Zo'n prachtig tableau van een dierbare herinnering boven je fornuis? Het wordt voor jou handgeschilderd op Friese witjes en is een aanwinst voor je landelijke keuken.

MEER INFORMATIE

Advertising in Landleven Newsletter

A Newsletter Item in Landleven includes a title and tekst of up to 170 characters, a photo and link to your website. This exposure has the same format as the editorial blocks, but above the position is placed the word 'ad'.

Circulation: 137,000 subscribers

VAN DE REDACTIE



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MEER INFORMATIE

➤ [Example of a regular newsletter](#)

➤ [Download specifications](#)

Advertising in Landleven newsletter 'Buitenkans'

In this newsletter (Partner Mailing) you can make an exclusive offer to all newsletter subscribers. The newsletter is formatted according to a standard grid but in the house style / look & feel of the advertiser. The newsletter is sent on the 2nd Monday of the month. If you have a preference for another date, please contact us for the possibilities.

Circulation: 120,000 subscribers.

- [Example of newsletter 'Buitenkans'](#)
- [Download specifications](#)



Advertising in the Theme Newsletter of Landleven

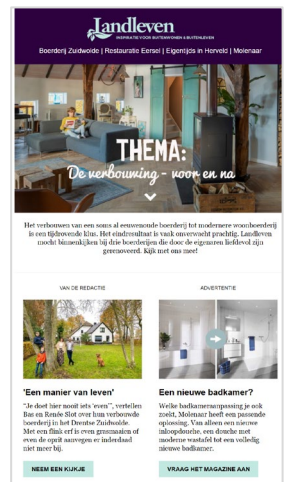
Exclusive newsletter with three editorial items and three advertisements. The theme will be established in cooperation with you and the editorial team. Based on the commercial content you provide, we choose matching content.

- There are **3 editorial items** in the newsletter, linking to the articles on the Landleven website.
- There are **3 commercial items** in the newsletter.
- **Banner** at the bottom of the Theme newsletter.
- **Banner** on Landleven content page, for 2 weeks.
- **Advertorial** in editorial content, for 2 weeks.

The Theme Newsletter will be sent on the 1st Monday of the month. If you prefer a different date, please inquire about the possibilities.

Circulation: 137,000 subscribers.

- [Example Theme Newsletter](#)
- [Download specifications Theme Newsletter](#)
- [Example 'mini' advertisement](#)



Landleven | Events



Number of visitors: 25,000

Rating visitors: 7.5

Rating exhibitor: 8.5

Rates, excl. of VAT

Pagodetent 6 x 6 m	€ 1,625.-
Pagodetent 5 x 5 m	€ 1,325.-
Pagodetent 4 x 4 m	€ 1,000.-
Market stall within 3 m	€ 495.-
Market stall outside 4 m, incl. a canopy	€ 495.-
Land location (min. order 6 m2 – 3*2m)	€ 57.50 per m2



Landleven Winter Event.

In December the Landleven Winter Event is organized at a beautiful location central in the Netherlands. The market is exhibited in a beautiful atmospheric ambiance. In addition to many stands and products appropriate to Landleven, visitors can enjoy tastings, demonstrations, workshops and, of course, winter food is not missing. A wonderfully inspiring and informative day for the whole family. Check our website for more information.



Landleven | Rates and formats 2024

Base rate

in euro's excl. VAT

1/1 page € 6,829.-

Format index

1/4 page	39
1/2 page	63
2/1 page	187

Position index

Preferred position	110
1 st page right	110
Cover 2 of 3	120
Opening spread	120
Fold out cover *1	280

*1 excl. production costs, on request

Inserts and supplements:
please contact us for more
information.

Formats and measurements (mm)

Format width x height

Trim size

1/1	230 x 285
2/1	230 x 285 – 230 x 285

+ 5 mm bleed on all sides

Type area

1/4 portrait	98 x 132
1/4 landscape	200 x 64
1/2 portrait	98 x 268
1/2 landscape	200 x 132

Technical specifications

Trim size: 230 x 285 mm (wxh)

Printing process: Rotation offset

Paper

- **cover:** 170 grs Hv gesat MC
- **inside:** 70 grs ZLHH silk mc + 16 pages 80 grs Book creamy

Finish: stapled paperbound

Advertisement material:

Please submit your digital ad files
as Certified PDF

Digital

Product	Rate
Branded Content	
Advertorial	€ 2,000
Newsletters	
Newsletter Item	€ 1,500
Theme newsletter	€ 5,500
Partner Mailing 'Buitenkans'	€ 5,500
Production costs *2	
Newsletter Item	€ 175
Advertorial on website	€ 250
Banners	
Billboard (970*250)	€ 25 cpm
Halfpage (300*600)	€ 25 cpm
Rectangle (300*250)	€ 15 cpm

*2 Based on 2 correction rounds (no discount available)

cpm: per 1.000 impressions



More information:

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