

# JFK

F O R G R E A T M E N

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*JFK Media is part of*



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## JFK MAGAZINE – 6 x per jaar

VERSPREIDE OPLAGE 20.000

## SPECIFICATIES

PRINT Offset  
 FORMAAT 210 mm (breedte) x 274 mm (hoogte)  
 BLADSPIEGEL 210 x 274 mm  
 ZETSPIEGEL 165 x 240 mm  
 OMSLAG 300 grs MC  
 AFWERKING Gelumbeckt 5 mm (links) en 5 mm (rechts)  
 PAPIERSOORT 100 grs hoofdsectie (houtvrij)  
 ADVERTENTIES C-PDF tijdschriften Nederland  
 AANLEVEREN Digitaal per e-mail ([sales@jfk.men](mailto:sales@jfk.men))

## VOORWAARDEN

Alle advertentie-opdrachten worden afgesloten conform de Regelen voor het Advertentiewezen, gedeponeerd bij de rechtbanken in Nederland.

## PRIJZEN

Alle prijzen zijn exclusief BTW, advertenties alleen full color met kleurenprofiel ISO Coated v2 300% (ECI).

## ADVERTENTIES

|            |          |              |              |
|------------|----------|--------------|--------------|
| 1/1 PAGINA | € 6.000  | 210 x 274 mm | 165 x 240 mm |
| 2/1 PAGINA | € 10.400 | 420 x 274 mm | 330 x 240 mm |

## PLUS-PROPOSITIES

|                       |       |                                              |
|-----------------------|-------|----------------------------------------------|
| Antwoordkaart*        | € 36  | Prijzen per 1.000 exemplaren                 |
| Geurkaart*            | € 87  |                                              |
| Plakkaart*            | € 87  | * antwoordkaart, geurkaart, plakfolder en/of |
| Plakfolder*           | € 118 | sachets altijd vergezeld van 1/1             |
| Sachet*               | € 145 | advertentiepagina                            |
| Geurstrip**           | € 145 | ** geurstrip altijd onderdeel van 2 pagina's |
| Folder 2 pagina's     | € 145 |                                              |
| Folder 4 pagina's     | € 165 |                                              |
| Folder 6 pagina's     | € 175 |                                              |
| Folder 8 pagina's     | € 180 |                                              |
| Folder 12 pagina's    | € 190 |                                              |
| Folder 16 pagina's    | € 200 |                                              |
| Folder 24 pagina's    | € 210 |                                              |
| Folder 28-44 pagina's | € 245 |                                              |
| Folder 48-60 pagina's | € 280 |                                              |

Overige mogelijkheden op aanvraag

## TOESLAGEN

|                     |      |
|---------------------|------|
| Cover 2 en pagina 3 | +50% |
| Cover 3             | +25% |
| Cover 4             | +50% |
| Voorkeursplaatsing  | +20% |

## SLUITINGSDATUM

Uiterlijk 13 werkdagen voor verschijning.

## AFLOPEND (+3 mm)

## ZETSPIEGEL

## ADVERTORIALS / BRANDED CONTENT

Prijzen op aanvraag.

## ANNULERINGSTERMIJN

Vier weken voor verschijning (contract blijft gehandhaafd).

| MAGAZINE | VERSCIJNING      | RESERVEREN/MATERIAAL | EDITIE             | THEMA                       |
|----------|------------------|----------------------|--------------------|-----------------------------|
| #93      | 3 maart 2022     | 14 februari 2022     | februari/maart     | Mode & Accessoires          |
| #94      | 28 april 2022    | 11 april 2022        | april/mei          | Design & Style / EV Special |
| #95      | 23 juni 2022     | 3 juni 2022          | juni/juli          | Jeans x Sneakers & Horloges |
| #96      | 25 augustus 2022 | 8 augustus 2022      | augustus/september | Mode                        |
| #97      | 27 oktober 2022  | 10 oktober 2022      | oktober/november   | Winter-Whisk(e)y-EV Special |
| #98      | 15 december 2022 | 28 november 2022     | december/januari   | Fashion & Horloges          |

## JFK Greatest Man Gala

27 oktober 2022

De uitreiking van JFK's Greatest Man Award is de afgelopen jaren uitgegroeid tot hét media-event van Nederland. De commerciële mogelijkheden zijn talrijk en maatwerk, neem daar gerust contact met ons over op.

## JFK.MEN



|                  |         |
|------------------|---------|
| UNIEKE BEZOEKERS | 200.000 |
| BEZOEKEN         | 300.000 |
| PAGEVIEWS        | 400.000 |

## ADVERTENTIES

## TARIEF

|                  |           |                                                                   |
|------------------|-----------|-------------------------------------------------------------------|
| BILLBOARD        | 970 x 250 | € 15 cpm                                                          |
| LEADERBOARD      | 728 x 90  | € 10 cpm                                                          |
| MEDIUM RECTANGLE | 300 x 250 | € 15 cpm                                                          |
| MOBILE BANNER    | 320 x 100 | € 15 cpm                                                          |
|                  | 320 x 50  |                                                                   |
|                  | 300 x 100 |                                                                   |
|                  | 300 x 50  |                                                                   |
| HALF PAGE AD     | 300 x 600 | € 17,50 cpm                                                       |
| INSTREAM VIDEO   |           | € 45 cpm                                                          |
| BRANDED CONTENT  |           | € 3.500 (fixed per week, incl. productie en social ondersteuning) |
| RETARGETING      |           | op aanvraag                                                       |
| PRODUCT BOOSTER  |           | op aanvraag                                                       |

## JFK op SOCIAL MEDIA

|           |                |
|-----------|----------------|
| FACEBOOK  | 16.000 volgers |
| INSTAGRAM | 21.000 volgers |

## ADVERTENTIE-OPTIES

## TARIEF

|                          |             |
|--------------------------|-------------|
| SPONSORED POST FACEBOOK  | op aanvraag |
| SPONSORED POST INSTAGRAM | op aanvraag |

## JFK MAGAZINE – 6 x a year

CIRCULATION 20,000

## SPECIFICATIONS

PRINT Offset  
 SIZE 210 mm (width) x 274 mm (height)  
 TYPE PAGE 210 x 274 mm  
 TYPE AREA 165 x 240 mm  
 COVER 300 grs MC  
 FINISH lumbeck 5 mm (left) en 5 mm (right)  
 PAPER 100 grs  
 ADVERTISEMENTS C-PDF tijdschriften Nederland  
 DELIVERY Digital per email ([sales@jfk.men](mailto:sales@jfk.men))

## GENERAL TERMS & CONDITIONS

All orders will be part of 'Regelen voor het Advertentiewezen' as stated at Legal courts in Holland, together with the general terms & conditions of VDS Publishing B.V., Amsterdam, The Netherlands.

## PRICES

All prices are VAT excluded, advertisements only in full color with color profile ISO Coated v2 300% (ECI).

## ADVERTISEMENTS

|          |          | TYPE SIZE (+3 mm) | TYPE AREA    |
|----------|----------|-------------------|--------------|
| 1/1 PAGE | € 6,000  | 210 x 274 mm      | 165 x 240 mm |
| 2/1 PAGE | € 10,400 | 420 x 274 mm      | 330 x 240 mm |

## PLUS PROPOSITIONS

|                    |       |                                                                                                      |
|--------------------|-------|------------------------------------------------------------------------------------------------------|
| Respond card*      | € 36  | Prices per 1,000 copies                                                                              |
| Scent card*        | € 87  |                                                                                                      |
| Glue card*         | € 87  | * Response card, scent card, paste sheet and / or sachets always accompanied by 1/1 page advertising |
| Paste sheet*       | € 118 |                                                                                                      |
| Sachet*            | € 145 | ** Scent strip always part of 2 pages                                                                |
| Scent strip**      | € 145 |                                                                                                      |
| Folder 2 pages     | € 145 | Other options and possibilities on request                                                           |
| Folder 4 pages     | € 165 |                                                                                                      |
| Folder 6 pages     | € 175 |                                                                                                      |
| Folder 8 pages     | € 180 |                                                                                                      |
| Folder 12 pages    | € 190 |                                                                                                      |
| Folder 16 pages    | € 200 |                                                                                                      |
| Folder 24 pages    | € 210 |                                                                                                      |
| Folder 28-44 pages | € 245 |                                                                                                      |
| Folder 48-60 pages | € 280 |                                                                                                      |

## EXTRA CHARGES

|                    |      |
|--------------------|------|
| Cover 2 and page 3 | +50% |
| Cover 3            | +25% |
| Cover 4            | +50% |
| Special request    | +20% |

## FINAL CLOSING DATE

10 working days before the date of issue.

## ADVERTORIALS / BRANDED CONTENT

Prices on request.

## CANCELLATION

4 weeks before issuing (contract remains).

| ISSUE | ON SALE          | RESERVATION/MATERIAL | EDITION          | THEME                       |
|-------|------------------|----------------------|------------------|-----------------------------|
| #93   | 3 March 2022     | 14 February 2022     | February/March   | Fashion & Accessories       |
| #94   | 28 April 2022    | 11 April 2022        | April/May        | Design & Style / EV Special |
| #95   | 23 June 2022     | 3 June 2022          | June/July        | Jeans x Sneakers & Watches  |
| #96   | 25 August 2022   | 8 August 2022        | August/September | Fashion                     |
| #97   | 27 October 2022  | 10 October 2022      | October/November | Winter-Whisk(e)y-EV Special |
| #98   | 15 December 2022 | 28 November 2022     | December/January | Fashion & Watches           |

## JFK Greatest Man Gala

October 27<sup>th</sup>, 2022

The presentation of JFK's Greatest Man Award has become *the* media event of the Netherlands in recent years. The commercial possibilities are many and tailor made, please feel free to contact us about it.

## JFK.MEN



|                 |         |
|-----------------|---------|
| UNIQUE VISITORS | 200,000 |
| VISITS          | 300,000 |
| PAGE VIEWS      | 400,000 |

## ADVERTISEMENTS

## RATES

|                  |           |                                                               |
|------------------|-----------|---------------------------------------------------------------|
| BILLBOARD        | 970 x 250 | € 15 cpm                                                      |
| LEADERBOARD      | 728 x 90  | € 10 cpm                                                      |
| MEDIUM RECTANGLE | 300 x 250 | € 15 cpm                                                      |
| MOBILE BANNER    | 320 x 100 | € 15 cpm                                                      |
|                  | 320 x 50  |                                                               |
|                  | 300 x 100 |                                                               |
|                  | 300 x 50  |                                                               |
| HALF PAGE AD     | 300 x 600 | € 17.50 cpm                                                   |
| INSTREAM VIDEO   |           | € 45 cpm                                                      |
| BRANDED CONTENT  |           | € 3,500 (fixed per week, incl. production and social support) |
| RETARGETING      |           | on request                                                    |
| PRODUCT BOOSTER  |           | on request                                                    |

## JFK on SOCIAL MEDIA

|           |                  |
|-----------|------------------|
| FACEBOOK  | 16,000 followers |
| INSTAGRAM | 21,000 followers |

## ADVERTISEMENT OPTIONS

## RATES

|                          |            |
|--------------------------|------------|
| SPONSORED POST FACEBOOK  | on request |
| SPONSORED POST INSTAGRAM | on request |