

Media pack trade magazine

Slapen 2016

English



General information

Title	VAKBLAD SLAPEN (www.vakbladslapen.nl)
Subtitle	Independent trade magazine for the bedding industry in the Netherlands and Belgium.
Publisher	Richard v/d Hak Phone: +31 (0)70 336 46 71
Published by	Uitgeverij Lakerveld bv J.C. van Markenlaan 3 2285 VL RIJSWIJK (The Netherlands)
Postal address	Uitgeverij Lakerveld bv P.O. Box 160 2290 AD WATERINGEN (The Netherlands)
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Subscriptions	Irene Semp E-mail: irene.semp@lakerveld.nl
Term of delivery	"Regelen voor het Advertentiewezen" and the terms of delivery for the Printing Industry in the Netherlands
Publicity frequency	6 times a year
Day of appearance	Friday
Total circulation	3.000
Copy date	3 weeks before appearance

Technical information

Printing process	Offset
Paper material	115 grams Silk
Screen	70
Digital material	Certified PDF, InDesign document together with a print example, fonts and illustrations (Tiffs, EPS, jpg) for Apple Macintosh.

Sizes are width x height in mm

Type area	Vertical	Horizontal
2/1 page		390 x 268
1/1 page	185 x 268	
1/2 page	90 x 268	185 x 132
1/4 page	90 x 132	185 x 64
Cover		216 x 303
Type page (bleed)	210 x 297 (excl. 3 mm cut)	
2/1 page bleed	426 x 303 (include 3 mm cutting)	
1/1 page bleed	216 x 303 (include 3 mm cutting)	
Back margin		15 mm
Column width advert. page		90 mm
Enclosure / insertion		max. 195 x 290 mm

Advertisement rates (in euros) print

Excl. charges printing-material, extra corrections and VAT

Full colour	1x	2x	4x	6x
2/1 page	3500	3300	3090	2775
1/1 page	2335	2200	2060	1850
1/2 page	1170	1095	1040	995
1/4 page	595	550	515	500
1/8 page	305	295	275	265

Appearance table 2016

Appearance	Deadline
1. 5 February	11 January
2. 25 March	1 March
3. 24 June	31 May
4. 26 August	2 August
5. 28 October	4 October
6. 23 December	29 November

Additional charges

Back page	25% (only 1/1 page, full colour)
Page 2 cover	20% (only 1/1 page)
Page 3 cover	20% (only 1/1 page)
Centre page	20% (only 2/1 page)
Contract period	1 year

Enclosure / insertion	2 pages = € 1500 *
	4 pages = € 2500 *
	6 pages = € 3250 *
	8 pages = € 3750 *
	more than 8 pages: on request

* Excluding postage-, processing charge, model in advance for your perusal.

Various charges

Technical charges expenses made due to delivery of not camera-ready material, will be charged at cost price.

Contact us to receive a free sample issue and a printed media kit

Voucher copy first copy free

Single issue € 6,00 per issue (including VAT)

Year subscription Netherlands and Belgium € 29,50 (including VAT)
Other countries € 46,00 (including VAT)

Editorial information

SLAPEN is the independent trade magazine in the bedding industry in the Netherlands and Belgium. It is highly appreciated by the bedding traders for its content.

Formula

- The latest news, usually commented;
- Information on people, business and products;
- Contemplated articles and features;

Editorial address Redactie vakblad SLAPEN
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Readership information

SLAPEN, a clear title, with clear content: information for and about the bedding industry in its widest sense. Why a separate magazine? Good question. The weekly magazine 'MEUBEL' has been the magazine for the bedding industry in both the Netherlands and in Belgium for the past four or five generations. But the industry is evolving. The bedding industry is rapidly becoming a specific field of knowledge. And with that comes a strong need for specific knowledge and specific information. That the bedding business has transformed into such a specific area of knowledge has everything to do with who's on top of the food chain: his royal highness the customer. The customer wants to talk to a specialist when it comes to a piece of furniture as important as his bed. Even the large retailers in the furniture business have specialized bedding departments - including a management team - so that even these stores can be called bedding specialist.

Distribution information

Who will receive the magazine? Everyone in the bedding industry will receive a free copy. We do ask our readers to fill out a card, stating that they are in fact a specialist in the bedding business - which directly gives us good feedback. Those not in the industry will have to pay a certain amount for a copy.

The (basic) edition of the trade magazine 'SLAPEN' is made up of 1500 bedding stores and linen shops, complemented by relevant subscribers to MEUBEL Weekly, for over 90 years the market leading business to business magazine within the interior sector.



Fachmagazin 'Slapen' wird publiziert durch Uitgeverij Lakerveld B.V. und ist Bestandteil unserer Gruppe von fünf Fachzeitschriften in dem Wohnbereich.

Uitgeverij Lakerveld B.V. publiziert schon 95 Jahren 'Vakweekblad Meubel', das führende B2B Wochenmagazin für die Wohnbranche in den Niederlande und Belgien. Fachmagazin 'Slapen' bietet aller Art Informationen vor und aus der Schlafbranche.

Dieses Fachmagazin wird verbreitet durch die ganze Schlafbranche. Die Grundaufgabe besteht aus 1.500 Spezialgeschäfte für Betten, Matratzen, Bettwäsche und Schlafzimmernöbel. Dieser Datenbestand wird komplettiert mit Abonnenten unseres 'Vakblad Meubel', die interessiert sind in der Schlafbranche.

Eine Probenummer finden Sie unter:
www.vakbladslapen.nl