



Communicate directly with (co)deciders in the food industry



2012

vmt

All information for the food professional

Communicate directly with (co)deciders in the food industry

10 reasons to advertise

The introduction and promotion of a product or service is important...

1. To **increase the awareness** of your existing products and brands.
2. To **present your innovations**.
3. VMT has a high-quality reach: 75% are paying members and vmt.nl has got more than **50% recurrent visitors**.
4. To **reinforce your image**.
5. To **recruit more participants for your event** and to **announce your participation at fairs**.
6. Apart from the journal, VMT offers other **multimedia channels** to convey your message, for example the web site which attracts **19.000 unique visitors** per month.
7. To **recruit professionals** from the food & nutrition industry via 4 channels: website, newsletter, vacancy service and the journal.
8. VMT is a **reliable and strong** brand with an average reach of **19.200 readers, 6.250 newsletter subscribers, 1.100 visitors** and is an **authority** in the food & nutrition industry.
9. **Contact new clients personally** during the VMT Meetings.
10. VMT is the **best known and most read journal in the food & nutrition industry**, so if you want to bring an advertisement under attention in this industry or if you need personnel, choose VMT!

Depending on your marketing and sales purposes, we can develop packages emphasizing awareness, project and product news, profiling, positioning and lead generation.

You will find all possibilities in this brochure. The VMT media consultant is happy to give you non-committal tailored advice.

Multi-media editorial formula

VMT has all the facilities to achieve your goals with a balanced mix of media products.

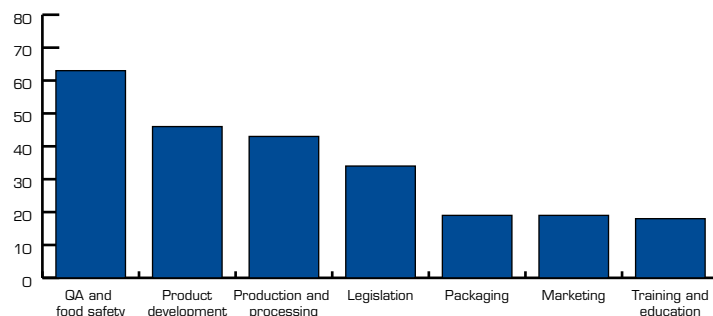
VMT informs about process technology, product development, food safety, management, sales and marketing, scientific research and legislation. This is all done by means of news, reports, interviews and background stories.

The information of VMT reaches the user via several channels: the journal, website, weekly newsletters, ten events per year, the online suppliers register, several annuals and via LinkedIn and Twitter.

Target group

For 125 years, VMT has been a reliable source for the management in quality assurance, production, marketing and sales, purchasing, R&D and product development. Seventy percent of them have a (partly) decisive or advisory vote in the purchasing process.

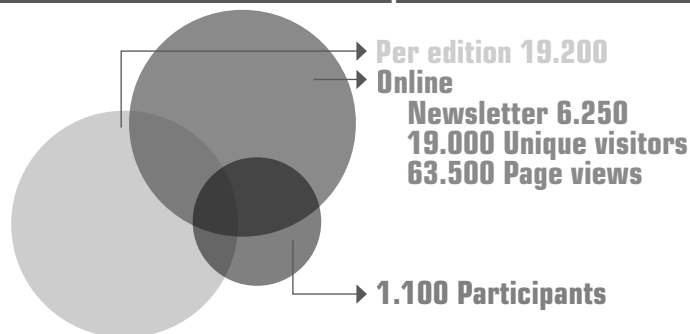
Via VMT you will reach professionals who are involved in the following fields:



Multi-media possibilities

Your message will be conveyed through several channels, attuned to the media behavior of the target group. The image below will show you what the added reach of VMT is.

Circulation per month



For DNV Certification, the online expressions by VMT and VMT journal are very valuable tools that help us to increase our visibility in the food & nutrition industry. A study by DNV Certification among food safety managers has shown that more than 30% of our clients and relations in the food & nutrition industry read the VMT journal. Among non-clients, this percentage is about 55%. It is an excellent opportunity for DNV to grab the attention of all kinds of professionals! Furthermore, we have great experiences with VMT's media consultant. VMT really helps us to discover how we can improve our communication with our target group.

Arjen de Keizer

(Marketing & Communication, DNV Benelux)



Print



Online



In person



Print

VMT JOURNAL



Online

VMT.nl

The VMT journal informs professionals in the food and nutrition industry about process technology, product development, food safety, durability, sales and marketing, scientific research and legislation. VMT has its own independent and professional editorial office. They are assisted by advisory bodies from different sectors in the food industry. Present-day subjects are elaborated on in specials.



Reach

Circulation figure: 3,198 *

connected to HOI

Joint subscription factor: 6

Actual reach: 19,188

* per edition, measured in the first and second quarter of 2011

Facts VMT Journal

- **VMT is the best-known and most-read magazine in the food and nutrition industry**
- **Published very frequently: 19 times a year**
- **VMT is reliable and widely accepted**
- **Quality reach: 70% are paid members**
- **High reach in all sectors of the food industry**



Events

VMT organizes several meetings each year. During these meetings, professionals get together to be informed and inspired about present-day subjects. The meetings are a good way to attain face-to-face contact with your target group.

Facts VMT Meetings

- **Reach 1,100 professionals in the food sector**
- **Contact new customers personally**
- **Qualitatively high participants' profile: only paid participants**
- **Practical information, tools, discussions and dialogues on present-day themes such as food safety, product development, durability, innovations, packaging, production and ingredients.**

More present-day information can be found on www.vmt.nl/bijeenkomsten

VMT Food Event 14 March 2012

In 2012, the event for the food and nutrition industry will be held for the sixth time and will take place in NBC Nieuwegein. Important themes such as food safety, quality, legislation and durability will be discussed. An extensive offer of lectures, information market and discussion and interaction with colleagues from the industry prepare the participants for the future.

VMT Meetings 10 times in 2012

Participants receive practical information about present-day topics. Product development, microbiological research, product specifications, food legislation, research in taste, QA, machine safety and contaminants are subjects on the agenda.

The website www.vmt.nl contains the latest news, background information and an expanded news and articles archive.



Facts VMT.nl

- **Average of 19,000 unique visitors and 63,500 page views per month**
- **Present-day news for professionals every day**
- **Expanded news and articles archive with easy search system**
- **Agenda with overview of congresses, workshops, fairs and courses**
- **Overview of current vacancies in the food and nutrition industry**



VMT



@VMTredactie

VMT Newsletter

The digital VMT newsletter is connected to the VMT website and informs the reader about the latest news in the food and nutrition industry every week. A banner or advertorial in the newsletter offers you extra exposure to your target group.



Facts VMT Newsletter

- **More than 6,250 registered members**
- **Carefully selected news in the inbox of your target group every week**
- **VMT Newsletter has an average rating of 7.3**
- **Linked to VMT.nl, it yields an extra reach of 19,000 unique visitors per month**

VMT Vacancy Service

A multimedia offer guarantees that your vacancy will be noticed by quite a number of officials on several moments and via several channels.

Your vacancy will be added to the following media:

VMT Journal	+ 3,198 copies
VMT.nl	+ 19,000 unique visitors
VMT Newsletter	+ 6,250 members
VMT Vacancy service	+ 1,100 members
VMT Multimedia package	= optimal efficiency

Facts VMT Vacancy service

- **Your vacancy visible to potential visitors (VMT journal and newsletter) as well as active visitors (VMT Vacancy service and VMT.nl);**
- **The level of experience and education of VMT readers, members and visitors guarantees high-quality response from your target group.**

VMT Suppliers register

Leveranciersregister.vmt.nl

The online VMT Suppliers register is an online database for the food industry. The register offers actual addresses, contact persons, websites and company information of this sector. You can also find this information in the Nutrients Annual and VMT's Ingredients Index.

Facts VMT Suppliers register

- Reach regular and specific users: buyers, technical managers, product developers and quality managers
- Select addresses quickly and easily
- Search using different criteria, such as product categories that are specific to users
- Export data to your own files
- Optimal visibility of your company, products and services
- High findability due to the high Google ranking of vmt.nl

Voedingsmiddelenjaarboek

The reference work for the food industry, containing overviews of food processing companies in the Netherlands; suppliers of machines, devices and services; -consultant and research agencies; government organizations and European organizations.

Facts Nutrients Annual

- **Annual edition of 3.000 copies**
- **Reach regular and specific users: buyers, technical managers, product developers and quality managers**
- **Optimal visibility of your company, products and services**

VMT's Ingrediëntenwijzer

VMT's Ingredients Index is the guide to materials, ingredients and additives for the food & nutrition industry.

Facts VMT's Ingredients Index

- **Reach regular and specific users: buyers, technical managers, product developers and quality managers**
- **All colorants, preservatives, thickeners, flavors and additives**
- **An overview of the suppliers in the Netherlands and Belgium, per product**
- **Recent information on legislation**

Our presence in VMT has increased our awareness and has contributed to the improvement of our image. Ron Besseling, General Director KTBA Group

+ Scoring with Google

It becomes more and more important that potential clients can find you via Google and that you make sure that potential clients contact you. This will increase the efficiency of your marketing budget. That's why VMT offers you high-quality services to let you score with Google.

VMT combines industry knowledge with Internet knowledge.

Free consultation: a Quick Scan of your website gives you insight into the improvement possibilities for Google and for the visitor.

VMT offers you several ways to increase your findability:

- Keyword analysis
- Landing pages
- Google Adwords
- Website improvement

Make an appointment now for free tailored advice!
Contact your media consultant.



MYbusinessacademy

Grow thanks to the combination of industry expertise and knowledge transmission
VMT is a publication of MYbusinessmedia. One part of MYbusinessmedia is the training section MYbusinessacademy. Central in the approach of MYbusinessacademy is the practical applicability and direct response to the reality. The themes in which these mainly short-term courses are offered are, among others, search engine and online marketing, social media and (web) editorial. The courses are taught by experienced practice specialists. The education contributes to successfully performing your profession.

You can also approach MYbusinessacademy for in-company education routes. We provide our in-company training at your location, focusing on the culture of your organization and on the specific education demand.

VMT offers a 10% discount on all courses and educations for members of VMT.

www.mybusinessacademy.nl
or contact your media consultant

mybusiness
ACADEMY

Algemene informatie

Titles	VMT VMT.nl VMT Newsletter VMT Vacancy service VMT Food Event VMT Meetings Leveranciersregister.vmt.nl Voedingsmiddelenjaarboek VMT's Ingrediëntenwijzer
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Print



Online

VMT Magazine

VMT.nl

Appearance dates 2012

Edition	Theme	Book	Supply	Appearance
1/2		6 Jan	10 Jan	20 Jan
3/4	VMT Food Event	27 Jan	31 Jan	10 Feb
5		17 Feb	21 Feb	2 March
6	New technology & processes / Anuga FoodTec	2 March	6 March	16 March
7		16 March	20 March	30 March
8	Food safety	30 March	3 Apr	17 Apr
09/10	FoodTech	20 Apr	24 Apr	8 May
11	Perception of healthy	10 May	14 May	25 May
12	Education and Labor market	25 May	29 May	8 Jun
13		8 Jun	12 Jun	22 Jun
14/15		29 Jun	3 Jul	13 Jul
16/17		27 Jul	31 Jul	10 Aug
18/19	Check and know / The Instrument	24 Aug	28 Aug	7 Sep
20	Sustainable production and packaging / Industrial Processing	7 Sep	11 Sep	21 Sep
21/22	IPA/SIAL	28 Sep	2 Oct	12 Oct
23	Ingredients, Hi Europe	12 Oct	16 Oct	26 Oct
24	Food safety, Packaging	26 Oct	30 Oct	9 Nov
25		9 Nov	13 Nov	23 Nov
26	Future trends	16 Dec	2 Dec	6 Dec

Advertisement rates (in Euro) VMT

Full color	1x	3x	6x	12x	19x
1/1 page	2.820	2.645	2.575	2.440	2.270
1/2 page	1.840	1.730	1.685	1.595	1.485
1/4 page	1.160	1.095	1070	1.015	950

Sizes

Type page	210 x 297	
Type area	Portrait	Landscape
1/1 page	185 x 267	-
1/2 page	90 x 267	185 x 131
1/4 page	90 x 131	185 x 63

Advertisement (size 90 x 63) beneath the section Market Now, price on request.

Submit message to Technical news, Agenda and Ingredients (1/6 pagina) (in EUR)

100 words without picture or 80 words with picture

Editorial	595
Advertorial	595
Including online submitting	750

Annexes / leaflets

- paper grammage min. 80gr/m²
- placement in the journal, in consultation
- size and performance in accordance with the model sent beforehand
- size and performance in accordance with the model sent beforehand

Other options

Patch + 1/1 advertisement (e.g. for direct response to your action)	On request
Collapsible cover (e.g. for placement of the calendar of your organization)	On request
Advertorial (e.g. to elaborate on your (new) product or service in an editorial piece)	On request
Section (e.g. to celebrate your anniversary)	On request

Rates (in Euros)

	Size	No. of positions	Rate
Leaderboard	728 x 90 px	6 positions	2.000 per month
Large Rectangle	336 x 280 px	6 positions	1.500 per month
Logolinks	60 x 30 px 40 text characters	6 (3 per positions)	450 per month
Full Banner	468 x 60 px	6 positions	500 per month
Advertorial in carousel	1 picture	Own page	700 per two weeks

File size: max. 50 Kb. File formats: gif (animated and non-animated), jpg, swf

VMT Newsletter

Banner rates (in Euro)

	Size	Rate
Full Banner	468 x 60 px	700 per month
Text Advertorial		350 each time
Image Advertorial	135 x 200 px	295 each time

Dedicated Newsletter on request

VMT Vacancy service

Multi-media rates (in Euros)

1/1 page	1.500
1/2 page	1.000

Online

Placement only on VMT.nl, in weekly VMT newsletter and vacancy newsletter. € 785 per month

Discounts for multiple vacancies (per year)

2-3 vacancies: 5% discount 4- 10 vacancies 10 % discount 11-20 vacancies 15 % discount

VMT's Suppliers register, Ingrediëntenwijzer, Voedingsmiddelenjaarboek

VMT Suppliers register

- Banner/logo (200x60 pixels) near your company name: € 395, - per year
- Mentioning suppliers register € 200, - per month or € 1.500, - per year

Vermeldingen

- Your company data, with one mentioning, will be included for free
- The 2nd until the 20th mentioning of your products and services: € 14,- per mentioning
- The 21st and following mentionings €10,- per mentioning

Advertisement rates (in EUR) per annual

1/1 page	795
1/2 page	505
1/4 page	295

Surcharge

Full colour	845 per page	600 per half page
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Events

VMT Meetings

We offer you the following possibilities during the VMT meetings:

- **A stand**
- **Folders, premiums or products for the participants**
- **A folder or company brochure in the congress file / -bag**
- **Advertisement page in the VMT edition prior to the meeting**
- **Your logo on all utterances during the meeting**
- **Your logo in the digital VMT Meetings newsletter with a link to your website**
- **Your logo with a link on VMT.nl at the meeting**
- **Mentioning of your name in the article of the meeting in VMT magazine**
- **Two free entrance tickets**
- **15% discount on entrance tickets for your relations**
- **Sponsorship lunch, breaks or get-together**
- **Cooperation of a lecturer (in consultation with congress manager)**

We already have a package for € 2295,-.

Inquire about your possibilities without obligations.

You can reach your media consultant Monique van Neutegem on 010 - 289 40 72 or via m.neutegem@mybusinessmedia.nl.

Target group

Management board in the field of quality assurance, production, marketing and sales, purchasing, R&D and product development

Range rates

- 19.200 readers per edition
- 6.250 newsletters per week
- 19.000 unique visitors per month
- 63.500 page views per month
- 1.100 event participants per year

Delivery specifications

Delivery of advertising materials

We receive your materials, as a certified pdf document, on the indicated delivery dates. The delivery address for your materials is studio@mybusinessmedia.nl, mentioning VMT and the edition number. For materials that are not yet ready to include, technical costs will be charged. You can contact the Order supervision department by phone if you have questions concerning the materials: +31 [0]570 504 43 46.

Delivery of annexes and leaflets

We receive your materials on the indicated delivery dates at the latest, on the following address: Printing Office Tesink | attn Harry Boesveld, mentioning VMT, the edition number and the order number | Hermesweg 17 | 7202 BR Zutphen

Delivery of banner material

You can send your banners to the Online Traffic department. You can send your banners to: online.opdrachten@mybusinessmedia.nl. Delivery dates of banners in consultation with your media consultant.

All rates are in EUR, excl. VAT and rates per placement. Reserve intervening changes. All agreements are realized with MYbusinessmedia on the basis of the general conditions, of which a copy will be sent on request.

Extra subscriptions

Subscribe to VMT and benefit from many advantages:

- Receive the VMT magazine with news, backgrounds and practical examples 19 times per year
- Digital browse version of VMT on the moment of publication
- Weekly VMT Newsletter and VMT Vacancy service
- Unlimited access to the news and articles archive
- € 100 discount on every VMT Meeting (10 per year)
- Discounts on Nutrients Annual and VMT's Ingredients index
- Discount on books such as Microbiologie, Proeven van Succes and Functional Foods

Are you looking for a gift or incentive?

Do you want to keep your relations informed about what's going on in the market and are you looking for an original gift? Think about sending the VMT magazine to your relations. This way, you will kill two birds with one stone. Of course it is also possible to provide VMT with a message from your organization by means of a leaflet of your company including an interesting offer. Contact your media consultant for the attractive possibilities.

Membership Netherlands € 199.95

Membership Benelux € 222.50

Digital membership € 150,-

Trial membership (2 months) € 29,-

Multiple memberships are available with interesting discounts.