VIVES

Product Information and Advertising Rates 2008

HUB UITGEVERS

Trade journal for ict coordinators at school

Vives is the Netherlands' trade journal for school principals, (meta) school management, ICT coordinators, network administrators and teachers in primary and secondary education. Vives has become the leading (ICT) trade journal in the field of education. Its variety of topics, articles contributed by education professionals, original columns and in-depth interviews make Vives an influential, top-notch trade magazine that touches the very heart of education.

Publisher
Martin Smelt

Editor in chief
Maaike Neuteboom

Frequency
10 times per year

Subscription price
€10,00

Circulation
23.000 copies

Advertising
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Editorial Formula

Vives magazine brings you up to date with all current information in all school related subjects, ranging from software reviews, ict information, news and more. Vives makes all these subject very clear to her readers, so that every one working in the school, like management, teachers, ict coordinators and other employees who hardly use a computer, can still understand all the information. This strong concept makes Vives a highly appreciated and quality (ict) magazine.

Themes in 2008

Nr. 1. Remote learning
Nr. 2. Oursourcing ICT management
Nr. 3. Networked learning
Nr. 4. Multimedial teaching
Nr. 5. IPON special
Nr. 6. Digital writing boards
Nr. 7. Internationalising
Nr. 8. Administration systems
Nr. 9. Educational software
Nr. 10. Visions, trends en innovations

Advertising Material

- PMS spot colours not possible, please build from CMYK
- Delivery through FTP, e-mail or physical disc
- Het materiaal dient uiterlijk op de 'Copy deadline' binnen te zijn
- Size 1/1 page: 260 x 360 mm (w x h), with a bleed of 5 mm allround, marked with cutting marks
- Size 2/1 page: 520 x 360 mm (w x h), with a bleed of 5 mm allround, marked with cutting marks.
- Size 1/2 page: horizontal 244 x 168 mm (w x h), wordt in een kader geplaatst
- Size 1/4 page: vertical 118 x 168 mm (w x h), wordt in een kader geplaatst
- File size: high resolution Certified PDF with a minimal resolution of 300 dpi.
- Please embed fonts into PDF file
- For adding leaflets, attachments, brochures etc., please contact account manager
- All costs made by not supplying finished advertising material will be charged to the advertiser

Publication dates and advertising rates 2008

Please place your reservations at least 4 weeks prior to On sale date.
Dates are subject to change.

Publication dates

Issue	Supply of Art Work	Publication
1	27 augustus 2007	7 september 2007
2	24 september 2007	5 oktober 2007
3	22 oktober 2007	2 november 2007
4	26 november 2007	7 december 2007
5	7 januari 2008	18 januari 2008
6	4 februari 2008	15 februari 2008
7	3 maart 2008	14 maart 2008
8	31 maart 2008	11 april 2008
9	28 april 2008	9 mei 2008
10	26 mei 2008	6 juni 2008

Advertising Rates (Prices do not include VAT, subject to change, FC surcharge Inclusive)

Full color

Size	1x	3x	6x	10x
2/1 page	€2.380,-	€2.170,-	€2.110,-	€2.050,-
1/1 page	€1.620,-	€1.480,-	€1.440,-	€1.400,-
1/2 page	€1.120,-	€1.020,-	€980,-	€960,-
1/4 page	€3.600,-	€3.280,-	€3.180,-	€3.080,-

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1/1 page	€1.990,-	€1.830 ,-	€1.770,-	€1.730,-
1/2 page	€1.370,-	€1.250,-	€1.210,-	€1.180,-
1/4 page	€950,-	€870,-	€840,-	€820,-

Surcharge		
	Pre placement	+15%
	Cover 2 (alleen full color)	+15%
	Cover 3 (alleen full color)	+15%
	Cover 4 (alleen full color)	+20%

Number of pages
48 pages selfcover

Page size
260 x 360 mm

Inside Pages
Printing proces: coldset
Paper: 54 grams UPM Mat

Print
Fullcolour

Printing Office
Dijkman Offset Diemen