

# AARDSCHOK

## ADVERTISING RATES 2022



MAILING ADDRESS: P.O. Box 7, 5690 AA Son, The Netherlands

PHONE: +31 499-474025

e-mail: [redactie@aardschok.com](mailto:redactie@aardschok.com)

WEBSITE: [www.aardschok.com](http://www.aardschok.com)

IBAN: NL29INGB0688665160 (to: Aardschok, Son) SWIFT-NR/BIC: INGBLN 2A

PAYPAL ACCOUNT: [redactie@aardschok.com](mailto:redactie@aardschok.com) (2 % will be added to your bill)

### GENERAL INFORMATION:

RELEASE FREQUENCY: 10 issues a year CIRCULATION: 14.500 SALES PRICE: € 6,95

ACQUISITION: Mike van Rijswijk

E-MAIL: [mike@aardschok.com](mailto:mike@aardschok.com)

POSTAL ADDRESS COURIER SERVICES: Aardschok, Wilhelminalaan 22, 5691 AZ Son, The Netherlands

EMAIL YOUR ADS TO: [mike@aardschok.com](mailto:mike@aardschok.com) (preferred: Photoshop-JPEG format or certified PDF-file)

PRINTER: Moderna Printing, Schoebroekstraat 50, 3583 Paal-Beringen, Belgium PHONE: +32 - 53 - 5075555

CANCELLATIONS: No later than one week before delivery date.

NEW ADVERTISERS: With new advertisers there's a chance you have to pay a percentage of the ad-costs in advance.

AARDSCHOK: The most up-to-date rock & metal magazine of the Benelux.

Over 41 years the leading source for your hard and heavy information.

TIME SCHEDULE AD DELIVERY AND RELEASE DATES:			
MONTH NUMBER	DELIVER VIA E-MAIL <a href="mailto:mike@aardschok.com">mike@aardschok.com</a>	MAGAZINE AT SUBSCRIBERS	STREETDATE
12-2021	November 11	November 20	November 23
1-2-2022	January 13	January 22	January 25
3-2022	February 10	February 19	February 22
4 - 2022	March 10	March 19	March 22
5 - 2022	April 14	April 23	April 26
6 - 2022	May 12	May 21	May 24
7 - 2022	June 9	June 18	June 21
8/9 - 2022	July 21	July 30	August 2
10 - 2022	September 1	September 10	September 13
11 - 2022	October 6	October 15	Oktober 18
12 - 2022	November 3	November 12	November 15
1-2-2023	January 12	January 21	January 24

### BANNERS ON [WWW.AARDSCHOK.COM](http://WWW.AARDSCHOK.COM):

DIMENSION:

120 x 120 pixels

120 x 300 pixels

468 x 60 pixels

LOCATION:

left side of the page

left or right side of the page

page header

PRICE PER WEEK:

€ 7,50

€ 10,00

€ 12,50

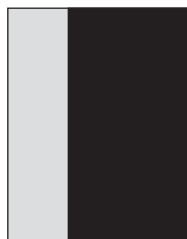
In all cases banners must be provided as GIF of JPG (max. 50 kb) or SWF (flash max. 50 kb).

Banners can be shown on all pages as a header or on the left side. Banners on the right side will only be displayed on a few pages (including the frontpage).

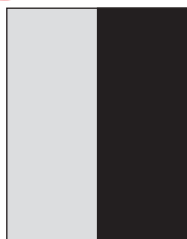
# ADVERTISEMENT FORMATS:



**3/4 page UPRIGHT**  
141 x 266 mm



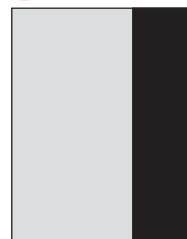
**2/3 page UPRIGHT**  
122 x 266 mm



**1/2 page UPRIGHT**  
92 x 266 mm



**1/2 page HORIZONTAL**  
188 x 133 mm



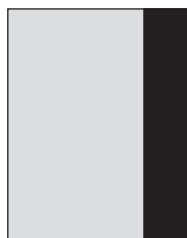
**1/3 page UPRIGHT**  
60 x 266 mm



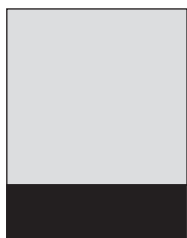
**1/3 page HORIZONTAL**  
188 x 88 mm



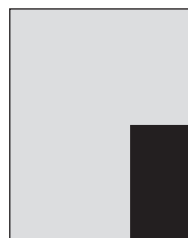
**1/4 page NORMAL**  
92 x 133 mm



**1/4 page UPRIGHT**  
44 x 266 mm



**1/4 page HORIZONTAL**  
188 x 66 mm



**1/6 page UPRIGHT**  
60 x 133 mm



**1/6 page HORIZONTAL**  
92 x 88 mm



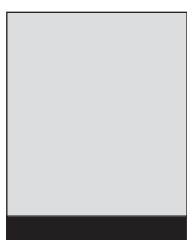
**1/1 FULL PAGE**  
188 x 266 mm



**1/8 page NORMAL**  
92x 66,5 mm



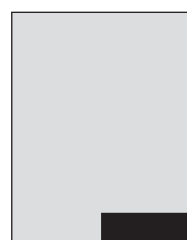
**1/8 page UPRIGHT**  
44 x 133 mm



**1/8 page HORIZONTAL**  
188 x 33 mm



**1/16 page UPRIGHT**  
44 x 66.5 mm



**1/16 page HORIZONTAL**  
92 x 33 mm



**1/1 PAGE FULL BLEED**  
206 x 286 mm

# ADVERTISEMENT RATES AND DISCOUNTS:

## SIZE

1/1 Page	€ 1.800
3/4 Page	€ 1.600
2/3 Page	€ 1.500
1/2 Page	€ 1.350
1/3 Page	€ 1.100
1/4 Page	€ 900
1/6 Page	€ 700
1/8 Page	€ 600
1/16 Page	€ 400

The following discounts are valid:  
 3 - 4 ads per year 25 % discount  
 5 - 6 ads per year 30 % discount  
 7 - 10 ads per year 35 % discount

**COVERS:** 2 and 3 + 10 %    Backpage with UV-varnished + 15 %

**INSERTS:** Rates for inserts are available on request.

**MAXI-SPOTJES:** These are placed together in the back of the magazine. They are € 60 each, and are meant to give bands and promoters a chance to advertise their gigs in a cheap way. You have a choice of dimensions: 44 x 66 mm (upright) or 92x33 mm (horizontal). Double, triple or quadruple dimensions of those Maxi-Spotjes can be booked also.

# TECHNICAL PRINTING INFO:

**PRINTING PROCEDURE:** Offset rotation.

**FINISHING:** Glued adhesive binding.

**PAPER COVER:** 200 grams wood-free machine coated satin paper and UV-varnished.

**PAPER INSIDE:** 70 grams light wooden machine coated satin paper.

**DIMENSIONS:** Type page 206 x 285 mm full bleed, type area 188 x 266 mm.

**DELIVERED AS:** Certified PDF including certified proof (ISO-Fogra)

**MINIMUM SIZE:** 100 pages in full colour.