

AARDSCHOK

ADVERTISING RATES 2023



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

PHONE: +31 499-474025

e-mail: redactie@aardschok.com

WEBSITE: www.aardschok.com

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

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

GENERAL INFORMATION:

RELEASE FREQUENCY: 10 issues a year

CIRCULATION: 14.500

SALES PRICE: € 7,95

ACQUISITION: Mike van Rijswijk

E-MAIL: mike@aardschok.com

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

EMAIL YOUR ADS TO: 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 42 years the leading source for your hard and heavy information.

TIME SCHEDULE AD DELIVERY AND RELEASE DATES:

MONTH NUMBER	DELIVER VIA E-MAIL mike@aardschok.com	MAGAZINE AT SUBSCRIBERS	STREETDATE
12 - 2022	November 10	November 19	November 22
1-2 - 2023	January 12	January 21	January 24
3 - 2023	February 9	February 18	February 21
4 - 2023	March 9	March 18	March 21
5 - 2023	April 13	April 22	April 25
6 - 2023	May 11	May 20	May 23
7 - 2023	June 8	June 17	June 20
8/9 - 2023	July 20	July 29	August 1
10 - 2023	August 31	September 9	September 12
11 - 2023	October 5	October 14	Oktober 17
12 - 2023	November 9	November 18	November 21
1-2 - 2024	January 11	January 20	January 23

BANNERS ON 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

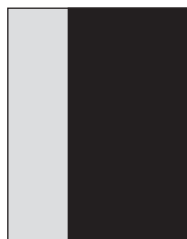
In all cases banners must be provided as GIF of JPG (max. 50 kb) or SWF (flash max. 50 kb).

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).

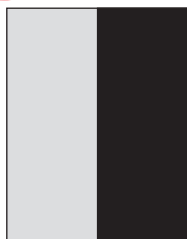
ADVERTISEMENT FORMATS:



3/4 page UPRIGHT
141 x 266 mm



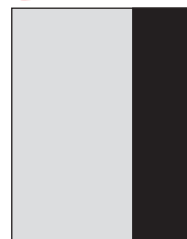
2/3 page UPRIGHT
122 x 266 mm



1/2 page UPRIGHT
92 x 266 mm



1/2 page HORIZONTAL
188 x 133 mm



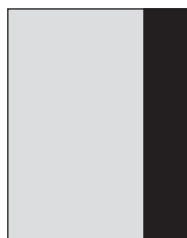
1/3 page UPRIGHT
60 x 266 mm



1/3 page HORIZONTAL
188 x 88 mm



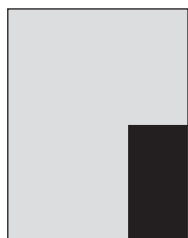
1/4 page NORMAL
92 x 133 mm



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



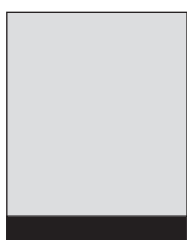
1/1 FULL PAGE
188 x 266 mm



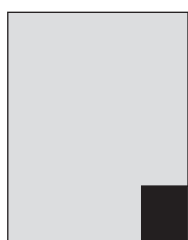
1/8 page NORMAL
92 x 66,5 mm



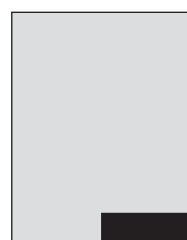
1/8 page UPRIGHT
44 x 133 mm



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.