
Advertising

KLEI keramiek magazine is the only ceramic magazine written in Dutch.

KLEI keramiek magazine focuses on the potters' interest, whether amateur or professional, it is also an invaluable resource for students, collectors and enthusiastic followers of the ceramics world.

KLEI keramiek magazine contains a range of features on historical and contemporary practice, as well as valued technical information, exclusive interviews and signposting to key events and exhibitions. In every issue we also go into the studio of renowned makers to record their making process step-by-step.

KLEI keramiek magazine is published 6 times a year in a circulation of 5.600 copies and has over 5.400 subscribers in The Netherlands and in Belgium. The rest of the print run is distributed through newsstand sales and promotion.

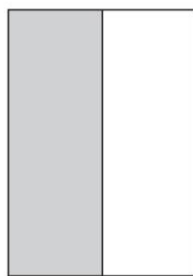
For advertising contact: adverteren@klei.nl



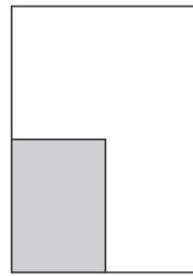
1/1 page



1/2 page



1/2 page



1/4 page



1/8 page

Advertising rates

Size	w x h in mm	1x	3x	6x
1/1 page	210 x 297 (+ 3 mm bleed)	€ 735,-	€ 2.095,-	€ 3.969,-
1/1 page	180 x 260	€ 735,-	€ 2.095,-	€ 3.969,-
1/2 page	180 x 127	€ 368,-	€ 1.048,-	€ 1.985,-
1/2 page	87 x 260	€ 368,-	€ 1.048,-	€ 1.985,-
1/4 page	87 x 127	€ 184,-	€ 524,-	€ 992,-
1/8 page	87 x 60,5	€ 92,-	€ 254,-	€ 499,-

Special positions

Back cover + 15%

Inside back cover + 10%

Inserts

Per 1.000: € 85,-. Inserts can be ordered for an entire (6.000) or partial (5.300 subscription only) run.

Maximum size: 205 x 290 mm. Leaflets above 5-grams: extra charge. The delivery address will be sent to you after order confirmation

Please send 1 digital copy of the leaflets to adverteren@klei.nl

Contact: adverteren@klei.nl

Classifieds (courses, workshops, materials offered and wanted)

Magazine

Number of characters incl. spaces	Publishing 1 x	Publishing 3 x	Publishing 6 x
up to 320	€ 24,-	€ 69,-	€ 132,-
up to 480	€ 33,-	€ 95,-	€ 185,-
up to 640	€ 41,-	€ 118,-	€ 239,-
up to 960	€ 58,-	€ 168,-	€ 317,-
up to 1.280	€ 77,-	€ 217,-	€ 409,-
up to 1.600	€ 92,-	€ 264,-	€ 495,-

Combination advertisement the same ad in the magazine and on the website

	Publishing 1 x	Publishing 3 x	Publishing 6 x	Add a photo to the classified section online is possible
tot 320	€ 36,-	€ 95,-	€ 160,-	
tot 480	€ 49,-	€ 132,-	€ 217,-	1 x placement € 30,-
tot 640	€ 62,-	€ 168,-	€ 283,-	3 x placement € 58,-
tot 960	€ 89,-	€ 237,-	€ 397,-	6 x placement € 84,-
tot 1.280	€ 114,-	€ 306,-	€ 509,-	
tot 1.600	€ 138,-	€ 373,-	€ 622,-	

Deadlines

Issue	Reservation	Material	Published
2023-1 January-February	15 November 2022	20 November 2022	1 st Week of January 2023
2023-2 March-April	10 January 2023	20 January 2023	1 st Week of March 2023
2023-3 May-June	10 March 2023	20 March 2023	1 st Week of May 2023
2023-4 July-August	10 May 2023	20 May 2023	1 st Week of July 2023
2023-5 September-October	10 July 2023	20 July 2023	1 st Week September 2023
2023-6 November-December	10 September 2023	20 September 2023	1 st Week November 2023

Lay-out specifications

The delivery address for ready-to-print material is: adverteren@klei.nl quoting KLEI and the edition of placement. Please deliver the advertising material, preferably as a certified pdf document, according to the above schedule for booking and delivery .

Refusal and Payment of advertisement

Stichting KLEI may, at any time, without explanation, refuse orders. This will not constitute a claim liability in any way. Advertisements must be paid in advance. The invoice will be sent with the placement agreement.