

## Advertising

*KLEI keramiek magazine* is the ceramic magazine written in Dutch for the Netherlands and Belgium since 1980.

*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 5.500 copies and has over 5.200 subscribers in The Netherlands and in Belgium. The rest of the print run is distributed through newsstand sales and promotion.

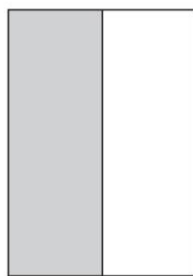
**For advertising contact:** [adverteren@klei.nl](mailto:adverteren@klei.nl)



1/1 page



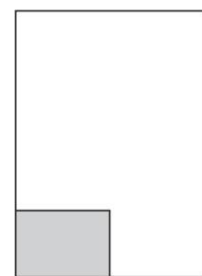
1/2 page



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,-

\* Placing an ad in this format is restricted!

### 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](mailto:adverteren@klei.nl)

Contact: [adverteren@klei.nl](mailto:adverteren@klei.nl)

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## Classifieds (courses, workshops, materials offered and wanted)

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### Magazine

Number of characters incl. spaces	Publishing 1 x	Publishing 3 x	Publishing 6 x
320	€ 24,-	€ 69,-	€ 132,-
up to			
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,-	

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## Deadlines

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Issue	Reservation	Material	Published
2024-1 January-February	10 November 2023	15 November 2023	1 <sup>st</sup> Week of January 2024
2024-2 March-April	10 January 2024	15 January 2024	1 <sup>st</sup> Week of March 2024
2024-3 May-June	10 March 2024	15 March 2024	1 <sup>st</sup> Week of May 2024
2024-4 July-August	10 May 2024	15 May 2024	1 <sup>st</sup> Week of July 2024
2024-5 September-October	10 July 2024	15 July 2024	1 <sup>st</sup> Week September 2024
2024-6 November-December	10 September 2024	15 September 2024	1 <sup>st</sup> Week November 2024

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## Lay-out specifications

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The delivery address for ready-to-print material is: [adverteren@klei.nl](mailto: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 .

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## Refusal and Payment of advertisement

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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.