

## 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 ceramic's 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 5.000 copies and has over 4.500 subscribers in The Netherlands and in Belgium. The rest of the print run is distributed through newsstand sales and promotion.

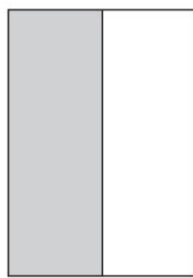
**For advertising contact:** [adverteren@klei.nl](mailto:adverteren@klei.nl)



1/1 page



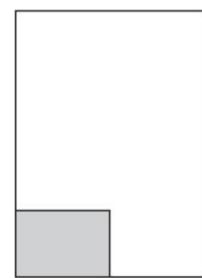
1/2 page



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)	€ 772,-	€ 2.109,-	€ 4.167,-
1/1 page	180 x 260	€ 772,-	€ 2.109,-	€ 4.167,-
1/2 page	180 x 127	€ 386,-	€ 1.100,-	€ 2.084,-
1/2 page	87 x 260	€ 386,-	€ 1.100,-	€ 2.084,-
1/4 page	87 x 127	€ 193,-	€ 550,-	€ 1.042,-
1/8 page *	87 x 60,5	€ 97,-	€ 278,-	€ 524,-

\* Placing an ad in this format is restricted!

### Special positions

Back cover + 15%

Inside back cover + 10%

## Inserts

Sealing package inserts is only possible for our subscribers. Cost: €400 per insert per issue.

Please always send 1 digital copy in advance to: [adverteren@klei.nl](mailto:adverteren@klei.nl).

You will receive the delivery address, the required quantities, and the shipping instructions for the flyers after our confirmation. Please note that the package inserts must be submitted several weeks before the issue is published. Any remaining flyers will be destroyed after insertion.

Maximum size (single sheet or folded) 205 x 290 mm.

A surcharge applies for sealing leaflets heavier than 50 grams. Rate on request.

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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
up to 320	€ 25,-	€ 72,-	€ 139,-
up to 480	€ 35,-	€ 100,-	€ 194,-
up to 640	€ 43,-	€ 124,-	€ 251,-
up to 960	€ 60,-	€ 176,-	€ 333,-
up to 1.280	€ 80,-	€ 228,-	€ 429,-
up to 1.600	€ 96,-	€ 277,-	€ 520,-

### 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	€ 38,-	€ 100,-	€ 168,-	
tot 480	€ 51,-	€ 139,-	€ 228,-	1 x placement € 32,-
tot 640	€ 65,-	€ 176,-	€ 297,-	3 x placement € 60,-
tot 960	€ 93,-	€ 249,-	€ 417,-	6 x placement € 88,-
tot 1.280	€ 120,-	€ 321,-	€ 534,-	
tot 1.600	€ 145,-	€ 392,-	€ 653,-	

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## Deadlines

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Issue	Reservation	Material	Published
2026-1 January-February	10 November 2026	15 November 2025	1 <sup>st</sup> Week of January 2026
2026-2 March-April	10 January 2026	15 January 2026	1 <sup>st</sup> Week of March 2026
2026-3 May-June	10 March 2026	15 March 2026	1 <sup>st</sup> Week of May 2026
2026-4 July-August	10 May 2026	15 May 2026	1 <sup>st</sup> Week of July 2026
2026-5 September-October	10 July 2026	15 July 2026	1 <sup>st</sup> Week September 2026
2026-6 November-December	10 September 2026	15 September 2026	1 <sup>st</sup> Week November 2026

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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.