



e:ofenedex
logisticx



Mediakit
2022

What is evofenedex?

evofenedex is one of the largest Dutch trade associations and represents companies where logistics is part of daily business in over 300 sectors. evofenedex represents the interests of production and trading companies in the field of logistics and export. From the bakery on the corner to the largest multinationals in the Netherlands. Collectively evofenedex members account for about 75 percent of all goods movements in or through the Netherlands. Combined the members account for a market share of almost 90 percent of internal logistics in our country! An estimated 85 percent of all warehouse space in our country is in use by members of evofenedex. Also, almost all shippers in the Netherlands are member of evofenedex. So it is a unique reach within a valuable target group!

evofenedex logisticx

Target group: (middle) large companies

evofenedex logisticx is the only logistics periodical in the Netherlands to project economic and social trends and developments on to the world of logistics and Supply Chain Management. Without exception, the target readership consists of logistic managers at companies with extensive storage capacity and a very large fleet. With an insertion in evofenedex logisticx you will reach the actual decision makers concerned with deployment of human and logistic resources. evofenedex logisticx has a number of main categories, human capital, government and legislation, transport, supply chain management and transport and storage of dangerous substances.

Maximum audience in a unique Umfeld

evofenedex logisticx reaches 24,000 decision makers in businesses in the field of logistics and supply chain management. A choice for evofenedex logisticx means opting for a clearly defined segment in a unique Umfeld and with coverage of more than 70 percent. evofenedex logisticx has the HOI trademark so our circulation numbers are controlled and the advertising rates are based on this. evofenedex logisticx is also distributed to the members of Association of Logistic Management (vLm).



Rates

| | 1x | 3x | 6x |
|----------|---------|---------|---------|
| 1/1 page | € 2.855 | € 2.569 | € 2.426 |
| 1/2 page | € 1.712 | € 1.541 | € 1.456 |
| 1/4 page | € 1.034 | € 930 | € 879 |
| 1/8 page | € 615 | € 553 | € 523 |
| A4 | € 3.806 | € 3.426 | € 3.234 |

Inserts

Rates in consultation

Supplements*

| | |
|--------------------|-----|
| cover 2/3 | 20% |
| cover 4 | 25% |
| preferred position | 20% |
| Center page | 25% |

*in consultation only

Circulation

Total copies distributed: 7.000

Formats (wide x deep)

| | Portrait | Landscape | Bleed |
|----------|-----------|-----------|-----------|
| 1/1 page | 267 x 377 | | 297 x 420 |
| 1/2 page | 132 x 377 | 267 x 187 | |
| 1/4 page | 132 x 187 | 267 x 92 | |
| 1/8 page | | 132 x 92 | |

Technical specifications

| | |
|-----------------|-----------------|
| Printing proces | Rotation offset |
| Raster | 60 |
| Bleed | 3 mm |
| Gutter | 13mm |

Art work

Digital as Certified PDF with color proof.

Questions, please contact our after sales
+31 (0)70 399 00 00.

When the artwork supplied is not suited for printing.
Additional costs will be charged.

Rates are valid from 1 October 2021 hereby replacing all previous rates. All rates are per issue and excl. VAT.

| Appearance | Reservation | Art work | Theme |
|--------------------------|----------------------------|----------------------------|---|
| February 3 th | January 10 th | January 18 th | Logistics automation / efficiency |
| April 7 th | March 14 th | March 22 nd | SCM / Innovations |
| June 9 th | May 16 th | May 24 th | Customs / International trade |
| August 18 th | July 18 th | August 2 nd | Logistics real estate |
| October 6 th | September 12 th | September 20 th | Intralogistics / Material handling |
| December 8 th | November 14 th | November 22 th | evofenedex members are looking for partners / cooperation |

Dates and themes are subject to change.

All contracts are signed with evofenedex based on the general conditions of evofenedex of which a copy will be send to you at your request.

Acquisition

Jetvertising b.v.
Tiendweg 12
2671 SB Rijswijk
T +31(0)70 399 00 00
F +31(0)70 390 24 88
I www.jetvertising.nl
E vincent@jetvertising.nl (sales)
E advertenties@jetvertising.nl (after sales)

Publisher

evofenedex
PO box 350
2700 AJ Zoetermeer
T +31(0)79 346 73 46
F +31(0)79 346 78 46
I www.evofenedex.nl

Editor

evofenedex
PO box 350
2700 AJ Zoetermeer
T +31(0)79 346 73 46
F +31(0)79 346 78 46
I www.evofenedex.nl
E redactie@evofenedex.nl