

Advertising rates 2025

Boer&Tuinder

Editorial pages

















Boer&Tuinder is the weekly magazine for farmers and vegetable growers who are members of Boerenbond. The magazine brings news about trade union actions, economic and social-legal news, but also agriculturally focused technical information for all those who are professionally engaged in agriculture and horticulture. European and world politics are also discussed. The members also find information about seminars and informative activities of Boerenbond and of many professional organizations involved in the agricultural sector.

Each issue contains a number of article that focus on a particular topic. The members receive information about what interests them and what concerns them, but also provide information from the activities on their farm. In addition to the website, the digital newsletters and the specialized information from the sector-oriented activities by Boerenbond, *Boer&Tuinder* gives the journalists the opportunity to focus on subjects to be analysed in depth .

Boer&Tuinder is published as a magazine with a glued back. The fresh layout looks modern and attractive, and invites the members, the stakeholders and the employees of the government to read it and share its content.

Standard format

Format	b/w	1 color*	Quadri	Layout	
Dimensions in mm (W x H)				Prices in euro	
Cover 2  230 x 297			3180,00	75,00	
Cover 3  230 x 297			3050,00	75,00	
Cover 4  230 x 297			3315,00	75,00	
2/1  460 x 297			5565,00	110,00	
1/1   182 x 263 230 x 297		2125,00	2455,00	2650,00	75,00
1/2   182 x 128 87 x 263		1155,00	1435,00	1655,00	65,00
1/3   182 x 82 58 x 263		775,00	990,00	1265,00	55,00
1/4   182 x 60 87 x 128		590,00	780,00	990,00	45,00
1/8   87 x 60 182 x 28		295,00	425,00	555,00	35,00

* Composition colour: see technical card

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Boer&Tuinder

Commercial pages













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Format	b/w	1 color*	Quadri	Layout
Dimensions in mm (W x H) Prices in euro				
2/1 				
460 x 297			3800,00	110,00
1/1 				
182 x 263	230 x 297	1325,00	1615,00	1810,00
1/2 				
182 x 128	87 x 263	695,00	965,00	1145,00
1/3 				
182 x 82		450,00	585,00	835,00
1/4 				
182 x 60	87 x 128	365,00	490,00	630,00
1/8 				
87 x 60	182 x 28	180,00	240,00	325,00

* Composition colour: see technical card

Commercial blocks

Rates mm/column	b/w	1 color	Quadri
Commercial (width 41-87 mm)			
H 50mm x 1 column	50,00	65,00	160,00
H 75mm x 1 column	70,00	95,00	225,00
H 100mm x 1 column	90,00	130,00	295,00
H 50mm x 2 columns	90,00	130,00	295,00

Flexible format

Rates mm/column	
Notarial / Immo (width 82 mm)	on request
Rates per mm height	

Publication dates 2025

Edition Nr.	Date	Reservation before	Material before
1	02/01	17/12/2024	18/12/2024
2	09/01	23/12/2024	24/12/2024
3	16/01	07/01	08/01
4	23/01	14/01	15/01
5	30/01	21/01	22/01
6	06/02	28/01	29/01
7	13/02	04/02	05/02
8	20/02	11/02	12/02
9	27/02	18/02	19/02
10	06/03	25/02	26/02
11	13/03	04/03	05/03
12	20/03	11/03	12/03
13	27/03	18/03	19/03
14	03/04	25/03	26/03
15	10/04	01/04	02/04
16	17/04	08/04	09/04
17	25/04	15/04	16/04
18	02/05	18/04	22/04
19	08/05	25/04	28/04
20	15/05	06/05	07/05
21	22/05	13/05	14/05
22	30/05	19/05	20/05
23	05/06	27/05	28/05
24	13/06	03/06	04/06
25	19/06	10/06	11/06
26	26/06	17/06	18/06
27	03/07	24/06	25/06
28/29	10/07	01/07	02/07
30/31	25/07	14/07	15/07
32/33	07/08	29/07	30/07
34	21/08	11/08	12/08
35	28/08	19/08	20/08
36	04/09	26/08	27/08
37	11/09	02/09	03/09
38	18/09	09/09	10/09
39	25/09	16/09	17/09
40	02/10	23/09	24/09
41	09/10	30/09	01/10
42	16/10	07/10	08/10
43	23/10	14/10	15/10
44	30/10	21/10	22/10
45	06/11	28/10	29/10
46	13/11	31/10	03/11
47	20/11	07/11	12/11
48	27/11	18/11	19/11
49	04/12	25/11	26/11
50	11/12	02/12	03/12
51/52	18/12	09/12	10/12

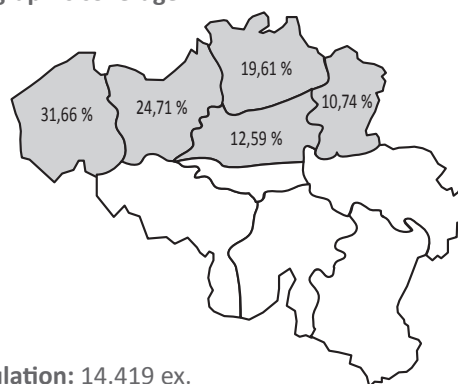
■ **Surplus charge:** Preferential insertion +10%

■ **Material:** Technical data can be found on www.mediaservice.be.

■ **Prices excl. VAT:**

The proposed advertising can be refused or adjusted by the responsible publisher of the chosen magazine, if his decision is motivated. General conditions of sale available on request.

■ **Geographic coverage:**



■ **Circulation:** 14.419 ex.