

Speakers

# ACADEMY<sup>®</sup>

M A G A Z I N E

*Advertising rates*





The Speakers Academy® Platinum Select File is an extremely carefully compiled file of 40.000 addresses and the precious result of research and network marketing over many years, carried out by Speakers Academy® for its faculty members.

#### TITEL: ACADEMY® Magazine

**Frequency:** Spring / Autumn (min. 2x)  
**Circulation:** 40,000  
**Guaranteed circulation:** 40,000  
**Publisher:** Speakers Academy® • P.O. Box 22307 • 3003 DH Rotterdam  
**Advertising operations:** Speakers Academy®  
**Single sales price:** € 12.50  
**Number of pages:** min. 180, including cover

#### PLACEMENT REQUESTS

Placement requests are considered as much as possible

**Special position:** If a special position has been agreed in advance, the following surcharges are calculated on the gross prices:  
 Page 2, 3 and/or 4 25% Back page 50%  
 Second last page 25% Special position 15%  
 1/2 page spread 15%

**Special details:** It is advised to place the texts inside the type area and supply a 2/1 page as a 2x 1/1 page.

**Price extra reference copy:** € 5.00

#### ADVERTISING RATES / All rates exclude VAT

	1x	2x	3x	4x
1/1 pagina	€ 6,500	€ 6,000	€ 5,500	€ 5,000
1/2 pagina	€ 3,500	€ 3,250	€ 3,000	€ 2,750
1/4 pagina	€ 2,000	€ 1,875	€ 1,750	€ 1,625
2/1 pagina (spread)	€ 12,500	€ 11,500	€ 10,500	€ 10,000

**Delivery material:** Complete digital high-resolution certified PDF-document on CD-ROM accompanied by a colour proof.

#### TECHNICAL DATA

**Printing process:** Offset full colour  
**Binding method:** Stitched perfect binding  
**Type of paper cover:** 200 grams mc  
**Inside paper:** 90 grams mc  
**Paper size:** 225 x 295 mm  
**Type page:** All around completely bled edges, 5 mm for offcut  
**Type area:** 195 x 255 mm (wxh)  
**Inserts and appendices:** Rates of attachments, information leaflets, sticking cards and reply cards are available upon request.  
**Various costs:** Costs caused by delivery of non-ready advertising material, or costs for correcting advertising material will be passed on.

#### ADVERTORIAL RATES

**Publicity costs:** € 6,500,- per page

#### ADVERTISING OPTIONS INTERNET

The website [www.speakersacademy.eu](http://www.speakersacademy.eu) is the largest speakers portal of the Netherlands and is accessible for everybody.

- [www.speakersacademy.eu](http://www.speakersacademy.eu) is visited 500,000 times a year
- The Speakers Academy® e-mail newsletter is sent to more than 30,000 top prospects and relations every year. About one million contact moments a year, with very strong repetitive power.

## PLATINUM SELECT FILE

### GOVERNMENT

• Ministries • Ministers (according to name) • State Secretaries (according to name) • Mayors of large(r) cities • Provincial Council • Queen's Commissioners • Members of the Upper and Lower House (according to name) • Royal Family • Municipal administrations

### MEDIA

• The most prominent journalists, editors and programme makers  
 • Radio and TV presenters • National daily, weekly and monthly magazines • The most important regional magazines  
 • Newsmagazines

### INTERMEDIARIES

• The most prominent Management Consultant Firms, Advertising Agencies, PR & Communication Agencies • Conference and Seminar Organisers, Incentive and Event Agencies • Meeting and Conference Halls • Major Hotel & Motel Chains, Training Centres  
 • Large(r) Accountancy & Lawyer offices

### RELATIONS AND PROSPECTS SPEAKERS ACADEMY®

• Decision-makers top companies • Banks, insurance companies, institutional investors, pension funds, pharmaceutical companies and other business and financial services

### PROMINENT PERSONS

• Prominent Scientists, Artists, Sportspeople, Politicians, Captains of Industry and well-known speakers from the business, sports and media sector (Speakers File of Speakers Academy®)

### SELECT PLUS

• Members of the Board of Management and Supervisory Board of the largest companies • Top entrepreneurs from the real estate sector (Contractors, Architects, Investors, Financers, Estate Agents, Civil-Law notaries, Property Developers) • Chambers of Commerce and Factories • Universities and Colleges of Higher Education  
 • Non-governmental organisations • The most prominent Business Clubs and Network Organisations' • Employers' organizations and Trade Unions • Branch organisations (Economic organisations, Service organisations, Secretary organisations • European Parliament members

**The Academy® Magazine is sent to minimal 100,000 unique addresses.**

For more information about the ACADEMY® Magazine or about the website, please contact:  
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