



www.potatoworld.eu • www.aardappelwereld.nl

YOUR MEDIA PARTNER IN THE POTATO INDUSTRY



Media brochure 2025

www.potatoworld.eu | www.aardappelwereld.nl

Collaborate?



Collaborate in the sector is a priority for Aardappelwereld BV

As Team PotatoWorld, we offer you a wide range of opportunities to profile your company, product, and/or service in the worldwide potato sector. Thanks to all the advertising options presented in this Media brochure, you can distinguish yourself in a cross-media way on our extensive platform.

Do you want to know which advertising method suits you best? Let us advise you on a smart combination of our advertising options with a tailor-made advertising package.

If you also want to benefit from our cross-media platform and network, our enthusiastic Team PotatoWorld will be happy to assist you. We are also available to answer any questions or provide you with a personal offer.

You can reach us using the contact details below. Additionally, you are of course also very welcome to visit us at our office for a fresh cup of coffee from a real PotatoWorld mug!

Call

+31 (0)70 3589331
+31 (0)6 26036600

Send an e-mail

sales@aardappelwereld.nl

Visit

Van Stolkweg 31
2585 JN, Den Haag

Aardappelwereld BV

YOUR MEDIA PARTNER IN THE POTATO INDUSTRY

Aardappelwereld BV has been the media platform for all professionals in the potato industry since 1947. Since its foundation, our team can be found in The Hague, the political heart of the Netherlands. With our printed industry magazines Aardappelwereld magazine (Dutch) and PotatoWorld magazine (English), for over 75 years we have been bringing in-depth reporting, news and current affairs that benefit the entire potato sector worldwide. Additionally, we support and extend our publications via online media channels such as newsletters, blogs and social media. Furthermore, Aardappelwereld BV publishes knowledge-enriching reference books, such as the Potato Handbook, the Potato Breeding Book and the Potato Diseases Book.

PotatoWorld magazine and Aardappelwereld magazine are essential industry magazines for everyone working in jobs related to the potato industry. Every quarter (PotatoWorld) and every month (Aardappelwereld), these magazines offer a broad collection of articles full of up-to-date knowledge. The content of these magazines ranges from news reports to in-depth articles, illustrated with insightful visual material such as pictures and graphs. Both industry magazines have a broad circulation among subscribers representing the whole potato industry and beyond. This includes growers, contract workers, traders, processors, equipment suppliers and manufacturers, export companies, researchers, teachers and students.

Altogether, the various media channels of Aardappelwereld and PotatoWorld, focused on high-quality news and knowledge transfer, make our complete media platform very attractive to advertisers. Many stakeholders in the potato sector know how to find us to present their novelties and existing products and services to the right target group.

In this media brochure we provide a clear overview of our rates and conditions.

**PotatoWorld
website**

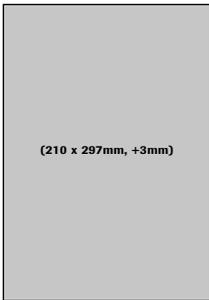


**Aardappelwereld
website**

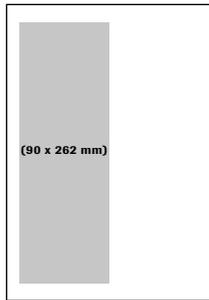


Magazine advertising rates

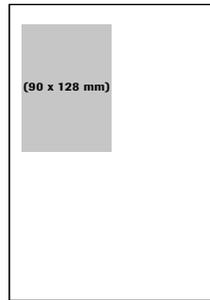
POTATOWORLD AND AARDAPPELWERELD



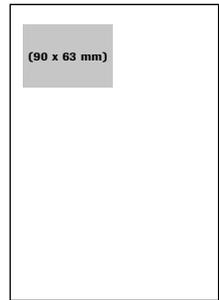
1/1 page



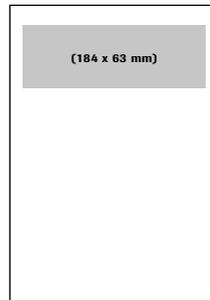
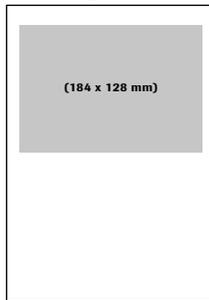
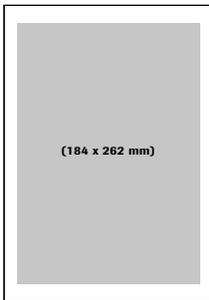
1/2 page



1/4 page



1/8 page



| Advertising rates (PotatoWorld and Aardappelwereld) | | |
|---|----------------|--------------------------------|
| Price per issue (VAT not included) | | |
| Advertisement of your choice | Price in euros | Size (Width x Height in mm) |
| 1/1 pag. | € 3,270.00 | 184 x 262 of 210 x 297 (+3 mm) |
| 1/2 pag. | € 1,710.00 | 184 x 128 of 90 x 262 |
| 1/4 pag. | € 950.00 | 184 x 63 of 90 x 128 |
| 1/8 pag. | € 600.00 | 184 x 30 of 90 x 63 |
| Insert/leaflet | € 2,730.00 | |

Discount Aardappelwereld magazine: 6 issues → 5% discount; 12 issues → 10% discount
Discount PotatoWorld magazine: 4 issues → 10% discount

Advertentiespecificaties

- Printing process: Offset printing
- Paper: 100 grammes glazed m.c.
- Type page: 210 x 297 mm
- Reproduction material: Certified PDF, 300 dpi

Magazine planning 2025

POTATOWORLD AND AARDAPPELWERELD

| PotatoWorld magazine 2025 | | | |
|---------------------------|-----------------|---------------------|--|
| Month | Ad closing date | Date of publication | Extra circulation |
| March | March 06 | March 21 | Europatat 2025 |
| June | June 05 | June 20 | PotatoEurope 2025 |
| September | September 10 | September 26 | Potato Variety Days, British Potato 2025 |
| December | December 03 | December 19 | Potato Expo 2026, Fruit Logistica 2026 |

PotatoWorld magazine subscription specs:

Hard copy: 4 issues per year, 82.50 euro (VAT not included)

For more information regarding the possibilities for a collective subscription, send an email to info@potatoworld.eu.

Circulation
5000

Co-reader-
ship 2x

Aardappelwereld magazine 2025

| Month | Spotlight | Ad closing date | Date of publication |
|-----------|---|-----------------|---------------------|
| January | Innovations in the potato chain | January 06 | January 24 |
| February | Processing | February 03 | February 21 |
| March | Ware potatoes | March 03 | March 21 |
| April | Spring works | March 31 | April 18 |
| May | Crop care | May 05 | May 23 |
| June | Precision agriculture | June 02 | June 20 |
| July | Seed potatoes | June 30 | July 18 |
| August | PotatoEurope 2025 Preview | August 04 | August 22 |
| September | Start of harvesting and marketing | September 08 | September 26 |
| October | Potato Variety Days 2025 <i>Preview</i> | October 06 | October 24 |
| November | Developments in the starch sector | November 03 | November 21 |
| December | Storage | December 01 | December 19 |

**Extra
publication**

Official Exhibition Catalogue PotatoEurope 2025*

**Different advertising rates apply for this issue. Check page 10: Official Exhibition Catalogue PotatoEurope 2025*

Aardappelwereld magazine subscription specs:

12 issues per year, 152,50 euro (VAT not included)

For more information regarding the possibilities for a collective subscription, send an email to redactie@aardappelwereld.nl.

Circulation
3000

Co-reader-
ship 1,5x

Newsletter advertising rates

POTATOWORLD AND AARDAPPELWERELD



Advertorial rates 2025 (PotatoWorld and Aardappelwereld)

Price per placement (VAT not included)

Number of placements, price in euros

| 1 | 3 and up | 6 and up | 12 and up | 24 |
|-------------|-------------|-------------|-------------|-------------|
| €375.- p.p. | €350.- p.p. | €325.- p.p. | €300.- p.p. | €250.- p.p. |

Title: max. 50 characters (including spaces)

Text: max. 400 characters (including spaces)

Image: 200x200 pixels

Banner rates 2025 (PotatoWorld and Aardappelwereld)

Price per placement (VAT not included)

Number of placements, price in euros

| 1 | 3 and up | 6 and up | 12 and up | 24 |
|-------------|-------------|-------------|-------------|-------------|
| €325.- p.p. | €300.- p.p. | €275.- p.p. | €250.- p.p. | €200.- p.p. |

Size: 1200 x 200 pixels (Width x Height)

Supply as: GIF or JPG file

Newsletter planning 2025

POTATOWORLD AND AARDAPPELWERELD

| PotatoWorld magazine Newsletter planning 2025 | | | | | |
|---|-----------------|---------------------|-----------|-----------------|---------------------|
| Edition | Ad closing date | Week of publication | Edition | Ad closing date | Week of publication |
| January | January 15 | week 4 | July | July 16 | week 30 |
| February | February 12 | week 8 | August | August 13 | week 34 |
| March | March 12 | week 12 | September | September 17 | week 39 |
| April | April 16 | week 17 | October | October 15 | week 43 |
| May | May 14 | week 21 | November | November 12 | week 47 |
| June | June 11 | week 25 | December | December 10 | week 51 |

Sign up for the free
PotatoWorld Newsletter



Circulation
3230'

Aardappelwereld magazine Newsletter planning 2025

| Edition | Ad closing date | Week of publication | Edition | Ad closing date | Week of publication |
|------------|-----------------|---------------------|-------------|-----------------|---------------------|
| January 1 | January 08 | week 3 | July 1 | July 09 | week 29 |
| January 2 | January 22 | week 5 | July 2 | July 23 | week 31 |
| February 1 | February 05 | week 7 | August 1 | August 06 | week 33 |
| February 2 | February 19 | week 9 | August 2 | August 20 | week 35 |
| March 1 | March 05 | week 11 | September 1 | August 27 | week 36 |
| March 2 | March 19 | week 13 | September 2 | September 10 | week 38 |
| April 1 | April 09 | week 16 | October 1 | October 08 | week 42 |
| April 2 | April 23 | week 18 | October 2 | October 22 | week 44 |
| May 1 | May 07 | week 20 | November 1 | November 05 | week 46 |
| May 2 | May 21 | week 22 | November 2 | November 19 | week 48 |
| June 1 | June 04 | week 24 | December 1 | December 03 | week 50 |
| June 2 | June 18 | week 26 | December 2 | December 17 | week 52 |

Meld je aan voor de gratis
Aardappelwereld Nieuwsbrief



Circulation
1560

Website advertising rates

Potatoworld.eu | Aardappelwereld.nl

Large Banner (PotatoWorld and Aardappelwereld)

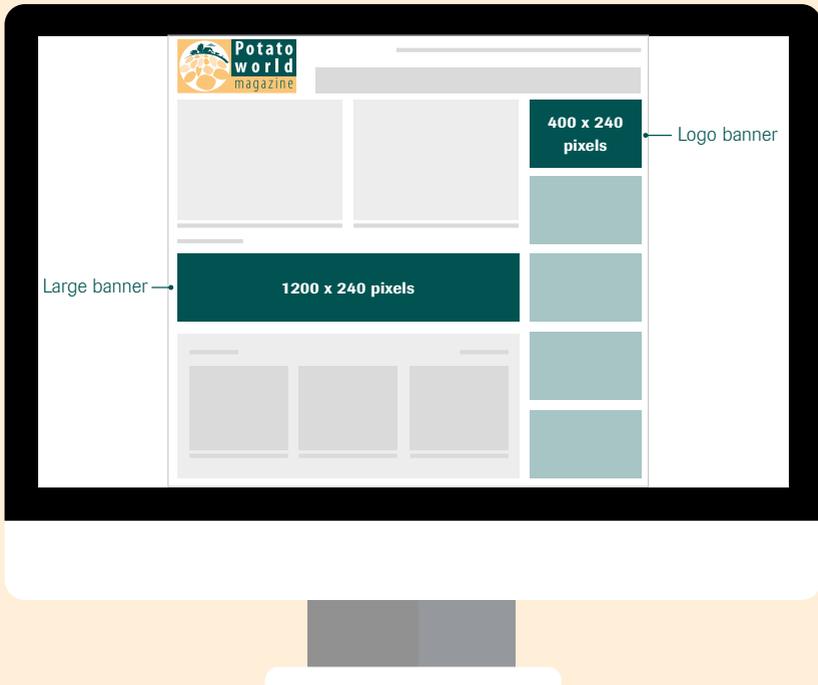
Price per placement (VAT not included)

| Price per month in euros | | | | Size |
|--------------------------|----------|----------|-----------|-------------------|
| 1 month | 3 months | 6 months | 12 months | Width x Height |
| € 900.00 | € 800.00 | € 750.00 | € 700.00 | 1200 x 240 pixels |

Logo Banner (PotatoWorld and Aardappelwereld)

Price per placement (VAT not included)

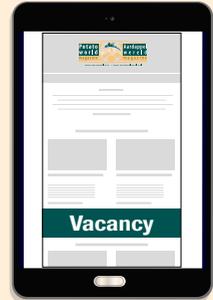
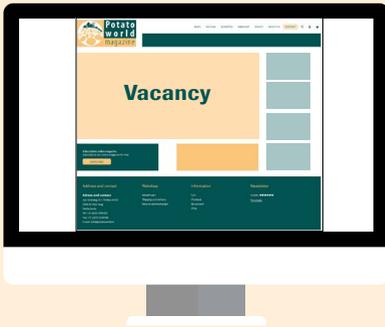
| Price per month in euros | | | | Size |
|--------------------------|----------|----------|-----------|------------------|
| 1 month | 3 months | 6 months | 12 months | Width x Height |
| € 450.00 | € 350.00 | € 300.00 | € 275.00 | 400 x 240 pixels |



Vacancies

[Potatoworld.eu/vacancies](https://potatoworld.eu/vacancies) | Aardappelwereld.nl/vacatures

With a strong positioning and great coverage in the market, our channels are an excellent podium for your vacancy. Your job posting can be published online or in our professional journals, or across multiple platforms.



Meet us live!

[Potatoworld.eu/events](https://potatoworld.eu/events) | Aardappelwereld.nl/evenementen



The outdoor exhibition for potato cultivation and machinery!

Aardappelwereld BV is media partner of PotatoEurope, an international event exclusively dedicated to the entire value chain of potatoes. Every year, the event takes place in one of its four partner countries: the Netherlands, Germany, Belgium and France.

PotatoEurope 2025 will be held in the Netherlands on September 3-4. The event will take place at a different location than the previous Dutch edition, namely at Wageningen University & Research (WUR) Field Crops in Lelystad. WUR Field Crops is located in the heart of one of the country's most important potato production areas. The previous edition of PotatoEurope in the Netherlands, which took place in 2025, welcomed some 275 exhibitors from 16 countries and attracted more than 15.000 visitors from 50 countries around the world.

As prominent media partner of PotatoEurope, Aardappelwereld BV in 2025 will once again publish the **Official Exhibition Catalogue** for PotatoEurope. This Official Exhibition Catalogue is a separate publication including amongst other things an exhibition floor plan and exclusive information about the exhibition's activities and lectures. The catalogue will be distributed to all visitors at the entrance of the exhibition. This unique presentation to the audience of this important industry event, offers advertisers an excellent opportunity to promote their service(s) and/or product(s) to potato industry professionals from all over the world.

Official Exhibition Catalogue PotatoEurope 2025 (PotatoWorld and Aardappelwereld)

Price per placement (VAT not included)

| Advertisement | Price in euros | Width x height (mm) |
|-----------------|----------------|---------------------------------------|
| 1/1 page | € 3,500.00 | 184 x 262 of 210 x 297 (+3 mm afloat) |
| 1/2 page | € 1,900.00 | 184 x 128 of 90 x 262 |
| 1/4 page | € 1,100.00 | 184 x 63 of 90 x 128 |
| 1/8 page | € 800.00 | 184 x 30 of 90 x 63 |
| Insert/leaflet: | € 4,750.00 | |

Advertentiespecificaties

| | |
|------------------------|-------------------------|
| Printing process: | Offset printing |
| Paper: | 100 grammes glazed m.c. |
| Type page: | 210 x 297 mm |
| Reproduction material: | Certified PDF, 300 dpi |



miedema CP 42

BOERDERIJ
van de Toekomst

ROBOTTI

WAGENINGEN
van de Toekomst

ROBOTTI

WAGENINGEN
van de Toekomst



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