



[www.potatoworld.eu](http://www.potatoworld.eu) • [www.aardappelwereld.nl](http://www.aardappelwereld.nl)

# YOUR MEDIA PARTNER IN THE POTATO INDUSTRY



## Media brochure 2026

[www.potatoworld.eu](http://www.potatoworld.eu) | [www.aardappelwereld.nl](http://www.aardappelwereld.nl)

# Collaboration in the sector



## **Collaboration in the sector is a priority for Aardappelwereld BV**

As Team Potato World, we offer a wide range of opportunities to position companies, products and services powerfully in the national and international potato sector. The various advertising options in this media brochure make it possible to present services and products on our extensive platform in a distinctive, cross-media way.

Together with our relations, we look for the approach that works best. A smart combination of our possibilities results in a tailor-made advertising package, matching the goals and ambitions of the partner.

Anyone who wants to benefit from the power of our cross-media platform and the broad network that Aardappelwereld BV reaches every day can count on our enthusiastic team. We are happy to answer questions, advice or a no-obligation quote. You can contact us using the details below. And if you prefer to visit in person: a fresh cup of coffee is always ready at our office.

### **Contact**

Peter Bezemer  
Call/WhatsApp: +31 (0)6 26036600  
sales@aardappelwereld.nl

### **Visit**

Louis Pasteurlaan 6  
2719 EE Zoetermeer  
+31 (0)70 3589331

# Aardappelwereld BV

MEDIA PARTNER OF THE POTATO SECTOR

Since 1947, Aardappelwereld BV has been the media platform for professionals in the entire potato chain. Team Aardappelwereld works from the Dutch city of Zoetermeer and has been bringing in-depth, news and current affairs for more than 75 years through the printed trade magazines Aardappelwereld and the English-language PotatoWorld. Online, this topicality is reinforced through newsletters, blogs and social media channels. In addition, we publish high-quality knowledge products, the standard works in the sector, such as the Potato Handbook, Potato Breeding Book and Potato Disease Book. These reference books are available in multiple languages and are used worldwide as study material and professional reference.

Aardappelwereld and PotatoWorld magazine are indispensable trade magazines for everyone active in the sector. The magazines offer a broad mix of current knowledge: news, background stories and in-depth analyses, supported by visual material that clarifies insights. The readership is broad and professional, ranging from growers, breeders and traders to exporters, processors, machine builders, researchers, teachers and students.

Together, the various media channels of Aardappelwereld and PotatoWorld form a complete, cross-media platform in both print and online that is strongly focused on high-quality news and knowledge transfer. For advertisers, this is an attractive platform to effectively bring innovations, products and services to the attention of a sharply defined and involved target group.

All rates and conditions are clearly brought together in this media brochure.

PotatoWorld  
website

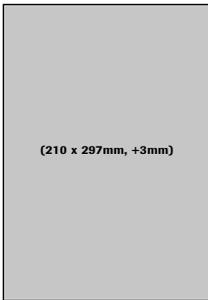


Aardappelwereld  
website

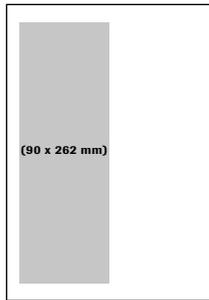


# Magazine advertising rates

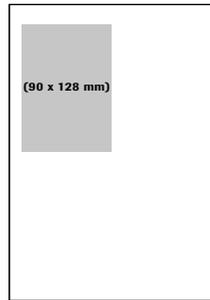
POTATOWORLD AND AARDAPPELWERELD



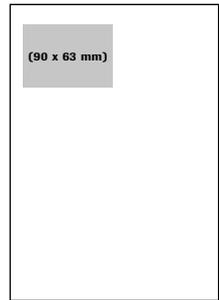
1/1 page



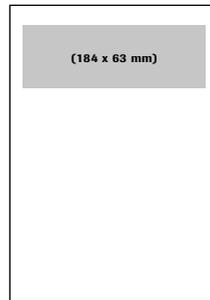
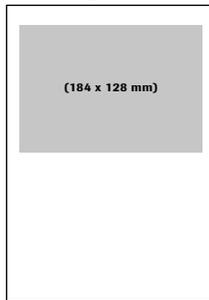
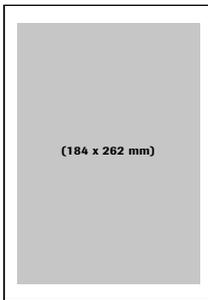
1/2 page



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.	€ 3,375.00	184 x 262 of 210 x 297 (+3 mm)
1/2 pag.	€ 1,765.00	184 x 128 of 90 x 262
1/4 pag.	€ 980.00	184 x 63 of 90 x 128
1/8 pag.	€ 630.00	90 x 63
Insert/leaflet	€ 3,375.00	

*Ask about our combination benefits.*

## 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 2026

POTATOWORLD AND AARDAPPELWERELD

PotatoWorld magazine 2026			
Month	Ad closing date	Date of publication	Extra circulation
May	April 29	May 20	PotatoEurope, Europatat 2026
September	August 26	September 16	World Potato Congress, Interpom



Aardappelwereld magazine 2026			
Month	Spotlight	Ad closing date	Date of publication
January	Innovations in the potato chain	January 05	January 23
February	Processing	February 02	February 20
March	Table potatoes	March 02	March 20
April	Spring fieldwork	April 07	April 24
May	Crop care	May 04	May 22
June	Precision agriculture	June 01	June 19
July	Seed potatoes	June 29	July 17
August	<b>Official catalogue Potato Demo Day</b>	August 03	August 21
September	Start of harvesting and marketing	August 31	September 18
October	Potato Variety Days 2026 <i>Preview</i>	October 05	October 23
November	Preview Interpom	November 02	November 20
December	Storage	December 01	December 18

## Aardappelwereld magazine subscription specs:

12 issues per year, 157,50 euro (VAT not included)

For more information regarding the possibilities for a collective subscription, send an email to [redactie@aardappelwereld.nl](mailto:redactie@aardappelwereld.nl).



# Newsletter advertising rates

POTATOWORLD AND AARDAPPELWERELD



## Advertorial rates 2026 (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
€425.- p.p.	€400.- p.p.	€375.- p.p.	€350.- p.p.	€300.- p.p.

Title: max. 50 characters (including spaces)

Text: max. 400 characters (including spaces)

Image: 200x200 pixels

## Banner rates 2026 (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.

Size: 1200 x 200 pixels (Width x Height)

Supply as: GIF or JPG file

# Newsletter planning 2026

POTATOWORLD AND AARDAPPELWERELD

PotatoWorld magazine Newsletter planning 2026					
Edition	Ad closing date	Week of publication	Edition	Ad closing date	Week of publication
January	January 14	week 4	July	July 15	week 30
February	February 11	week 8	August	August 12	week 34
March	March 11	week 12	September	September 16	week 39
April	April 14	week 17	October	October 14	week 43
May	May 13	week 21	November	November 11	week 47
June	June 17	week 25	December	December 9	week 51

Sign up for the free  
PotatoWorld Newsletter



Circulation  
5094'

## Aardappelwereld magazine Newsletter planning 2026

Edition	Ad closing date	Week of publication	Edition	Ad closing date	Week of publication
January 1	January 07	week 3	July 1	July 08	week 29
January 2	January 21	week 5	July 2	July 22	week 31
February 1	February 04	week 7	August 1	August 05	week 33
February 2	February 18	week 9	August 2	August 19	week 35
March 1	March 04	week 11	September 1	August 26	week 36
March 2	March 18	week 13	September 2	September 09	week 38
April 1	April 08	week 16	October 1	October 07	week 42
April 2	April 22	week 18	October 2	October 21	week 44
May 1	May 06	week 20	November 1	November 04	week 46
May 2	May 20	week 22	November 2	November 18	week 48
June 1	June 03	week 24	December 1	December 02	week 50
June 2	June 17	week 26	December 2	December 16	week 52

Meld je aan voor de gratis  
Aardappelwereld Nieuwsbrief



Circulation  
1900

# Website advertising rates

Potatoworld.eu | Aardappelwereld.nl

## Large Banner (PotatoWorld and Aardappelwereld)

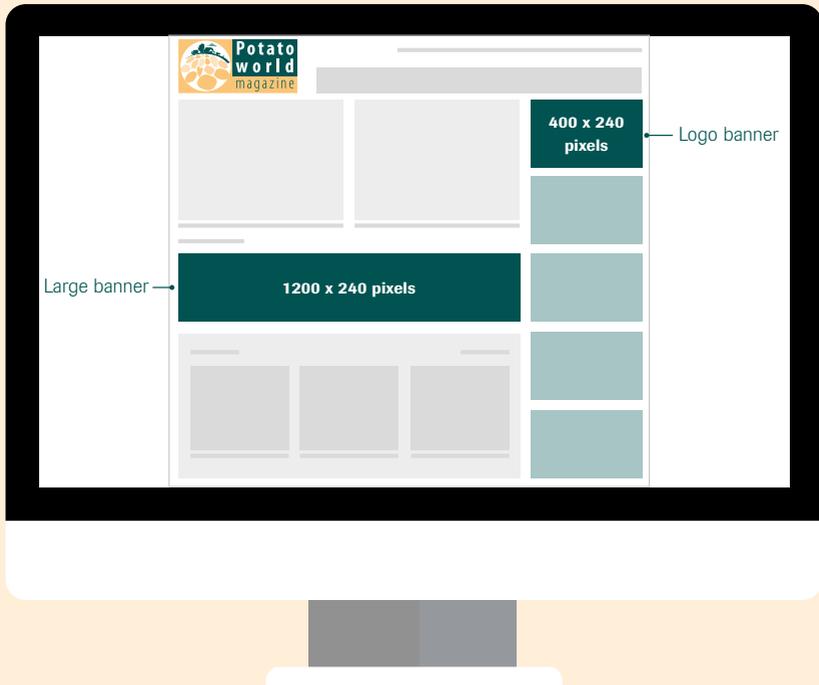
Price per placement (VAT not included)

Price per month in euros				Size
1 month	3 months	6 months	12 months	Width x Height
€ 950.00	€ 850.00	€ 800.00	€ 750.00	1200 x 240 pixels

## Logo Banner (PotatoWorld and Aardappelwereld)

Price per placement (VAT not included)

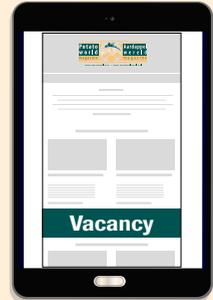
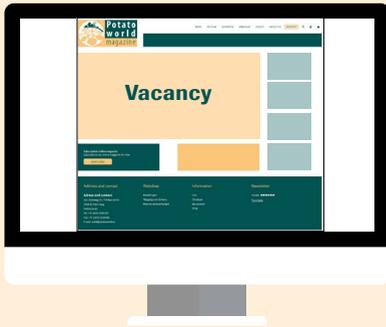
Price per month in euros				Size
1 month	3 months	6 months	12 months	Width x Height
€ 500.00	€ 400.00	€ 350.00	€ 325.00	400 x 240 pixels



# Vacancies

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



# PotatoWorld magazine ready for the next step

## POTATOWORLD IS EVOLVING.

With a strong new cross-media focus, online and in print, we are increasing our impact in the international potato sector. On our website [potatoworld.eu](http://potatoworld.eu) we are building a continuously up-to-date platform with news, backgrounds and international interpretation. The place where potato professionals can find their independent information.

The theme issues remain a powerful signboard. These high-quality editions offer a wide range of potato topics and respond to current trends and developments in the sector. We distribute them physically at top events worldwide and promote them widely through our digital channels. In this way, we connect the best of print and online and create a larger, sharper and more professional reach for our partners. With these cross-media innovations, PotatoWorld strengthens its leading position as an indispensable source of independent potato information. A modern platform that helps the sector move forward. Accessible, international and always relevant.







**Jaap Delleman BSc**

Editor in Chief/Publisher  
delleman@aardappelwereld.nl



**Leo Hanse BSc**

Journalist  
hanse@aardappelwereld.nl



**Peter Bezemer**

Acquisition  
sales@aardappelwereld.nl



**Desiree Schreur**

Graphic designer  
schreur@aardappelwereld.nl



**Aardappelwereld BV**  
**Louis Pasteurlaan 6**  
**2719 EE Zoetermeer**  
**Tel. +31 (0)70 358 93 31**

**www.potatoworld.eu**  
**info@potatoworld.eu**

**www.aardappelwereld.nl**  
**redactie@aardappelwereld.nl**

