Potato world magazine

Aardappel wereld magazine

www.potatoworld.eu • www.aardappelwereld.nl

YOUR MEDIA PARTNER IN THE POTATO INDUSTRY



Media brochure 2027

www.potatoworld.eu | 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.

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sales@aardappelwereld.nl

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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 Celebrating 80 years in 2027 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 Books. 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.

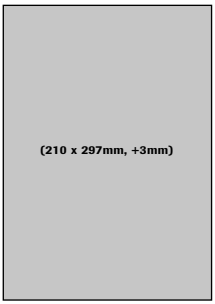
All rates and conditions are clearly brought together in this media brochure.

PotatoWorld website

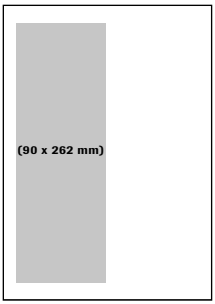
Aardappelwereld website

Magazine advertising rates

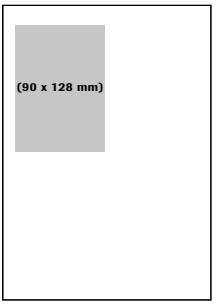
POTATOWORLD AND AARDAPPELWERELD



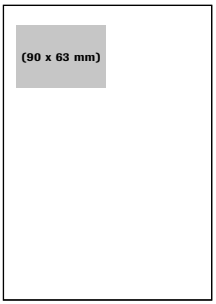
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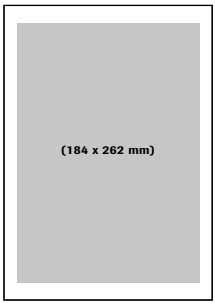
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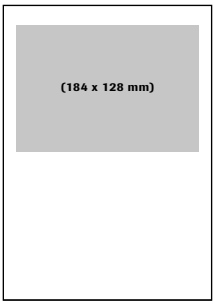


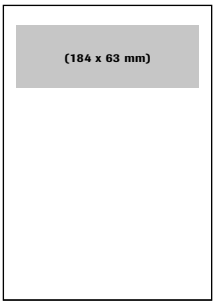
1/4 page



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.	€ 3,475.00	184 x 262 of 210 x 297 (+3 mm)
1/2 pag.	€ 1,815.00	184 x 128 of 90 x 262
1/4 pag.	€ 1.010.00	184 x 63 of 90 x 128
1/8 pag.	€ 650.00	90 x 63
Insert/leaflet	€ 3,475.00	

Ask about our combination benefits.

Advertentiespecificaties

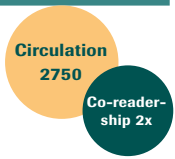
Printing process:	Offset printing
Paper:	100 grammes glazed m.c.
Type page:	210 x 297 mm
Reproduction material:	Certified PDF, 300 dpi

Magazine planning 2027

POTATOWORLD AND AARDAPPELWERELD

PotatoWorld magazine 2027

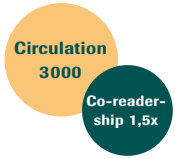
Month	Ad closing date	Date of publication	Extra circulation
May	April 26	May 19	PotatoEurope, Europatat, Potatoes in Practice
September	August 23	September 15	Potato Variety Days, British Potato, Potato Expo



Aardappelwereld magazine 2027

Month	Spotlight	Ad closing date	Date of publication
January	Innovations in the potato chain	January 04	January 20
February	Processing	February 01	February 17
March	Table potatoes	March 01	March 17
April	Spring fieldwork	April 05	April 21
May	Crop care	May 03	May 19
June	Precision agriculture	May 31	June 16
July	Seed potatoes	Juni 28	July 14
August	**PotatoEurope Belgium *Preview***	August 02	August 18
September	Start of harvesting and marketing	August 30	September 15
October	Potato Variety Days 2027 *Preview*	October 04	October 20
November	**80th Anniversary of Aardappelwereld Magazine**	November 01	November 17
December	Storage	November 29	December 15

Aardappelwereld magazine subscription specs:
12 issues per year, 162,50 euro (VAT not included)
For more information regarding the possibilities for a collective subscription, send an email to redactie@aardappelwereld.nl.



Newsletter advertising rates

POTATOWORLD AND AARDAPPELWERELD



Advertorial rates 2027 (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**
€435.- p.p.	€410.- p.p.	€385.- p.p.	€360.- p.p.	€310.- p.p.

Title: max. 50 characters (including spaces) *Text: max. 400 characters (including spaces)* *Image: 200x200 pixels*

Banner rates 2027 (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**
€385.- p.p.	€360.- p.p.	€335.- p.p.	€310.- p.p.	€260.- p.p.

Size: 1200 x 200 pixels (Width x Height) *Supply as: GIF or JPG file*

Newsletter planning 2027

POTATOWORLD AND AARDAPPELWERELD

PotatoWorld magazine Newsletter planning 2027

Edition	Ad closing date	Week of publication	Edition	Ad closing date	Week of publication
January	January 13	week 3	July	July 14	week 29
February	February 10	week 7	August	August 11	week 33
March	March 10	week 11	September	September 08	week 37
April	April 14	week 16	October	October 13	week 42
May	May 12	week 20	November	November 10	week 46
June	June 09	week 24	December	December 09	week 50

Sign up for the free PotatoWorld Newsletter

Circulation 5094

Aardappelwereld magazine Newsletter planning 2027

Edition	Ad closing date	Week of publication	Edition	Ad closing date	Week of publication
January 1	January 06	week 2	July 1	July 07	week 28
January 2	January 20	week 4	July 2	July 21	week 30
February 1	February 03	week 6	August 1	August 04	week 32
February 2	February 17	week 8	August 2	August 18	week 34
March 1	March 03	week 10	September 1	September 01	week 36
March 2	March 17	week 12	September 2	September 15	week 38
April 1	April 07	week 15	October 1	October 06	week 41
April 2	April 21	week 17	October 2	October 20	week 43
May 1	May 05	week 19	November 1	November 03	week 45
May 2	May 19	week 21	November 2	November 17	week 47
June 1	June 02	week 23	December 1	December 01	week 49
June 2	June 16	week 25	December 2	December 15	week 51

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**
€ 975.00	€ 875.00	€ 825.00	€ 770.00	1200 x 240 pixels

Logo Banner (PotatoWorld and Aardappelwereld)

Price per placement (VAT not included)

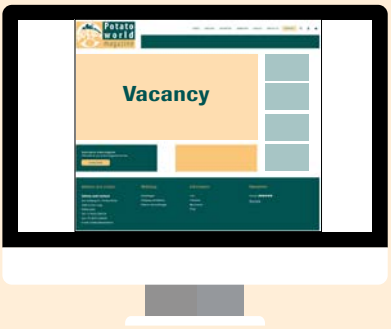
Price per month in euros				Size
1 month	**3 months**	**6 months**	**12 months**	**Width x Height**
€ 515.00	€ 415.00	€ 360.00	€ 330.00	400 x 240 pixels



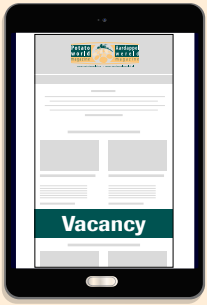
Vacancies

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.





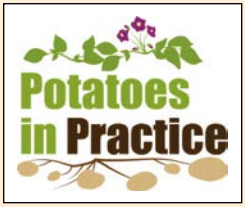


Meet us live!

Potatoworld.eu/events | Aardappelwereld.nl/evenementen











80 years of Aardappelwereld: Your opportunity to connect with the Dutch potato industry

In 2027, our Dutch magazine Aardappelwereld will celebrate its 80th anniversary. We have been closely following developments in the potato sector for eight decades. From cultivation and technology to trade, processing, research and breeding. Much has changed over the years, but potatoes and the people are still the heart of our trade magazine.
To mark this milestone, Aardappelwereld will publish a special anniversary edition in November 2027. This publication will reflect on eight decades of innovation, entrepreneurship and developments that have shaped the industry, while also looking ahead to the future of the potato sector. What changes have shaped the sector? Which innovations made the difference? And which companies and people determine the direction for the coming years?
The anniversary edition will also have a special editorial character, with historical stories, striking moments and images from our archive, combined with interviews, developments and visions of the future of the potato sector.

Celebrate the anniversary with us

For advertisers and business partners, this anniversary edition offers an excellent opportunity to present themselves to the professional Dutch potato industry.
With advertisements and with special anniversary formats, but also with attractive cross-media opportunities.
Does your company have a long history? Were you involved in important developments in the sector? Or do you want to show how you are working on the potato sector of tomorrow? Then our anniversary edition offers a suitable platform to bring your story and message to the attention. Celebrate 80 years of Potato World with us and be part of an edition that brings together the past, present and future of the potato sector.

Anniversary edition: November 2027
Find out about special advertising and partnership opportunities.

1947–2027 | A sector in motion

For 80 years, Aardappelwereld has been documenting developments in the potato sector. From mechanization and upscaling to new varieties, sustainability, digitization and precision technology. Generations of growers, traders, processors, researchers and suppliers have featured in our pages.

In our anniversary edition of November 2027, we dive into the rich archive of Potato World. What developments changed the sector? Which entrepreneurs and innovations made a difference? And what can we learn from 80 years of potato history?

A special publication about the people, companies and developments that have shaped the sector.

A special edition deserves special visibility

The anniversary edition of Aardappelwereld offers companies a unique opportunity to present themselves to the professional potato sector.

Highlight your company's history, showcase a major innovation or explain the role your business plays in the potato supply chain today. Alongside regular advertisements, we offer opportunities for extended company profiles, anniversary messages and cross-media exposure. Be part of our anniversary edition in November 2027.

Find out about special anniversary opportunities for advertisers and partners.

Which developments will determine the potato sector of tomorrow?

An anniversary is a moment to look back, but above all to look forward. Climate, new varieties, technology, AI, robotisation, sustainability, changing markets and consumer demand present the sector with new challenges and offer new opportunities.

That is why we are looking to the future in our anniversary edition. Which innovations will make the difference? Where are new opportunities? And what will the potato sector look like in ten, twenty or maybe even eighty years?

Show how your company is working on the potato sector of tomorrow and associate your name to 80 years of Potato World.

NAO members in the spotlight

Show who you are and what you stand for.

The 80th anniversary of Aardappelwereld is also an anniversary that we would like to celebrate with the companies that together form the Dutch potato sector. That is why we offer members of Dutch Trade Organisation (NAO) the opportunity to profile themselves in a recognizable way in our special anniversary edition of November 2027.

Who are you, what role does your company play within the potato chain and how do you look to the future? With a special company presentation, you can bring your history, expertise, people, innovations and ambitions to the attention of the readers of Aardappelwereld. At the same time, this creates a special picture of the companies behind the Dutch potato sector within the anniversary edition.

Are you a member of the NAO? Profile your company in this special anniversary edition and celebrate 80 years of Potato World with us.

Inquire about the special options and rates for NAO members.



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