



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

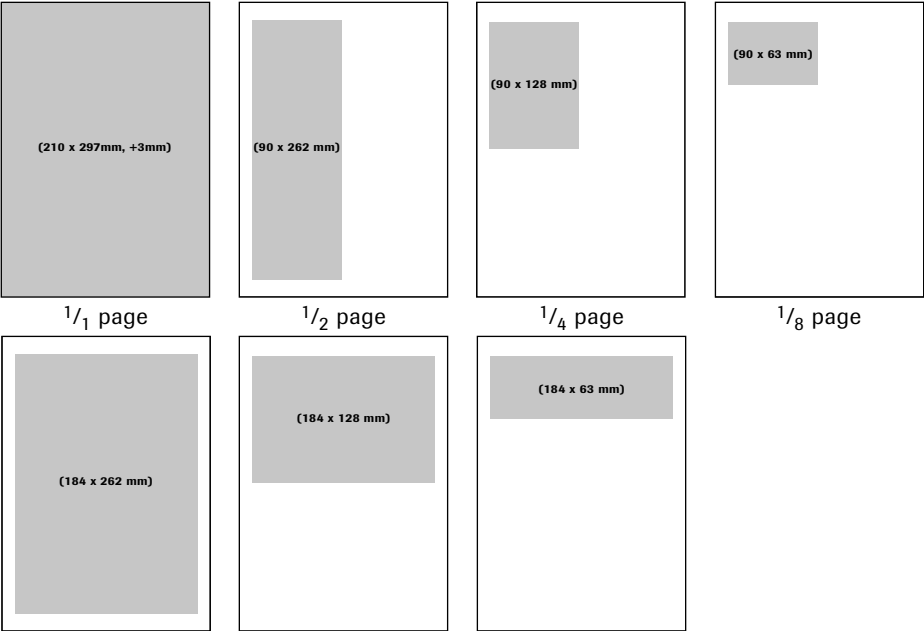


Aardappelwereld
website



Magazine advertising rates

POTATOWORLD AND AARDAPPELWERELD



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	Juni 02	June 20
July	Seed potatoes	Juni 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



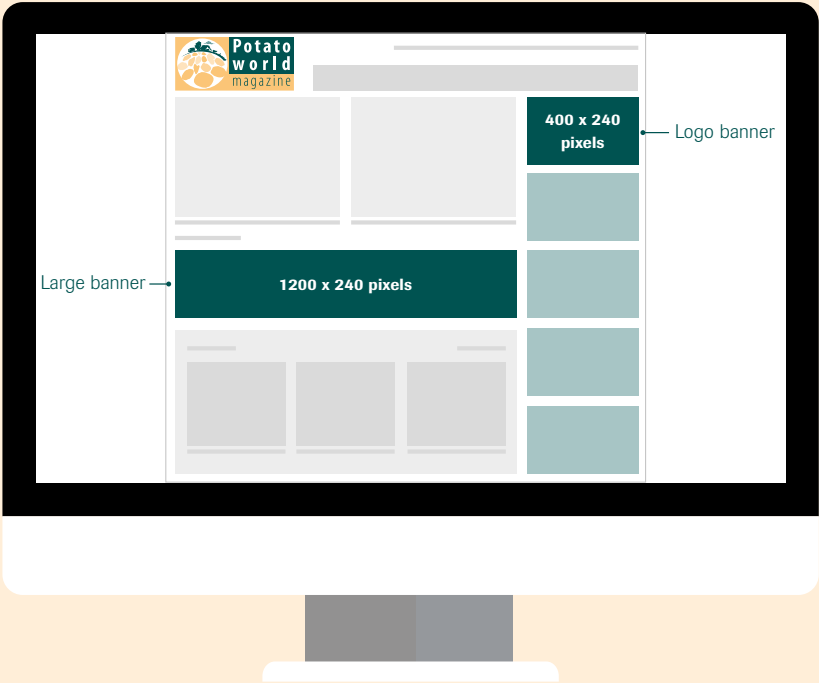
Circulation
1560

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

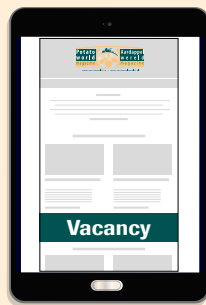
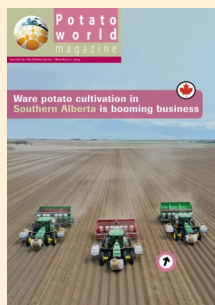
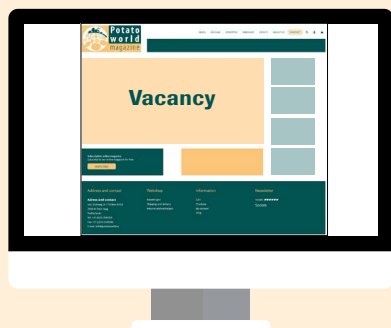
Logo Banner (PotatoWorld and Aardappelwereld)				
Price per placement (VAT not included)				
Price per month in euros				Size
1 month	3 months	6 months	12 months	Width x Height
€ 450.00	€ 350.00	€ 300.00	€ 275.00	400 x 240 pixels



Vacancies

Potatoworld.eu/vacancies | 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



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 afloop)
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





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