

BENGELS



Bengels ratecard 2020

Photograph: Giovanni Giannoni, Pitti Bimbo

BENGELS: THE TOP PLATFORM FOR CHILDREN'S FASHION PROFESSIONALS

Bengels is the leading information source for professionals in the children's fashion industry. Bengels' trade magazine, digital newsletters, the fashion colour palettes, the Bengels.nl website, social media accounts and various events serve to illustrate current events in the industry. Bengels informs and inspires readers regarding market developments, trends, purchasing behaviour and brand preferences. Featuring scintillating interviews, store reports and interesting market research, Bengels is the first to know about various developments in the children's fashion



Print run for
trade magazine
1.550



Scope of trade
magazine
6.045



Bengels.nl
4.800
Unique visitors
each month



Bengels.nl
8.800
Page views
each month



Email newsletters
3.000



Social Media
4.700
Fans

WHY ADVERTISE WITH US?

With its massive reach amongst children's fashion professionals, Bengels is the leading market authority. Its readers are loyal and motivated: 75% of them have paid subscriptions, and the website sees 44% repeat visitors each month. Moreover, thanks to the fact that the magazine is a great item to save after reading, your add will remain visible for a long time.

APPEARANCE DATES & DEADLINES:

**1 Issued on
Deadline**

07-01-2020
17-12-2019

**2 Issued on
Deadline**

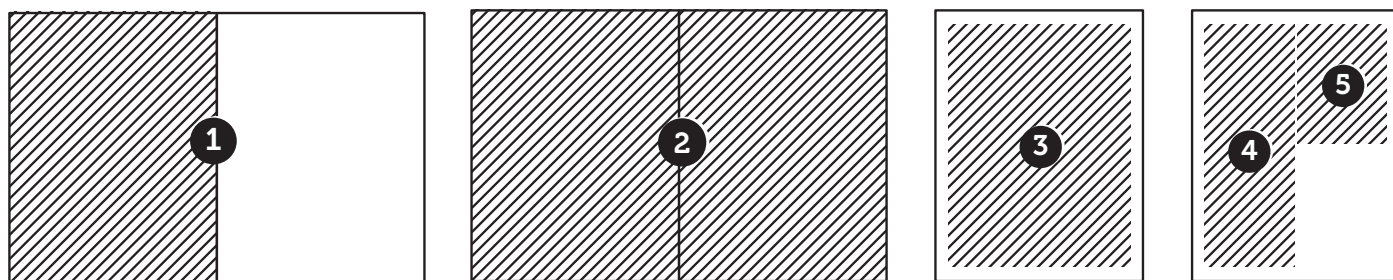
26-06-2020
11-06-2020

WOULD YOU LIKE TO KNOW MORE?

Please call us or send us an email:

Brigitte Beverwijk: 06-31907746 of sales@bengels.nl

PRINT ADVERTISEMENT RATES



BLEED FORMATS

(EXCLUDING 5 MM

BLEED ON ALL SIDES)

1/1 page	1	230 x 300 mm
2/1 page	2	460 x 300 mm

PRODUCT ADVERTISEMENTS

	1X	2X
2/1 page	€ 3.780	€ 3.680
1/1 page	€ 2.220	€ 2.170
1/2 page	€ 1.590	€ 1.540
1/4 page	€ 830	€ 800

PROMOTIONS

Front page	€ 2.950
Bound insert	€ 3.050
Loose insert	€ 3.050
Paper band	€ 2.200
Stick-ons*	€ 1.530

230 X 300 MM LAYOUT

	PORTRAIT	LANDSCAPE
1/1 page	3 202 x 268 mm	
1/2 page	4 99 x 268 mm	6 202 x 132 mm
1/4 page	5 99 x 132 mm	

ADVERTORIAL (INCL. LAYOUT)

1/1 page	€ 2.850
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ONLINE ADVERTISEMENT RATES

BENGELS.NL (FULL BANNER OR ADVERTORIAL)

Newsletter	€ 395	per ad
Partner mailing	€ 850	per ad
Sponsored mailing	€ 1.050	per ad

ON OUR WEBSITE

1 Full banner	€ 520	per 2 months
2 Leaderboard	€ 800	per 2 months
3 Large rectangle	€ 1.400	per 2 months
4 Large rectangle with video	€ 1.800	per 2 months



EVENTS

For more information for sponsoring opportunities during our events please contact Brigitte.

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