



MEDIAPACK 2011

Het eerste
Nederlandse
tijdschrift voor
Adobe Photoshop
professionals

Advanced
Photoshop[®]

Magazine voor Adobe Photoshop professionals

FEITEN

LEZERS ADVANCED PHOTOSHOP



- + Mannelijk, middelbaar tot hoog opgeleid, leeftijd 18+
- + Professionals in de creatieve sector, beroepsfotografen en serieuze hobbyisten
- + Identificeert zich met de elite, niet de massa
- + Welvarend (bovenmodaal inkomen)
- + Deel van inkomen wordt besteed aan Photoshop en creatieve producten
- + Geïnspireerd door o.a. Dimitri Daniloff, Vault49 en George Logan
- + Willen tot de beroepsmatige top behoren
- + Hongerig naar professioneel advies over beeldbewerking en design
- + Behoefte aan contact met anderen die hun passie delen
- + Merk- en imagobewust
- + Geloven dat kwaliteit belangrijker is dan prijs
- + Tweede plaats is niet goed genoeg, of het nou gaat om technologie, computer of carrière
- + Besteden een behoorlijk gedeelte van hun inkomen aan cursussen en trainingen
- + Actieve internetters (vooral gaming, online winkelen en entertainment)



Advanced Photoshop®

PROMOTIEMOGELIJKHEDEN

Advanced Photoshop werkt intensief samen met adverteerders en hun mediabureaus om topcampagnes en creatieve mogelijkheden te bieden. Er zijn verschillende manieren om uw merk, product of dienst onder de aandacht van de specifieke lezers van Advanced Photoshop te brengen. Hierbij kunt u denken aan opvallende advertenties door het tijdschrift heen of op opvallende plaatsen zoals de coverposities, maar ook aan sponsored content, inserts of covermounts, en andere innovatieve print-promoties. We staan open voor suggesties en bespreken graag al uw ideeën.

- + Advertenties
- + Advertorials
- + Inserts
- + Sponsored Content

- + Prijsvragen
- + Mail & win acties
- + Lezersacties
- + Werfpremies



ADVERTENTIEDETAILS



TIJDSCHRIFT DETAILS

Naam tijdschrift:	Advanced Photoshop
Verschijningsdatum	
eerste nummer	25 september 2007
Frequentie:	10 maal per jaar
Aantal pagina's:	100
Prijs:	€ 8,95
Formaat:	230 x 300mm, gelijmd
Uitgever:	F&L Life Publications BV
Website:	www.advancedphotoshop.nl

Spread over twee pagina's:	€5000,-
Hele pagina:	€2950,-
Halve pagina:	€2250,-
Eenderde pagina:	€1850,-
Kwartpagina:	€1550,-
Achtste pagina:	€850,-

20% positioneringstarief op cover
10% positioneringtarief op aangevraagde plaats

Op aanvraag:

- Losse insert
- Vaste insert – beide afhankelijk van gewicht en afmetingen. Een proefexemplaar moet getoond worden bij de aanvraag.
- Kortingspercentage bij het reserveren van meerdere advertenties is op aanvraag.

CONTACT INFORMATIE



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Michael Bandel
024-3723644
mbandel@fnl.nl



Marketing
Teun van den Acker
024-3723648
tvdacker@fnl.nl



Accountmanager
Antwan Theunissen
024-3723642
atheunissen@fnl.nl



Backoffice
Marko Versteeg
024-3723645
mversteeg@fnl.nl

Online advertenties:

Advertentieformaat	CPM*
Banner (468*60 pixels)	€ 12,50
Leaderboard (728 x 90 pixels)	€ 15,00
Skyscraper (120*600 pixels)	€ 15,00
Halve banner (234 * 60 pixels)	€ 7,50
Button (200*300 pixels)	€ 12,50

* CPM = Cost per Mille, u betaalt dit tarief per 1000 vertoningen van uw banner op onze website(s)

Alle prijzen zijn excl. BTW

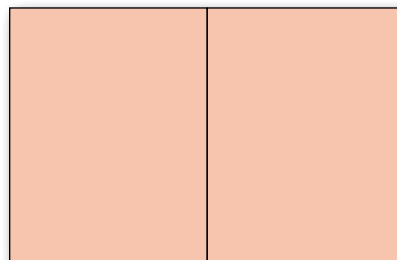
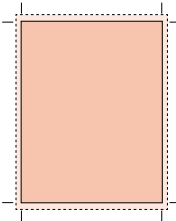
PRODUCT DETAILS

Editie	Advertentie-deadline	Verschijnings-datum
Advanced Photoshop 34	17-jan-11	8-feb-11
Advanced Photoshop 35	21-feb-11	15-mrt-11
Advanced Photoshop 36	21-mrt-11	12-apr-11
Advanced Photoshop 37	26-apr-11	17-mei-11
Advanced Photoshop 38	30-mei-11	21-jun-11
Advanced Photoshop 39	25-jul-11	16-aug-11
Advanced Photoshop 40	29-aug-11	20-sep-11
Advanced Photoshop 41	3-okt-11	25-okt-11
Advanced Photoshop 42	31-okt-11	22-nov-11
Advanced Photoshop 43	28-nov-11	20-dec-11

Data onder voorbehoud

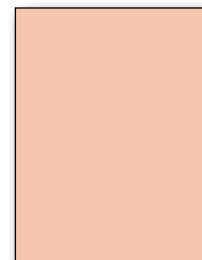
Aanlever specificaties:

- Drukgeschikte certified PDF, inclusief snijtekens en rondom 5 mm aflopend. (zie voorbeeld)



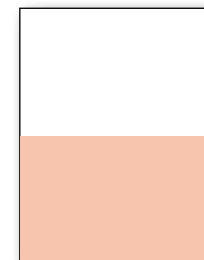
**spread
(2 pagina's)**

	Hoogte x breedte
Formaat	300 x 460mm



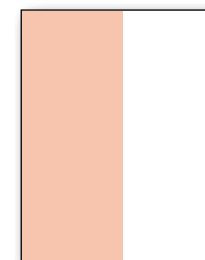
1 pagina

	Hoogte x breedte
Formaat	300 x 230mm



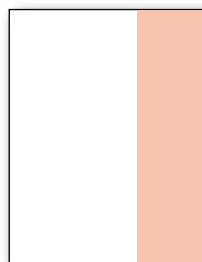
**halve pagina
horizontaal**

	Hoogte x breedte
Formaat	150 x 230mm



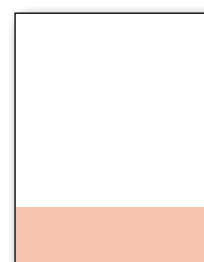
**halve pagina
verticaal**

	Hoogte x breedte
Formaat	300 x 115mm



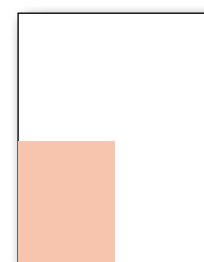
**éénderde pagina
verticaal**

	Hoogte x breedte
Formaat	300 x 76 mm



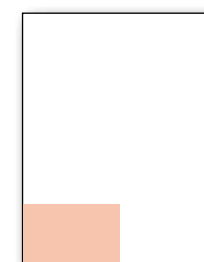
**kwart pagina
horizontaal**

	Hoogte x breedte
Formaat	75 x 230mm



kwart pagina

	Hoogte x breedte
Formaat	150 x 115mm



achtste pagina

	Hoogte x breedte
Formaat	75 x 115mm



1. DEFINITIONS

- 1.1 Advertisement: Any kind of promotional material that is either printed on a page in the Publisher's publications, inserted into the Publisher's publications or published by electronic means via the Internet or on the Publisher's websites.
- 1.2 Advertiser: the person booking the advertising space including advertising agents and independent media buyers.
- 1.3 Copy: material used to produce the advertisement.
- 1.4 Publisher: F&L Life Publications bv. (registered number KvK 09158104).
- 1.5 Copy Deadline: the latest date (as shown on the Advertising Booking Form) by which the Advertiser is obliged to give the Publisher full instructions and copy for carrying out the Advertiser's order.
- 1.6 Rate Card: the Publisher's current scale of charges for advertisements.

2. GENERAL

- 2.1 The contract will be deemed to be formed on these terms and conditions if the Advertiser:
 - 2.1.1 returns the signed booking confirmation form; or
 - 2.1.2 emails their acceptance of these terms and conditions; or
 - 2.1.3 submits Copy for the advertisement.
- 2.2 Any other terms or conditions sought to be imposed by the Advertiser are expressly excluded (including any conditions which the Advertiser purports to apply to any quotation, order acknowledgment or any other document issued by the Advertiser)
- 2.3 Where an advertising agency books an advertisement, the contract will be between the Publisher and the advertising agency. There will be no contract between the Publisher and the Advertiser's client.
- 2.4 No variation or addition to these terms and conditions shall be effective unless specifically agreed to in writing by the Publisher.

3. ADVERTISEMENT - CONDITIONS OF ACCEPTANCE

- 3.1 Advertisement rates are subject to revision at any time and the price prevailing at the time the contract is made binds the Publisher only in respect of the agreed booking as confirmed by the Publisher's Advertising Booking Form.
- 3.2 All orders are accepted subject to acceptance of Copy by the Publisher.
- 3.3 If copy instructions are not received by the last day for receiving Copy the Publisher reserves the right, in its absolute discretion, to repeat the Advertiser's existing Copy in its possession or where the Publisher does not hold any Copy to omit the Advertisement and to charge for the space booked.
- 3.4 If the Publisher accepts Copy after the Copy Date, the Advertiser acknowledges that it has no remedy against the Publisher for any mistakes in the Advert.
- 3.5 If the Advertiser is supplying Copy as a digital file, the Advertiser must adhere to the digital specification issued by the Publisher. In the event that the digital file does not comply with the digital specification, the Publisher reserves the right in its absolute discretion to reject the copy in which case the Advertiser will be asked to re-supply.
- 3.6 If due to time constraints, the Publisher has to repair or rectify a digital file, the Publisher will notify the Advertiser and shall not be liable for any inaccurate reproduction of the Advertisement or any resulting costs whether direct or indirect.
- 3.7 In the case of loose insert or other insert advertising, if the Advertiser fails to adhere to the insert delivery instructions issued by the

Publisher, the Publisher reserves the right in its absolute discretion to omit the Advertisement and to charge for the Advertisement in full notwithstanding that the Advertisement has not appeared. Advertiser's property, originals, artwork, type, mechanicals, positives etc are held by the Publisher at the owner's risk and should be insured by the Advertiser against loss or damage from whatever cause. After performance of the contract relating to such materials, the Advertiser shall be responsible for collecting all such materials which it requires from the Publisher's premises.

- 3.9 The Publisher reserves the right to destroy all artwork which has been in its possession for more than one month after the advertisement was published and no liability shall be attached to the Publisher in respect of such destruction.
- 3.10 Charges will be made to the Advertiser where production work of any kind is required to put the Advertisements in a form suitable for publication for any reason and at any stage.
- 3.11 In the case of additional materials in the form of inserts or CDs or suchlike being supplied by the Advertiser for inclusion, insertion or adhesion within the publication, it is agreed that estimated quantities for such materials are given at the best judgment of the Publisher and may occasionally fluctuate up or down and the Publisher will not be held responsible for such fluctuations;
- 3.12 The Publisher retains all intellectual property rights in Copy not submitted by the Advertiser.
- 3.13 Where orders are placed by an advertising agent, these are accepted only on the condition that a full disclosure has been made to the Publisher as to the identity of the client on whose behalf the space has been booked.

4. ADVERTISER'S WARRANTIES

- 4.1 The Advertiser warrants that in relation to an Advertisement the Advertiser contracts with the Publisher as a principal notwithstanding that the Advertiser may be acting directly or indirectly for another party as an advertising agent or media buyer or in some other representative capacity
- 4.2 The Advertiser warrants that any Advertisement submitted by it for publication shall comply with all applicable legislation, regulations, codes of practice and is not an infringement of any other party's rights. The Advertiser will indemnify the Publisher fully for all costs and damages (including legal costs and awards ordered against the Publisher) in respect of any claim made against the Publisher arising from the Advertisement or its publication.
- 4.3 In respect of any Advertisement submitted for publication which contains the name or pictorial representation (photographic or otherwise) of any living person and/or any copy by which any living person is or can be identified the Advertiser has obtained the authority of such living person to make such use of such name, representation and/or copy as made in the said Advertisement.
- 4.4 The Advertiser warrants it has the full power and authority to enter into and perform the terms of these conditions and there is no arrangement which in any way conflicts with these Conditions or inhibits restricts or impairs its ability to perform its obligations.
- 4.5 Where the Advertiser is an advertising agency the Advertiser warrants that it is authorised by its client to place the Advertisement with the Publisher.

5. INDEMNITY

- 5.1. The Advertiser will indemnify the Publisher against:
 - 5.1.1 any costs, damages or other charges falling upon the Publisher as a

result of any claim against the Publisher arising from the publication of an Advertisement;

- 5.1.2 any claim made by any client of an Advertiser who is an advertising agency arising from the publication of an Advertisement placed by such an advertising agency; and
- 5.1.3 all claims, costs, proceedings, demands, losses, damages, expenses or liability whatsoever arising directly or reasonably foreseeable as a result of any breach or non-performance of any of the representations, warranties or other terms contained in these Conditions or implied by law.

- 5.2 The Publisher will not be liable for any loss or damage direct or consequential, due to errors in the insertion of the Advertisement, or omissions in an advertisement, or for late or early publication of an advertisement. The Publisher will only be liable for any other loss or damage if it is caused by the direct negligence of the Publisher. In which case the compensation payable by the Publisher shall be limited to the cost of the advertising space booked and paid by the Advertiser.

6. PUBLISHERS RIGHTS

- 6.1 The Publisher reserves the right in its absolute discretion to cancel any booking or to omit or suspend an Advertisement for good reason (for example if it is libellous, defamatory, pornographic, socially unacceptable, insensitive or otherwise contrary to editorial policy). Should cancellation, omission or suspension be due to the act or default of the Advertiser or his servants or agents including the unsuitability of the Advertisement as indicated above, then the Advertiser shall pay for the space reserved for the Advertisement in full not withstanding that the Advertisement has not appeared. Such cancellation, omission or suspension shall be notified to the Advertiser as soon as possible.
- 6.2 The Publisher reserves the right in its absolute discretion to amend the Advertisement to ensure compliance with any applicable legislation, regulations or codes of practice.
- 6.3 If the Publisher considers it necessary to modify space or alter the date or position of insertion or make any other alteration it shall notify the Advertiser of this as soon as it reasonably can and the Advertiser will have the right to cancel the insertion of that Advertisement if the alterations requested are unacceptable, unless such changes are due to circumstances beyond the Publisher's control and cannot be notified to the Advertiser prior to the commencement of the manufacturing cycle of the relevant publication. The Publisher reserves the right to check the credit worthiness of the Advertiser. The Advertiser consents for the Publisher to use a credit reference agency to carry out such searches.
- 6.5 There is no obligation on the Publisher to supply voucher copies or where appropriate a website log file and their absence shall not affect the Advertiser's liability for the agreed charge.
- 6.6 All advertising material originated by the Publisher remains the Publishers copyright.
- 6.7 With regard to the actual or intended insertion of an Advertisement in any publication the Publisher shall not be responsible to the Advertiser for:
 - 6.7.1 checking the correctness of the Advertisement in the form it is received by the Advertiser
 - 6.7.2 any error in the Advertisement in the form it is received from the Advertiser
 - 6.7.3 the wording or quality of colour or mono reproduction of the Advertisement

- 6.7.4 the actual positioning of the Advertisement in the publication
- 6.7.5 the repetition of any error in an Advertisement ordered for more than one insertion
- 6.7.6 the distribution of the publication in a specific geographical area
- 6.7.7 the failure, corruption or mal-function of any system of electronic publication by means of electronic storage or retrieval equipment or by publication via the internet on any web site
- 6.7.8 any loss whatsoever caused by delay or failure by the Publisher to issue the publication on the due date, or the Publisher's decision to suspend the publication or cease the publication altogether
- 6.7.9 the payment of any damages or other compensation for breach of contract because of the Publisher's failure to perform any of its obligations under this contract if such failure is caused by anything beyond the Publishers reasonable control (that is to say as a result of force majeure) including terrorism, strikes, lock-outs or other industrial actions or trade disputes, whether involving the Publisher's employees or those of any third party

7. PAYMENT

- 7.1 Unless otherwise stipulated by the Publisher, payment is due to be received from the Advertiser by the end of the month following the date of invoice.
- 7.2 If the Advertiser defaults in making payment of any sums by the due date, the Publisher shall be entitled to:
 - 7.2.1 require immediate payment for all advertising space booked by the Advertiser (failing which the Publisher shall be entitled to terminate the contract forthwith by written notice to the Advertiser);
 - 7.2.2 require payment in advance for future bookings, and pending such payment to omit or suspend all or any Advertisements due to appear under an existing contract with the Advertiser
 - 7.2.3 charge an administration fee of €30,- if any cheque drawn in its favour by the Advertiser in purported satisfaction of any unpaid invoice is dishonoured on presentation
 - 7.2.4 instruct a debt collection agency (apart from solicitors) to recover any sum due and in that case all charges incurred by the Publisher as a result of such instruction shall be payable by the Advertiser in any event
 - 7.3 Any queries or disputed relating to any invoice issued by the Publisher must be raised by the Advertiser within 4 weeks of receipt of the invoice or they will be deemed accepted.
 - 7.4 Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or default
 - 7.5 The Publisher may require Advertisers who do not have an agreed credit limit (such credit limit to be set by the Publisher in its absolute discretion) to pre-pay for the Advertisements two weeks prior to the final copy date for each Advertisement.

8. CANCELLATION

- 8.1 The Advertiser may cancel any booking within eight weeks of the Copy Deadline. Cancellation will be effective once written notice thereof is received by the Publisher.
- 8.2 The Publisher reserves the right to refuse or stop orders, cancellations or transfers unless they are received in writing not less than 8 weeks prior to the copy deadline.
- 8.3 The Publisher reserves the right to charge the full Rate Card plus VAT for any advertisement cancelled by the Advertiser less than eight weeks prior to the copy deadline.
- 8.4 In the event that a series of Adverts has been booked and any Adverts in the series are cancelled, the Advertiser shall pay for each

- 8.5 Advert printed the full price before any series booking discount. If the advertisement is cancelled and the Advertiser has used the free typesetting service offered by the Publisher, a charge will be levied for the work carried out.

9. OTHER

- 9.1 The Advertiser expressly acknowledges that he has not relied on any representation made by or on behalf of the Publisher in entering the Contract.
- 9.2 No person who is not a party to this Contract has any right to enforce any part of this Contract.
- 9.3 Any changes to these terms and conditions will only be effective if they are recorded in writing and are signed by a director of F&L Life Publications bv.

10. SEVERANCE

- 10.1 If any provision of these conditions is declared by any judicial or other competent authority to be void, illegal or otherwise unenforceable the Publisher has the right to amend that provision in such reasonable manner as to achieve the intention of the parties or at the discretion of the Publisher, it may be severed from the agreement between the Publisher and the Advertiser and in any event the remaining provisions of these conditions shall remain in full force and effect unless the Publisher at the Publisher's discretion decides that the effect of such declaration will defeat the original intention of the parties in which event the Publisher shall be entitled to terminate the agreement between the Publisher and the Advertiser by 10 days' notice to the Advertiser.

11. JURISDICTION

- 11.1 The contract which incorporates these conditions shall be construed under and governed by the law of the Netherlands and the parties submit to the exclusive jurisdiction of the Dutch Courts.

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