Your direct link with the agriculture sector



You can reach general farmers and horticulturalists in Flanders via Boer&Tuinder, Boerenbond.be, newsletters or other new media. We reach eastern Belgium with Der Bauer. We address flower and plant growers and landscapers with AVBS.be, newsletters and, of course, Sierteelt & Groenvoorziening. Young agricultural professionals who are members of Groene Kring read Stiel, and Buiten puts you in the lap of Landelijke Gilden, the countryside's best friends.

On this site, you will find the ideal channels to reach your audience in the agricultural sector.

Our promotions



List a property and enjoy a discount

15% discount on property adverts and notarial notices

Read more ›



Advertise effectively in agriculture and horticulture

Boerenbond, AVBS, Groene Kring, Bauernbund, Landelijke Gilden, ...

Tell me more ›



Would you like to post a job vacancy?

15% discount on job vacancies in our media

Check it out ›



Promoting your public-facing activities?

Trade fair, demonstration or campaign? Enjoy a 10% discount in our media

Check it out ›

Discover our brands

BOEREN BOND

More about Boerenbond ›

avbs SIERTEELT EN GROEN FEDERATIE

More about AVBS ›

BAUERN BUND

More about Bauernbund ›

Groene Kring

More about Groene Kring ›

Landelijke Gilden

More about Landelijke Gilden ›


BOEREN
BOND

Advertising rates 2027

Ed. 25/09/26



Boer&Tuinder

Boer&Tuinder is the leading monthly magazine for professional farmers and horticulturalists who are members of Boerenbond and its stakeholders. With 110 richly filled pages per edition, a polished design and a loyal readership, this magazine is a fixture in every business in Flanders.

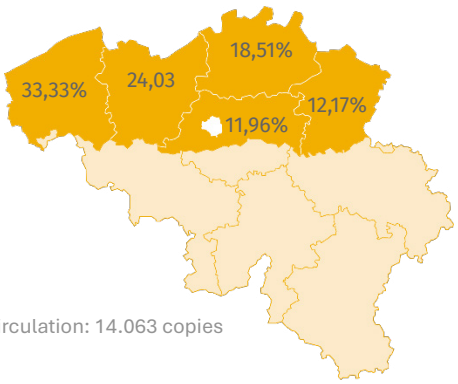
With Boer&Tuinder, you can directly reach thousands of active entrepreneurs in the sector. The strong content, featuring trade union and economic news and sector analyses, places your advertisement in a credible context. Thanks to its sturdy paper and glued spine, Boer&Tuinder looks strong and ready. Each copy will be read by an average of five people over the course of a month.

Philippe will be happy to help you design an effective campaign: philippe.persoons@boerenbond.be +32 477 725 448.

All ads must be submitted in accordance with the Medibelplus standard as published on www.boerenbond.be/adverteren

Preferred placement surcharge +10%
Prices exclude VAT

The publisher may refuse or modify the material at any time. General terms and conditions of sale available on request.



Circulation: 14.063 copies

Format	Price	Layout
Dimensions in mm (WxH)		
Cover 2 230 x 297	€ 3.644	€ 100
Cover 3 230 x 297	€ 3.644	€ 100
Cover 4 230 x 297	€ 3.935	€ 100
2/1 460 x 297	€ 6.122	€ 150
1/1 182 x 263 / 230 x 297	€ 2.915	€ 100
1/2 182 x 128 / 87 x 263	€ 1.749	€ 70
1/4 182 x 60 / 87 x 128	€ 1.166	€ 50
1/8 87 x 60	€ 583	€ 40

Ed.	Publ.	Reserv. until	Mat. until	Theme
1	01/01/27	02/12/26	08/12/26	Raw materials & waste
2	01/02/27	06/01/27	12/01/27	Free trade
3	01/03/27	03/02/27	09/02/27	Soil fertilisation
4	01/04/27	04/03/27	10/03/27	Administration
5	01/05/27	06/04/27	12/04/27	Sustainability
6	01/06/27	04/05/27	11/05/27	Entrepreneurship
7	01/07/27	07/06/27	10/06/27	Food safety
8	01/08/27	07/07/27	13/07/27	Partnerships
9	01/09/27	05/08/27	11/08/27	Public support
10	01/10/27	07/09/27	13/09/27	Water quality
11	01/11/27	06/10/27	12/10/27	Agricultural figures
12	01/12/27	04/11/27	09/11/27	Employment

Advertising rates 2027

Ed. 28/09/2026



Website Boerenbond

With 25,000 page views and 6,400 unique users per week, the Boerenbond website is a frequently consulted source of information for members and stakeholders. Members have access to the entire website and can view news and information tailored to their needs.

Philippe is happy to help you with an effective campaign:
philippe.persoons@boerenbond.be +32 477 725 448.

Banner (on the homepage + article pages)
€ 415
.png or .jpg, no moving images + link of your choice
Desktop W 1920 x H 237 + mobile W 844 x H 264 pixels
Advertising nature must be recognisable
Maximum of 4 banners in rotation

Banner (on the homepage, segmented)
NOT YET AVAILABLE
€ 311
.png or .jpg, no moving images + link of your choice
W 640 x H 533 pixels
Advertising nature must be recognisable

Possible segments:

West Flanders	Livestock farming
East Flanders + Fl. Brabant	Arable & fodder crops
Antwerp + Limburg	Fruit, flowers, horticulture

Sponsored article on the homepage
€ 415
Title (maximum 44 characters) + introductory text (maximum 120 characters)
+ image (16:9, no white background, logos, maps or text) + link of your choice
Addition of "aangeboden door" by the publisher
Max. 2 articles on the left, max. 1 article in the right-hand column

Hosting content on www.boerenbond.be
€ 415
Content page on the Boerenbond website
Text + images (16:9, no white background, logos, maps or text)
Only accessible via a purchased banner or sponsored article in a newsletter or on boerenbond.be

Preferred placement surcharge +10%
Banner layout cost: € 30
Prices exclude VAT

The publisher may refuse or modify the material at any time. General terms and conditions of sale available on request.

Week	Period	Reservation Material
1	04/01/27 - 10/01/27	**21/12/26**
2	11/01/27 - 17/01/27	04/01/27
3	18/01/27 - 24/01/27	11/01/27
4	25/01/27 - 31/01/27	18/01/27
5	01/02/27 - 07/02/27	25/01/27
6	08/02/27 - 14/02/27	01/02/27
7	15/02/27 - 21/02/27	08/02/27
8	22/02/27 - 28/02/27	15/02/27
9	01/03/27 - 07/03/27	22/02/27
10	08/03/27 - 14/03/27	01/03/27
11	15/03/27 - 21/03/27	08/03/27
12	22/03/27 - 28/03/27	15/03/27
13	29/03/27 - 04/04/27	22/03/27
14	05/04/27 - 11/04/27	25/03/27
15	12/04/27 - 18/04/27	05/04/27
16	19/04/27 - 25/04/27	12/04/27
17	26/04/27 - 02/05/27	19/04/27
18	03/05/27 - 09/05/27	26/04/27
19	10/05/27 - 16/05/27	**29/04/27**
20	17/05/27 - 23/05/27	10/05/27
21	24/05/27 - 30/05/27	**13/05/27**
22	31/05/27 - 06/06/27	24/05/27
23	07/06/27 - 13/06/27	31/05/27
24	14/06/27 - 20/06/27	07/06/27
25	21/06/27 - 27/06/27	14/06/27
26	28/06/27 - 04/07/27	21/06/27
27	05/07/27 - 11/07/27	28/06/27
28	12/07/27 - 18/07/27	05/07/27
29	19/07/27 - 25/07/27	12/07/27
30	26/07/27 - 01/08/27	**15/07/27**
31	02/08/27 - 08/08/27	26/07/27
32	09/08/27 - 15/08/27	02/08/27
33	16/08/27 - 22/08/27	09/08/27
34	23/08/27 - 29/08/27	16/08/27
35	30/08/27 - 05/09/27	23/08/27
36	06/09/27 - 12/09/27	30/08/27
37	13/09/27 - 19/09/27	06/09/27
38	20/09/27 - 26/09/27	13/09/27
39	27/09/27 - 03/10/27	20/09/27
40	04/10/27 - 10/10/27	27/09/27
41	11/10/27 - 17/10/27	04/10/27
42	18/10/27 - 24/10/27	11/10/27
43	25/10/27 - 31/10/27	18/10/27
44	01/11/27 - 07/11/27	25/10/27
45	08/11/27 - 14/11/27	**28/10/27**
46	15/11/27 - 21/11/27	**04/11/27**
47	22/11/27 - 28/11/27	15/11/27
48	29/11/27 - 05/12/27	22/11/27
49	06/12/27 - 12/12/27	29/11/27
50	13/12/27 - 19/12/27	06/12/27
51	20/12/27 - 26/12/27	13/12/27
52	27/12/27 - 02/01/28	20/12/27

BOEREN BOND

Advertising rates 2027

Ed. 25/09/2026



Custom Newsletter

Over 10,000 members receive a weekly newsletter on Wednesdays and Saturdays. Each recipient sees a personalised selection based on their region and chosen sectors.

Philippe is happy to help you with an effective campaign:
philippe.persoons@boerenbond.be +32 477 725 448.

Banner
Full € 554 / Segment € 415
.png or .jpg format, no moving images
W 600 x H 200 pixels
Advertising nature must be recognisable
+ URL to web page of your choice
Banner layout cost: € 30

Sponsored article
Full € 554 / Segment € 415
Title (maximum 44 characters) + introductory text (maximum 120 characters) + image (3:2, no white background, logos, maps or text)
+ URL to web page of your choice
Addition of "aangeboden door" by the publisher

Maximum of 4 commercial items per edition

Possible segments:

West Flanders	Livestock farming
East Flanders + Fl. Brabant	Arable & fodder crops
Antwerp + Limburg	Fruit, flowers, horticulture

Hosting content on www.boerenbond.be
€ 415
Content page on the Boerenbond website
Text + images (3:2, no white background, logos, maps or text)
Only accessible via a purchased banner or sponsored article in a newsletter or on boerenbond.be

Preferred placement surcharge +10%
Prices exclude VAT

The publisher may refuse or modify the material at any time. General terms and conditions of sale available on request.

Week	Wednesday	Saturday	Reservation Material
1	06/01/27	09/01/27	**23/12/26**
2	13/01/27	16/01/27	06/01/27
3	20/01/27	23/01/27	13/01/27
4	27/01/27	30/01/27	20/01/27
5	03/02/27	06/02/27	27/01/27
6	10/02/27	13/02/27	03/02/27
7	17/02/27	20/02/27	10/02/27
8	24/02/27	27/02/27	17/02/27
9	03/03/27	06/03/27	24/02/27
10	10/03/27	13/03/27	03/03/27
11	17/03/27	20/03/27	10/03/27
12	24/03/27	27/03/27	17/03/27
13		03/04/27	**22/03/27**
14	07/04/27	10/04/27	31/03/27
15	14/04/27	17/04/27	07/04/27
16	21/04/27	24/04/27	14/04/27
17	28/04/27	01/05/27	21/04/27
18	05/05/27		28/04/27
19	12/05/27	15/05/27	**04/05/27**
20		22/05/27	**10/05/27**
21	26/05/27	29/05/27	19/05/27
22	02/06/27	05/06/27	26/05/27
23	09/06/27	12/06/27	02/06/27
24	16/06/27	19/06/27	09/06/27
25	23/06/27	26/06/27	16/06/27
26	30/06/27	03/07/27	23/06/27
27	07/07/27	10/07/27	30/06/27
28	14/07/27	17/07/27	07/07/27
29		24/07/27	14/07/27
30		31/07/27	**20/07/27**
31		07/08/27	28/07/27
32		14/08/27	04/08/27
33	18/08/27	21/08/27	11/08/27
34	25/08/27	28/08/27	18/08/27
35	01/09/27	04/09/27	25/08/27
36	08/09/27	11/09/27	01/09/27
37	15/09/27	18/09/27	08/09/27
38	22/09/27	25/09/27	15/09/27
39	29/09/27	02/10/27	22/09/27
40	06/10/27	09/10/27	29/09/27
41	13/10/27	16/10/27	06/10/27
42	20/10/27	23/10/27	13/10/27
43	27/10/27	30/10/27	20/10/27
44		06/11/27	27/10/27
45	10/11/27	13/11/27	03/11/27
46	17/11/27	20/11/27	**09/11/27**
47	24/11/27	27/11/27	17/11/27
48	01/12/27	04/12/27	24/11/27
49	08/12/27	11/12/27	01/12/27
50	15/12/27	18/12/27	08/12/27
51	22/12/27		15/12/27
52	29/12/27	01/01/28	22/12/27

Advertising rates 2026/27

Ed. 28/09/2026



Boerenbond Audiovisual

Be visible where farmers watch and listen!
Discover Boerenbond's new audiovisual offering.
Philippe will be happy to help you design an effective campaign: philippe.persoons@boerenbond.be or +32 477 725 448.

Lunchdates – € 830
In winter, we make time for current and relevant topics in agriculture and horticulture. The Lunchdates on Thursday lunchtime reach 70 to 400 participants per episode. Your banner will appear on the welcome and closing pages of the webinar. Display from 3 minutes before the start and up to 15 seconds after the end.

Banner format: W 600 x H 285 pixels (.jpg or .png, no moving images)
Advertising nature must be recognisable
Maximum of 2 sponsors per package
Offer per package of 4 webinars

Boer & Bondig – € 415
Weekly agricultural podcast on current affairs. We mention your name and tagline at the start and end of the episode.

Duration: 15 minutes
Name + tagline (maximum 8 words)
Max. 2 sponsors per package
Offer per package

Reservation & material deadline: 10 working days before the first edition of a package
Prices exclude VAT

Lunchdates

Package	Week	Date
1	46	12/11/26
	48	26/11/26
	50	10/12/26
	2	7/01/27
2	3	21/01/27
	5	4/02/27
	7	18/02/27
	9	4/03/27

Boer & Bondig

Package	Week	Date
1	1	6/01/27
	2	13/01/27
	3	20/01/27
	4	27/01/27
2	5	3/02/27
	6	10/02/27
	7	17/02/27
	8	24/02/27
3	9	3/03/27
	10	10/03/27
	11	17/03/27
	12	24/03/27
	13	31/03/27
4	14	7/04/27
	15	14/04/27
	16	21/04/27
	17	28/04/27
5	18	5/05/27
	19	12/05/27
	20	19/05/27
	21	26/05/27
6	22	2/06/27
	23	9/06/27
	24	16/06/27
	25	23/06/27
	26	30/06/27
7*		7/07/27*
		14/07/27*
		21/07/27*
		25/08/27*
8	35	1/09/27
	36	8/09/27
	37	15/09/27
	38	22/09/27
	39	29/09/27
9	40	6/10/27
	41	13/10/27
	42	20/10/27
	43	27/10/27
10	44	3/11/27
	45	10/11/27
	46	17/11/27
	47	24/11/27
11	48	1/12/27
	49	8/12/27
	50	15/12/27
	51	22/12/27

* = dates subject to change

Technical data magazine ads sheet-fed press

Printing process:
Sheet-fed offset press

Graphic processing:
Please convert the optimised RGB images into CMYK by using the included ICC profile: **ISO Coated v2 (ECI).icc**

Resolution: 300 dpi

Maximum ink coverage: 340%

Boer&Tuinder is a magazine with a glued spine.
If bleed is used, the following distances to the cut edge must be respected:

- Vertical (top-bottom): distance from cut edge to text and logos: **minimum 7 mm**.
- Horizontal (left-right; taking into account the fold margin): distance from cut edge to text and logos: **minimum 12 mm**.

All PDF files must meet the Medibel+ requirements (MagazineAds_1v2)

- We only accept 'composite PDF 1.3'. We do not accept PDF 1.4, 1.5 or 1.6, transparency, JBIG-compression, JPEG 2000-compressions, images with 16 bits per channel and layers.
- Please enclose all the used fonts in the PDF file.
- If you use spot colors, please convert them to CMYK colors before creating the PDF file.
- The PDF file format must be the document format + 20 mm
  (this means a bleed of 5 mm + 5 mm extra around the document).

For more information, visit www.medibelplus.be.

Naming:
Please use letters and numbers only, no punctuation marks nor spaces.

Sending files:
Send an e-mail to: adv@boerenbond.be (please make sure the file is not bigger than 10 MB)

Correspondence:
Boerenbond, Diestsevest 40, 3000 Leuven, T 016 28 63 33

DIGITAL SPECS

1 Website banner

Placement: top and bottom of the homepage and on top of all articles

Messaging: Keep the message concise and focused (3-5 words). The banner serves as a visual trigger. Pique the reader's curiosity and encourage them to click through. All detailed information belongs on your landing page.

CTA: Use a concrete, visually distinct call-to-action, like "Discover more", "Get started" or "Shop now". This improves click-through rates.

Deliverable:

- Format: Jpg or png
- Dimensions desktop (length x height): asset size - 3456x180px (max. display size: 1728x90px)
- Dimensions mobile (length x height): asset size - 972x304px (max. display size: 468x152px)
- Resolution: 72 DPI
- Weight: max 300 KB
- Color mode: RGB
- Naming: use a unique name without punctuation marks or spaces. Only letters and numbers are allowed.
- Safe zone: keep key elements, like text, logos and CTA at a minimum distance of 40 px from the top and bottom and 60 px from the sides.
- Design tip: design on a 3456x180 canvas, but zoom out to 50%. This will give you a better feel of how the banner looks in display size and if all your elements are legible.

2 Newsletter banner

Placement: between the articles

Messaging: Keep the message concise and focused (3-5 words). The banner serves as a visual trigger. Pique the reader's curiosity and encourage them to click through. All detailed information belongs on your landing page.

CTA: Use a concrete, visually distinct call-to-action, like "Discover more", "Get started" or "Shop now". This improves click-through rates.

Deliverable:

- Format: Jpg or png
- Dimensions (length x height): asset size - 1200x400px (display size: desktop- 600x200px | mobile - max. 320x107px)
- Resolution: 72 DPI
- Weight: max 100 KB
- Color mode: RGB
- Naming: use a unique name without punctuation marks or spaces. Only letters and numbers are allowed.
- Safe zone: keep key elements, like text, logos and CTA at a minimum distance of 30 px from the top, bottom and sides.

- Design: design on a 1200x400 canvas, but zoom out to 50% for desktop and 25% for mobile. This will give you a better feel of how the banner looks in display size and if all your elements are legible.

3 Sponsored article

Placement: at the bottom of the newsletter

Image: no text or CTA on image

Messaging: Keep the message concise and focused: 1 title (3-5 words) + short paragraph (max 20 words). Pique the reader's curiosity and encourage them to click through. All detailed information belongs on your landing page.

CTA: Use a concrete, visually distinct call-to-action, like "Discover more", "Get started" or "Shop now". This improves click-through rates.

Label: A label "sponsored by brand name" will automatically be added to the article.

Deliverable:

- Format: Jpg or png
- Dimensions (length x height): asset size - 640x427px (display size: desktop- 600x400px | mobile - max. 320x214px)
- Resolution: 72 DPI
- Weight: max 100 KB
- Color mode: RGB
- Naming: use a unique name without punctuation marks or spaces. Only letters and numbers are allowed.
- Design: design on a 640x427 canvas, but zoom out to 50%. This will give you a better feel of how the banner looks in display size and if all your elements are legible.



SIERTEELT EN GROEN

FEDERATIE

Advertising rates 2027

Ed. 24/09/26



S&G

S&G, or Sierteelt&Groenvoorziening (Flower Growing & Landscaping) in full, is the AVBS member magazine. As the Flemish Green Federation, the AVBS offers its members a wealth of specialised information every month. From advocacy, legislation and tax regulations to cultivation techniques and new trends in flower growing and landscaping. S&G is a source of professional information for professional growers and garden contractors and is also supported by all leading floriculture research institutions in Flanders.

Thanks to its sturdy paper, it remains in every company for a month and is read by an average of five people.

Philippe will be happy to help you design an effective campaign: philippe.persoons@boerenbond.be +32 477 725 448

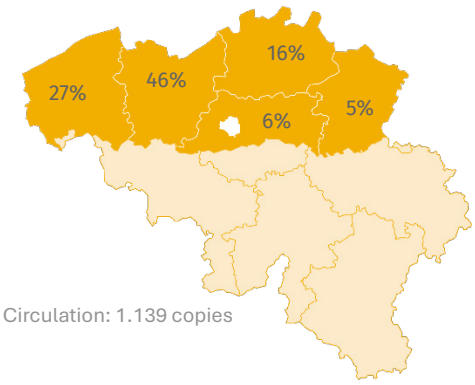
All ads must be submitted in accordance with the Medibelplus standard as published on www.boerenbond.be/adverteren

Preferred placement surcharge +10%
Prices exclude VAT

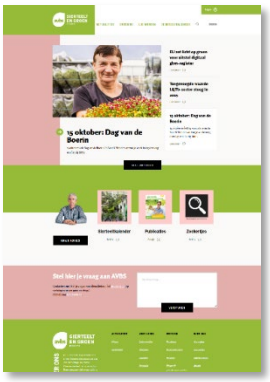
The publisher may refuse or modify the material at any time. General terms and conditions of sale available on request.

Format	Quadri	Layout
Dimensions in mm (WxH)		
2/1 460 x 297	€ 1.871	€ 150
Cover 2 230 x 297	€ 1.114	€ 100
Cover 3 230 x 297	€ 1.114	€ 100
Cover 4 230 x 297	€ 1.203	€ 100
1/1 182 x 263 / 230 x 297	€ 891	€ 100
1/2 182 x 128 / 87 x 263	€ 535	€ 70
1/3 182 x 82	€ 356	€ 70
1/4 182 x 60 / 87 x 128	€ 267	€ 50
1/8 182 x 28 / 87 x 60	€ 178	€ 40
1/16 87 x 28	€ 89	€ 35

Edition	Date	Reservation until	Material until
1	31/01/27	06/01/27	12/01/27
2	28/02/27	03/02/27	09/02/27
3	31/03/27	08/03/27	11/03/27
4	30/04/27	07/04/27	13/04/27
5	31/05/27	04/05/27	11/05/27
6	30/06/27	08/06/27	14/06/27
7	31/08/27	11/08/27	17/08/27
8	30/09/27	08/09/27	14/09/27
9	31/10/27	06/10/27	12/10/27
10	30/11/27	04/11/27	10/11/27
11	31/12/27	08/12/27	14/12/27



Circulation: 1.139 copies



Website AVBS

Our flower and plant growers and garden contractors can find all the latest news, files and basic information for managing their businesses at AVBS.be. It is the go-to place for all quick member information. Your publication will appear for 4 weeks. During this period, there are an average of 400 users and 2,000 views.

Philippe is happy to help you with an effective campaign: philippe.persoons@boerenbond.be +32 477 725 448.

Banner
€ 330
Publication for 4 consecutive weeks
At the bottom of every page
.png or .jpg, no moving images
W 1170 x H 500 pixels
Advertising nature must be recognisable
+ URL to web page of your choice

Banner layout cost: € 30
Maximum of 4 banners in rotation

Sponsored article on the homepage
€ 330
Publication for 4 consecutive weeks
Top right of the homepage
Title (maximum 44 characters), introductory text (maximum 120 characters)
+ URL to web page of your choice
Addition of "aangeboden door" by the publisher
Maximum of 1 article

Hosting content on www.avbs.be
€ 415
Content page on the AVBS website
Text & photos/images (no white background, logos, maps or text)
Accessible via a purchased banner or sponsored article in a newsletter or on avbs.be

Preferred placement surcharge +10%
Prices exclude VAT

Week	Period	Reservation Material
1	04/01/27 - 10/01/27	**21/12/26**
2	11/01/27 - 17/01/27	04/01/27
3	18/01/27 - 24/01/27	11/01/27
4	25/01/27 - 31/01/27	18/01/27
5	01/02/27 - 07/02/27	25/01/27
6	08/02/27 - 14/02/27	01/02/27
7	15/02/27 - 21/02/27	08/02/27
8	22/02/27 - 28/02/27	15/02/27
9	01/03/27 - 07/03/27	22/02/27
10	08/03/27 - 14/03/27	01/03/27
11	15/03/27 - 21/03/27	08/03/27
12	22/03/27 - 28/03/27	15/03/27
13	29/03/27 - 04/04/27	22/03/27
14	05/04/27 - 11/04/27	25/03/27
15	12/04/27 - 18/04/27	05/04/27
16	19/04/27 - 25/04/27	12/04/27
17	26/04/27 - 02/05/27	19/04/27
18	03/05/27 - 09/05/27	26/04/27
19	10/05/27 - 16/05/27	**29/04/27**
20	17/05/27 - 23/05/27	10/05/27
21	24/05/27 - 30/05/27	**13/05/27**
22	31/05/27 - 06/06/27	24/05/27
23	07/06/27 - 13/06/27	31/05/27
24	14/06/27 - 20/06/27	07/06/27
25	21/06/27 - 27/06/27	14/06/27
26	28/06/27 - 04/07/27	21/06/27
27	05/07/27 - 11/07/27	28/06/27
28	12/07/27 - 18/07/27	05/07/27
29	19/07/27 - 25/07/27	12/07/27
30	26/07/27 - 01/08/27	**15/07/27**
31	02/08/27 - 08/08/27	26/07/27
32	09/08/27 - 15/08/27	02/08/27
33	16/08/27 - 22/08/27	09/08/27
34	23/08/27 - 29/08/27	16/08/27
35	30/08/27 - 05/09/27	23/08/27
36	06/09/27 - 12/09/27	30/08/27
37	13/09/27 - 19/09/27	06/09/27
38	20/09/27 - 26/09/27	13/09/27
39	27/09/27 - 03/10/27	20/09/27
40	04/10/27 - 10/10/27	27/09/27
41	11/10/27 - 17/10/27	04/10/27
42	18/10/27 - 24/10/27	11/10/27
43	25/10/27 - 31/10/27	18/10/27
44	01/11/27 - 07/11/27	25/10/27
45	08/11/27 - 14/11/27	**28/10/27**
46	15/11/27 - 21/11/27	**04/11/27**
47	22/11/27 - 28/11/27	15/11/27
48	29/11/27 - 05/12/27	22/11/27
49	06/12/27 - 12/12/27	29/11/27
50	13/12/27 - 19/12/27	06/12/27
51	20/12/27 - 26/12/27	13/12/27
52	27/12/27 - 02/01/28	20/12/27

Advertising rates 2027

Ed. 15/10/2026



AVBS Newsletter

Almost every week, 750 professionals from the ornamental plant cultivation, tree nursery and landscaping sectors receive the latest news, the contents of the next issue of S&G Ornamental Plant Cultivation & Landscaping, or an overview of upcoming seminars, information days, trade fairs and other activities.

Philippe is happy to help you with an effective campaign: philippe.persoons@boerenbond.be +32 477 725 448.

Banner
€ 330
.png or .jpg, no moving images
W 600 x H 285 pixels
Advertising nature must be recognisable
+ URL to web page of your choice
Banner layout cost: € 30

Sponsored article
€ 330
Image (.jpg or .png), title (maximum 44 characters), introductory text (maximum 120 characters)
+ URL to web page of your choice
Addition of "aangeboden door" by the publisher

Hosting content on www.avbs.be
€ 415
Content page on the AVBS website
Text and photos/images (no white background, logos, maps or text)
Accessible via a purchased banner or sponsored article in a newsletter or on AVBS.be

Maximum of 3 commercial items per edition
Preferred placement surcharge +10%
Prices exclude VAT

Ed.	Date		Reserv. Material
1	13/01/2027	General	5/01/2027
2	27/01/2027	General	19/01/2027
3	29/01/2027	Activities	21/01/2027
4	10/02/2027	General	2/02/2027
5	24/02/2027	General	16/02/2027
6	26/02/2027	Activities	18/02/2027
7	10/03/2027	General	2/03/2027
8	24/03/2027	General	16/03/2027
9	26/03/2027	Activities	18/03/2027
10	14/04/2027	General	6/04/2027
11	28/04/2027	General	20/04/2027
12	30/04/2027	Activities	22/04/2027
13	12/05/2027	General	4/05/2027
14	26/05/2027	General	18/05/2027
15	28/05/2027	Activities	20/05/2027
16	9/06/2027	General	1/06/2027
17	23/06/2027	General	15/06/2027
18	14/07/2027	General	6/07/2027
19	28/07/2027	General	20/07/2027
20	11/08/2027	General	3/08/2027
21	25/08/2027	General	17/08/2027
22	27/08/2027	Activities	19/08/2027
23	8/09/2027	General	31/08/2027
24	22/09/2027	General	14/09/2027
25	24/09/2027	Activities	16/09/2027
26	13/10/2027	General	5/10/2027
27	27/10/2027	General	19/10/2027
28	29/10/2027	Activities	21/10/2027
29	10/11/2027	General	2/11/2027
30	24/11/2027	General	16/11/2027
31	26/11/2027	Activities	18/11/2027
32	8/12/2027	General	30/11/2027
33	22/12/2027	General	14/12/2027
34	24/12/2027	Activities	16/12/2027

Technical data magazine ads sheet-fed press

Printing process:
Sheet-fed offset press

Graphic processing:
Please convert the optimised RGB images into CMYK by using the included ICC profile: **ISO Coated v2 (ECI).icc**

Resolution: 300 dpi

Maximum ink coverage: 340%

If there is no white border: the distance from trim edge to texts and logos should be at least 7 mm.

All PDF files must meet the Medibel+ requirements (MagazineAds_1v2)

- We only accept 'composite PDF 1.3'. We do not accept PDF 1.4, 1.5 or 1.6, transparency, JBIG-compression, JPEG 2000-compressions, images with 16 bits per channel and layers.
- Please enclose all the used fonts in the PDF file.
- If you use spot colors, please convert them to CMYK colors before creating the PDF file.
- The PDF file format must be the document format + 20 mm
  (this means a bleed of 5 mm + 5 mm extra around the document).

For more information, visit www.medibelplus.be.

Naming:
Please use letters and numbers only, no punctuation marks nor spaces.

Sending files:
Send an e-mail to: adv@boerenbond.be (please make sure the file is not bigger than 10 MB)

Correspondence:
Boerenbond, Diestsevest 40, 3000 Leuven, T 016 28 63 33

DIGITAL SPECS

1 Website banner

Placement: bottom of each page

Messaging: Keep the message concise and focused (3-5 words). The banner serves as a visual trigger. Pique the reader's curiosity and encourage them to click through. All detailed information belongs on your landing page.

CTA: Use a concrete, visually distinct call-to-action, like "Discover more", "Get started" or "Shop now". This improves click-through rates.

Deliverable:

- Format: Jpg or png
- Dimensions desktop (length x height): asset size - 2340x1000px (max. display size: 1170x500px)
- Resolution: 72 DPI
- Weight: max 300 KB
- Color mode: RGB
- Naming: use a unique name without punctuation marks or spaces. Only letters and numbers are allowed.
- Safe zone: keep key elements, like text, logos and CTA at a minimum distance of 60 px from the border.
- Design tip: design on a 2340x1000 canvas, but zoom out to 50%. This will give you a better feel of how the banner looks in display size and if all your elements are legible.

2 Newsletter banner

Placement: between the articles

Messaging: Keep the message concise and focused (3-5 words). The banner serves as a visual trigger. Pique the reader's curiosity and encourage them to click through. All detailed information belongs on your landing page.

CTA: Use a concrete, visually distinct call-to-action, like "Discover more", "Get started" or "Shop now". This improves click-through rates.

Deliverable:

- Format: Jpg or png
- Dimensions (length x height): asset size - 1200x570px (display size: desktop- 600x285px)
- Resolution: 72 DPI
- Weight: max 100 KB
- Color mode: RGB
- Naming: use a unique name without punctuation marks or spaces. Only letters and numbers are allowed.
- Safe zone: keep key elements, like text, logos and CTA at a minimum distance of 30 px from the top, bottom and sides.

- Design: design on a 1200x570 canvas, but zoom out to 50% for desktop and 25% for mobile. This will give you a better feel of how the banner looks in display size and if all your elements are legible.

3 Sponsored article in newsletter

Placement: at the bottom of the newsletter

Image: no text or CTA on image

Messaging: Keep the message concise and focused: 1 title (max 44 characters) + short paragraph (max 120 characters). Pique the reader's curiosity and encourage them to click through. All detailed information belongs on your landing page.

CTA: Use a concrete, visually distinct call-to-action, like "Discover more", "Get started" or "Shop now". This improves click-through rates.

Label: A label "Aangeboden door brand name" will automatically be added to the article.

Deliverable:

- Format: Jpg or png
- Dimensions (length x height): asset size - 1200x600px (display size: desktop- 600x300px | mobile - max. 320x160px)
- Resolution: 72 DPI
- Weight: max 100 KB
- Color mode: RGB
- Naming: use a unique name without punctuation marks or spaces. Only letters and numbers are allowed.
- Design: design on a 1200x600 canvas, but zoom out to 50% for desktop and 25% for mobile. This will give you a better feel of how the banner looks in display size and if all your elements are legible.


BAUERN
BUND

Advertising rates 2027

Ed. 25/09/2026



Der Bauer

Der Bauer is the German-language monthly magazine published by the Bauernbund. In addition to general agricultural expertise, Der Bauer also provides business and technical information about dairy farming and roughage production.

Der Bauer is the only agricultural trade journal that allows you to reach German-speaking farmers and horticulturalists in eastern Belgium in their own language.

Philippe will be happy to help you design an effective campaign: philippe.persoons@boerenbond.be +32 477 725 448

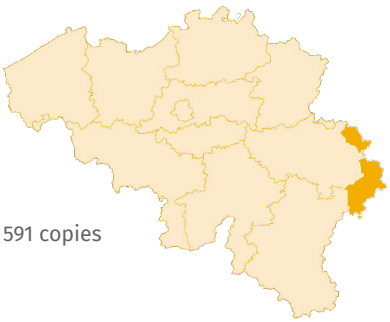
The publisher may refuse or modify the material at any time. General terms and conditions of sale available on request.

All ads must be submitted in accordance with the Medibelplus standard as published on www.boerenbond.be/adverteren

Preferred placement surcharge +10%
Prices exclude VAT

Format	Price	Layout
Dimensions in mm (WxH)		
Cover 4 210 x 297	€ 1.143	€ 100
2/1 420 x 297	€ 1.779	€ 150
1/1 180 x 257 — 210 x 297	€ 847	€ 100
1/2 180 x 126 — 87 x 257	€ 508	€ 70
1/4 180 x 61 — 87 x 126	€ 339	€ 50
1/8 180 x 28 — 87 x 61	€ 169	€ 40

Edition	Date	Reservation until	Material until
1	18/01/2027	04/01/2027	07/01/2027
2	15/02/2027	01/02/2027	04/02/2027
3	22/03/2027	08/03/2027	11/03/2027
4	19/04/2027	05/04/2027	08/04/2027
5	24/05/2027	10/05/2027	13/05/2027
6	21/06/2027	07/06/2027	10/06/2027
7	19/07/2027	05/07/2027	08/07/2027
8	23/08/2027	09/08/2027	12/08/2027
9	20/09/2027	06/09/2027	09/09/2027
10	18/10/2027	04/10/2027	07/10/2027
11	22/11/2027	08/11/2027	10/11/2027
12	20/12/2027	06/12/2027	09/12/2027



Circulation 591 copies

100%

Technical data magazine ads sheet-fed press

Printing process:
Sheet-fed offset press

Graphic processing:
Please convert the optimised RGB images into CMYK by using the included ICC profile: **ISO Coated v2 (ECI).icc**

Resolution: 300 dpi

Maximum ink coverage: 340%

If there is no white border: the distance from trim edge to texts and logos should be at least 7 mm.

All PDF files must meet the Medibel+ requirements (MagazineAds_1v2)

- We only accept 'composite PDF 1.3'. We do not accept PDF 1.4, 1.5 or 1.6, transparency, JBIG-compression, JPEG 2000-compressions, images with 16 bits per channel and layers.
- Please enclose all the used fonts in the PDF file.
- If you use spot colors, please convert them to CMYK colors before creating the PDF file.
- The PDF file format must be the document format + 20 mm
  (this means a bleed of 5 mm + 5 mm extra around the document).

For more information, visit www.medibelplus.be.

Naming:
Please use letters and numbers only, no punctuation marks nor spaces.

Sending files:
Send an e-mail to: adv@boerenbond.be (please make sure the file is not bigger than 10 MB)

Correspondence:
Boerenbond, Diestsevest 40, 3000 Leuven, T 016 28 63 33

Groene Kring

Advertising rates 2027

Ed. 25/09/2026



Stiel

Stiel is the monthly magazine for members of Groene Kring, the largest umbrella organisation for young farmers and horticulturalists.

The magazine not only provides information about activities, but also highlights a specific theme each month. The focus articles take a closer look at the agricultural, business, legal and social aspects of the theme.

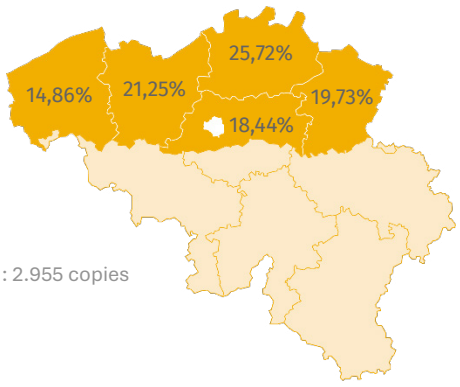
Stiel also discusses current and trade union issues that are relevant to the sector.

Philippe will be happy to help you design an effective campaign: philippe.persoons@boerenbond.be +32 477 725 448.

All ads must be submitted in accordance with the Medibelplus standard as published on www.boerenbond.be/adverteren

Preferred placement surcharge +10%
Prices exclude VAT

The publisher may refuse or modify the material at any time.
General terms and conditions of sale available on request.



Circulation: 2.955 copies

Format		Price	Layout
Dimensions in mm (WxH)			
Cover 4	230 x 297	€ 1.382	€ 100
2/1	460 x 297	€ 2.150	€ 150
1/1	182 x 263 / 230 x 297	€ 1.024	€ 100
1/2	182 x 128 / 87 x 263	€ 614	€ 70
1/4	182 x 60 / 87 x 128	€ 410	€ 50
1/8	87 x 60	€ 205	€ 40

Edition	Date	Reservation	Material
		until	until
1	08/01/27	07/12/26	09/12/26
2	05/02/27	14/01/27	19/01/27
3	05/03/27	11/02/27	16/02/27
4	02/04/27	11/03/27	16/03/27
5	07/05/27	14/04/27	19/04/27
6	18/06/27	27/05/27	01/06/27
7	03/09/27	12/08/27	17/08/27
8	01/10/27	09/09/27	14/09/27
9	05/11/27	13/10/27	18/10/27
10	03/12/27	10/11/27	16/11/27

The following themes are on the programme:

January: **Image**
February: **Health management**
March: **Geopolitics**
April: **Working group**
May: **Leisure**
June: **Energy**

Technical data magazine ads sheet-fed press

Printing process:
Sheet-fed offset press

Graphic processing:
Please convert the optimised RGB images into CMYK by using the included ICC profile: **ISO Coated v2 (ECI).icc**

Resolution: 300 dpi

Maximum ink coverage: 340%

If there is no white border: the distance from trim edge to texts and logos should be at least 7 mm.

All PDF files must meet the Medibel+ requirements (MagazineAds_1v2)

- We only accept 'composite PDF 1.3'. We do not accept PDF 1.4, 1.5 or 1.6, transparency, JBIG-compression, JPEG 2000-compressions, images with 16 bits per channel and layers.
- Please enclose all the used fonts in the PDF file.
- If you use spot colors, please convert them to CMYK colors before creating the PDF file.
- The PDF file format must be the document format + 20 mm
  (this means a bleed of 5 mm + 5 mm extra around the document).

For more information, visit www.medibelplus.be.

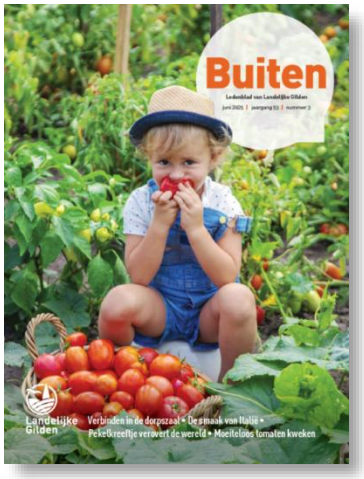
Naming:
Please use letters and numbers only, no punctuation marks nor spaces.

Sending files:
Send an e-mail to: adv@boerenbond.be (please make sure the file is not bigger than 10 MB)

Correspondence:
Boerenbond, Diestsevest 40, 3000 Leuven, T 016 28 63 33



Landelijke Gilden



Buiten

Buiten is the members' magazine of Landelijke Gilden.
It is published four times a year in print and is available via the 'Mijn Magazines' app.

The magazine focuses on the countryside, its residents and activities, and radiates confidence in the future. Its readership is diverse: families, men and women of all ages, the self-employed, employees and retirees. In addition to dossiers and initiatives from Landelijke Gilden, Buiten offers gardening tips, member benefits and travel ideas.

The magazine reflects what Landelijke Gilden stands for: a warm community that strives for the liveability of rural areas and organises joint activities related to agriculture and horticulture.

Philippe will be happy to help you design an effective campaign: philippe.persoons@boerenbond.be +32 477 725 448.

The publisher may refuse or modify the material at any time. General terms and conditions of sale available on request.

All ads must be submitted in accordance with the Medibelplus standard as published on www.boerenbond.be/adverteren

Preferred placement surcharge +10%
Prices exclude VAT

Circulation 52.000 copies

Format		Quadri	Layout
Dimensions in mm (WxH)			
Cover 4  202 x 267		€ 3.528	€ 100
1/2  202 x 132		€ 1.568	€ 70

Edition	Date	Reservation	Material
		until	until
1	4/03/27	6/01/27	21/01/27
2	3/06/27	31/03/27	22/04/27
3	26/08/27	2/06/27	13/07/27
4	2/12/27	6/10/27	21/10/27

Technical data magazine ads sheet-fed press

Printing process:
Sheet-fed offset press

Graphic processing:
Please convert the optimised RGB images into CMYK by using the included ICC profile: **ISO Coated v2 (ECI).icc**

Resolution: 300 dpi

Maximum ink coverage: 340%

If there is no white border: the distance from trim edge to texts and logos should be at least 7 mm.

All PDF files must meet the Medibel+ requirements (MagazineAds_1v2)

- We only accept 'composite PDF 1.3'. We do not accept PDF 1.4, 1.5 or 1.6, transparency, JBIG-compression, JPEG 2000-compressions, images with 16 bits per channel and layers.
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- The PDF file format must be the document format + 20 mm
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For more information, visit www.medibelplus.be.

Naming:
Please use letters and numbers only, no punctuation marks nor spaces.

Sending files:
Send an e-mail to: adv@boerenbond.be (please make sure the file is not bigger than 10 MB)

Correspondence:
Boerenbond, Diestsevest 40, 3000 Leuven, T 016 28 63 33

Your points of contact

Main contact info

adv@boerenbond.be
+3216286333



Eleni Baert

eleni.baert@boerenbond.be
+3216286332



Philippe Masscheleyn

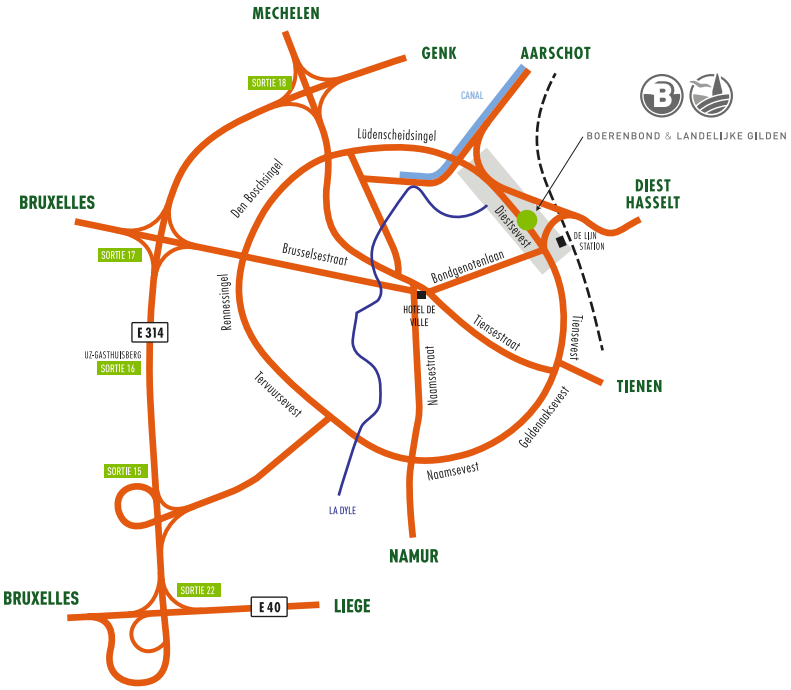
philippe.masscheleyn@boerenbond.be
+3216286308



Philippe Persoons

philippe.persoons@boerenbond.be
+32477725448

Our location



Adress

Diestsevest 40
3000 Leuven

Opening hours

Monday to Friday: 7.30 h - 17.30 h

Get directions

Invoicing details

Invoicing on behalf of Boerenbond
BOERENBOND VZW
Diestsevest 40 – 3000 Leuven
VAT: BE 0676.461.073 RPR Leuven
Banking code Swift (BIC): KREDBEBB
IBAN: BE03 7364 0333 7784