

AGRO & CHEMIE

ABOUT **BIOBASED BUSINESS** IN A **CIRCULAR WORLD**



FOR PARTNERS

VISIBLE IN THE BIO-BASED ECONOMY

Agro&Chemie is the leading platform for the biobased economy in the Netherlands and Flanders. We make programmes and developments in the BBE visible, contribute to businesses, knowledge institutes and government meeting each other and forming partnerships, and are the shop window of the Dutch/Flemish BBE to Europe and the world.

The Agro&Chemie magazine has been published since 2011 which makes it a real biobased pioneer. Together with a number of our partners we were at the cradle of an exciting development with enormous social and economic impact. Other parties followed.

By now virtually all the leading biobased players and programmes are affiliated partners with Agro&Chemie. The printed magazine continued to grow successfully and has become a bilingual multi-channel platform. Our partners are actively involved in consultations about the formula, they submit in-depth topics and stimulate optimum accessibility of our content within all the side branches of the biobased networks.

We offer our partners exclusive opportunities for bringing their own vision, programmes, events and developments to the attention of all stakeholders in the wide biobased community.



REACH YOUR TARGET GROUP: MULTI-CHANNEL AND BILINGUAL

AGRO&CHEMIE - MAGAZINE (PRINT)



Best read biobased magazine in the Netherlands and Flanders

Frequency: 4 x per year

Circulation: 3,000

Audience: 4,500



WWW.AGRO-CHEMIE.NL



The leading biobased web channel for the Netherlands and Flanders

31,000 unique readers

160,000 pages read per year



WWW.AGRO-CHEMISTRY.COM



New! *The leading European biobased web channel.*

4,500 unique readers

12,000 pages read per year



AGRO&CHEMIE - NIEUWSBRIEF



Best read monthly update

Frequency: 12 x per year

1,600 regular readers



AGRO&CHEMIE - TWITTER



Reach the dedicated followers of the Biobased Economy

460,000 tweet readers per year

2,200 followers



AGRO&CHEMISTRY - NEWSLETTER



Unique top accessibility among captains of industry, researchers and policymakers in Europe

Frequency: 4 x per year

1,500 regular readers



BECOME A PARTNER

When you become a partner of Agro&Chemie, your programmes, activities and events will be brought to the attention of your stakeholders fast and successfully without it costing you a great deal of time and energy.

Our editors choose the topics together with you and take care of all the required contents so that these can be published successfully on the various channels of Agro&Chemie.

Your partnership with Agro&Chemie is based on a partner agreement in which we lay down how we can best support your communication instructions. Every partner agreement is individualised. The list below provides a global overview of the partner possibilities.

STRATEGIC PARTNER

For (consortiums of) parties with implemented programmes; these parties represent a number of triple helix partners or a number of triple helix partners are represented in them.

The strategic partner package includes:

- Media coverage of important topics, activities and events
- Permanent access to the news editor desk
- Permanent access to the agenda service
- All content also available for your partner's own website
- Logo displayed on the partner page

TERM at least one (1) year

PRICE subject to the number of topics and method of publication

PRICE GUIDE	Strategic Partnership <i>small</i>	€7,500 to €15,000
	Strategic Partnership <i>medium</i>	€15,000 to €30,000
	Strategic Partnership <i>large</i>	€30,000 to €60,000

Continue reading for Knowledge partner and Business partner

KNOWLEDGE PARTNER

For knowledge, research and advisory institutes.

The knowledge partner package includes:

- Media coverage of important topics, activities and events
- Permanent access to the news editor desk
- Permanent access to the agenda service
- All content also available for your partner's own website
- Logo displayed on the partner page

TERM at least one (1) year

PRICE subject to the number of topics and method of publication

PRICE GUIDE

Knowledge Partnership <i>small</i>	€2,500 to €7,500
Knowledge Partnership <i>medium</i>	€7,500 to €15,000
Knowledge Partnership <i>large</i>	€12,500 to €25,000

BUSINESS PARTNER

The business partnership is open to commercial organisations.

The business partner package includes:

- Media coverage of a number of topics, activities, products or events
- Multi-channel advertising and product campaigns
- Inclusion of all products and services of the partner in the supplier environment
- Logo displayed on the partner page

TERM at least one (1) year

PRICE subject to the number of topics and method of publication

PRICE GUIDE

Business Partnership <i>small</i>	€5,000 to €10,000
Business Partnership <i>medium</i>	€10,000 to €20,000
Business Partnership <i>large</i>	€20,000 to €40,000

STRATEGIC PARTNERS



KNOWLEDGE PARTNERS



BUSINESS PARTNERS



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