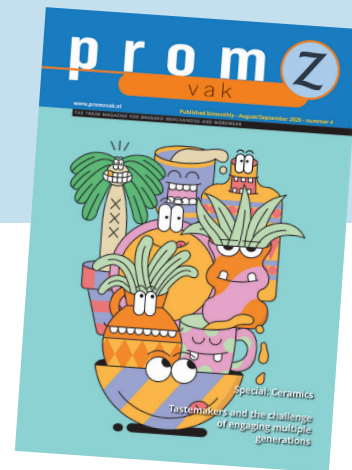




The trade magazine for branded merchandise and workwear

PromZ Vak is the leading trade magazine for distributors and agencies in the promotional products industry in the Netherlands and Belgium. It combines industry news, supplier insights and practical inspiration. PromZ Vak is a trade-only medium and is not distributed to end consumers.

Advertisers

- ▶ Suppliers, producers and importers of promotional products
- ▶ Workwear, textile and gift specialists

Key facts

- ▶ Editions per year: **5**
(4 Dutch, 1 international EN & NL)
- ▶ Circulation:
 - ▷ **3.800** copies per Dutch edition
 - ▷ **5.000** copies international

Target audience

- ▶ Promotional product distributors and agencies
- ▶ Workwear specialists
- ▶ Professionals active in branded merchandise and workwear

Why PromZ Vak?

- ▶ Direct access to distributors in NL & BE
- ▶ High editorial credibility
- ▶ Year-round visibility
- ▶ Print supported by online exposure on promzvak.nl

PV – Special Editions

Issue	Language	Special Theme	Short Description	Editorial Deadline	Material Deadline	Publication Date (ET)
1	NL	Scandinavian Textiles	Focus on leading Scandinavian textile brands such as Neutral, Berkeley and other key players. Including an editorial feature on the international success of Scandinavian brands.	27-01-2026	03-02-2026	CW 9
2	NL	Festivals & Events	Promotional products, concepts and solutions for festivals, live events and experiential marketing.	17-04-2026	01-05-2026	CW 21
3	NL & EN	Country Special – Poland	Spotlight on Poland as one of the fastest-growing promotional product markets in Europe.	20-07-2036	28-07-2026	CW 34
4	NL	Lighters & Matches	A focused special on lighters and matches as established and effective promotional products.	15-09-2026	22-09-2026	CW 42
		BrandZ Company Overview	Including the annual BrandZ Overview and Company Profiles edition.			
5	NL	Confectionery & Sweets	Promotional sweets, candy concepts and edible branding solutions.	27-11-2026	04-12-2026	CW 53

Advertising Opportunities

Advertising in PromZ Vak

PromZ Vak offers a wide range of advertising formats, allowing suppliers to tailor their visibility to specific marketing goals, budgets and editions. From high-impact full-page advertisements to compact reminder formats – all placements appear in a trusted, trade-only environment.

Format	Size	Single Rate	2 Editions	All Editions
 2/1 page	420 × 297 mm + 3 mm bleed	€ 3.750	€ 6.750	€ 11.250
 1/1 page	210 × 297 mm + 3 mm bleed	€ 2.120	€ 3.800	€ 6.360
 1/1 page - Cover 2 or 3 or 4	210 × 297 mm + 3 mm bleed	€ 2.440	€ 4.390	€ 7.320
 1/2 page vertical	93 × 265 mm	€ 1.135	€ 2.040	€ 3.400
 1/2 page horizontal	190 × 130 mm	€ 1.135	€ 2.040	€ 3.400
 1/3 page horizontal	190 × 63 mm	€ 870	€ 1.560	€ 2.610
 1/4 page vertical	93 × 130 mm	€ 625	€ 1.125	€ 1.875
 IM (In-magazine)*	80 × 55 mm	€ 460	€ 828	€ 1.380

*Premium placements apply to editorial pages only.

Supplements & inserts Banderoles

from € 3.980
from € 2.350

Supplements and inserts offer maximum impact by placing your message directly into the hands of the reader.

- ▶ Maximum size: DIN A4
- ▶ Maximum weight: 20 g
- ▶ Available formats include inserts, attached cards, sachets or banderoles
- ▶ Product samples required prior to confirmation
- ▶ A customized quote will be provided upon request.
- ▶ Please feel free to contact us for your personal offer!

*Please note: Supplements and inserts for Issue 3 for exhibitors of The Supplierdays only! (show edition).
No discounts or agency commissions apply.*

Special Advertising Opportunities – PromZ Vak

New ProductZ

Showcase your products in a dedicated product presentation within PromZ Vak.

Each New ProductZ placement includes:

- ▶ A product image
- ▶ A short product description
- ▶ Company contact details

A booking also includes **online placement on www.promzvak.nl**, extending visibility beyond the printed edition.

Available formats:

- ▶ Collection page **€ 360**
- ▶ 1/1 page product presentation **€ 1.250**



Example NewproductZ collection page



Example NewproductZ 1-1 page

Company Profiles – Suppliers Overview (October edition) € 820

The October edition of PromZ Vak features a comprehensive **Suppliers Overview**, offering standardized company profiles for maximum clarity and comparability.

Each company profile includes:

- ▶ Company contact details
- ▶ Primary contact person and email address
- ▶ Company logo (full colour)
- ▶ A short company description (up to 400 characters)
- ▶ Six single product images, including product names (best-sellers, popular items or new arrivals – supplier's choice)

Company Profiles are designed to give distributors a clear and structured overview of suppliers active in the market.



Example Suppliers Overview

BrandZ Overview € 70

The BrandZ Overview offers additional brand visibility within PromZ Vak.

- ▶ Listing of brand logo and contact details
- ▶ Available per brand, per year
- ▶ Published in the October edition and one year online

The BrandZ Overview is ideal for suppliers representing one or multiple brands who want to increase brand recognition among distributors.



Example BrandZ Overview

Layout & Production Services € 80

base fee including up to 1 hour of layout work
€80 additional layout time, charged per hour

If required, PromZ Vak offers layout and production support for advertisements and special formats. When advertisers provide the raw material only (text and/or images), our team can create the final advertisement layout according to PromZ Vak specifications.

This service is commonly used for:

- ▶ Job advertisements
- ▶ all ad formats

Editorial Page € 880

An editorial-style advertising format that allows brands to present products, topics or insights in a content-driven layout aligned with the editorial look and feel of PromZ Vak.

Ideal for storytelling, product introductions and for **placing an editorial story at a precisely defined position within the magazine**, beyond classic display advertising.