

PINK RIBBON MAGAZINE 2011



Pink Ribbon Moves

Pink Ribbon 2011

For the eighth year running, Sanoma Media uses a unique feelgood magazine as well as an online platform to draw women's attention to breast cancer: Pink Ribbon Magazine 2011. The complete advertising and newsstand sales revenues will be donated to the Pink Ribbon Foundation.

Pink Ribbon moves

Pink Ribbon Magazine stands for motion this year. Literally and figuratively. Literally, because it has been proven that getting enough exercise reduces the risk of breast cancer. Figuratively, because the confrontation with breast cancer turns your life upside down. It is a time when you stop and consider your life. Where are you? Where do you want to be? This is why: Pink Ribbon *moves*. Pink Ribbon inspires, informs and moves. The number eight, too, plays a major part: one in eight women faces breast cancer in the course of her life. Eight symbolises new life. And this Pink Ribbon is the eighth edition of Sanoma Media's Pink Ribbon Magazine.

Online platform

People are set in motion online, as well. Keep an eye on pinkribbonmagazine.nl for the latest news. The site also features information about Pink Ribbon campaigns in October, offers *pink* shopping, and you can order the magazine and read a number of blogs.

2011 Objective

The Pink Ribbon Foundation wants to make more people aware of the fact that a large number of women face breast cancer in the course of their lives, either because they suffer it themselves or someone close to them does. Sanoma Media wants to use Pink Ribbon Magazine to make a substantial contribution to breast cancer research. This is why the entire proceeds are donated to the Pink Ribbon Foundation. We want to achieve the objectives together. Will you help?

Target group

PINK targets all women in the Netherlands aged 18 to 80.
PINK readers enjoy beautiful magazines with a feelgood appeal.
PINK readers are generally positive and active people.

Publication date

Pink Ribbon Magazine will appear on 27 September 2011. The Pink Ribbon Month starts on 1 October. October is dedicated to breast cancer across the world.

Contact

Production of Pink Ribbon Magazine is in the hands of an experienced and enthusiastic team from Sanoma Media, headed by Esther Mutsaers.

Information about advertising in the magazine and/or on the platform: please contact your account manager or call +31 (0)23 556 67 77 or send an e-mail to shelley.waterman@sanomamedia.nl.

Ordering extra copies of Pink Ribbon Magazine

We are pleased to offer you the option of ordering extra copies of Pink Ribbon Magazine.

You can buy the Pink Ribbon Magazine at €5,95 per copy. The entire proceeds will be donated to the Pink Ribbon Foundation. You can buy any multiples of 12 copies; minimum purchase is 60 copies. If you also place an advertisement, the costs of the extra copies you order will be automatically added to the invoice for your advert, so that everything is invoiced at once. If you do wish to receive separate invoices, please clearly state this on the order form.

Please find a sample rates table below.

60 copies	€357
120 copies	€714
180 copies	€1.071
300 copies	€1.785
600 copies	€3.570
1,200 copies	€7.140
etc.	

All amounts include 6% VAT.

You will receive your order on 27 September 2011. The Pink Ribbon Magazine will be in shops for 8 weeks, starting on 27 September 2011.

Please return the order form on the next page before 15 August 2011.

Order Form **Pink Ribbon Magazine 2011**

Yes, I would like to receive **Pink Ribbon Magazine 2011**.

Name of company:		
Name of contact:		
Delivery address:		
Postcode:		City/town:
Telephone:		
Email address:		
Number of copies: €5,95/copy (incl. VAT) (minimum 60 copies)		
Total amount: excl. delivery costs(*)		
If costs can NOT be settled with advertising charges, please enter billing address here:	Company: Attn.: PO Box/Address: City/town: Order number (if any):	
Date:		
Signature:		

Please email the completed and signed order form to Erika Keizer **before 15 August 2011**, at erika.keizer@sanomamedia.nl.

We cannot guarantee the delivery of orders placed after this date. Supplies are limited, so please make sure to order well in advance! The desired copies will be delivered to you on 27 September. You will not be able to return any surplus copies.

(*) The amounts stated are exclusive of the contribution towards shipping charges, approx. €7.50 at an order of 60 copies (exclusive of 19% VAT).

Pink Ribbon Magazine Goodie Bag

Once again, readers will be able to order the Pink Ribbon Feelgood Package via the magazine. The entire proceeds of the goodie bag will be donated to the Pink Ribbon Foundation.

The goodie bag is a package of luxury products. It includes such things as creams and make-up as well as lifestyle items that match the theme: Pink Ribbon Moves.

We ask a contribution of 1.000 items per product for the goodie bag. The products will be shown on a spread (2/1 page). In addition, there will be a 1/1 page for information about the products and the option of 1-2 lines for mentioning a website. The goodie bag is for sale via www.zester.nl/pinkribbon.

With the Pink Ribbon goodie bag, you support the fight against breast cancer and draw attention to your product in a magazine with a circulation of more than 100.000 copies. Pink Ribbon decides if your product is suitable for the goodie bag.

Are you interested in joining in? We would like to hear from you!

FAQ about the goodie bag

How many products do I have to supply?

The goodie bag will be sold at a circulation of 800 items. This means we ask that you supply 1.000 items per product.

When will the Pink Ribbon Magazine containing the option of ordering the goodie bag appear?

Pink Ribbon 2011 will be in shops from 27 September 2011.

How will the product be depicted?

The products will be shown on a spread (2/1 page). In addition, there will be a 1/1 page for information about the products and the option of 1-2 lines for mentioning a website. The goodie bag is for sale via www.zester.nl/pinkribbon.

Which costs are involved with this?

Participating in the goodie bag does not involve any costs. You will receive free exposure in a well-known national magazine. In return, we ask that you supply products that match the look and the theme of Pink Ribbon 2011.

What kind of media attention will I get, as a participant?

The products will be shown on a spread (2/1 page) in Pink Ribbon 2011. Your product will be shown as part of the goodie bag. On that page, the editors will say 1-2 lines about your product. In addition, the goodie bag will be sold via www.zester.nl/pinkribbon (more than 425.000 visitors a month).

What do I need to do for this?

Because we will need to photograph the products, we ask a sample copy of each product. You can send it to:

Sanoma Media
Marketing Pink Ribbon 2011/ Wendy de Graaf
Capellalaan 65
2132 JL Hoofddorp
The Netherlands

Additionally, we ask a high-resolution image (300 dpi) of the product (packshot). You can email this to wendy.degraaf@sanomamedia.nl.

After consultation, you can send the 1.000 products to our distribution centre in Nieuwegein:

DHL/Exel
Attn. Pink Ribbon 2011 goodie bag
Zeelandhaven 6
3433 PL Nieuwegein
The Netherlands

What are the deadlines?

- 📅 No later than 11 July: Delivery of samples
- 📅 No later than 18 July: Delivery of packshot (300 dpi) by email to Wendy de Graaf
- 📅 No later than 15 September: Delivery of 1.000 products to DHL/Exel in Nieuwegein

And then?

The Pink Ribbon editorial staff will create the page in accordance with the look & feel of Pink Ribbon Magazine 2011. After that, the proof will be emailed to you for approval and/or any corrections of the text. After approval, the page will be printed. You will receive a reference copy after 27 September 2011.

Pink Ribbon Magazine 2011 Facts

Core data 2011

Category: charity magazine

Frequency: annual

Number of pages: 172 pages + 24 pages insert at page format = 192 pages

Production: offset/colour, adhesive binding

Format:

- Trim area: 210 X 270 mm net vertical

- Type area 170 mm (width) X 210 (height).

Printed circulation prognosis: 160.000

For more information: www.sanoma-adverteren.nl/pinkribbon

Sold circulation Pink Ribbon Magazine

2004: 94.000

2005: 83.000

2006: 98.000

2007: 117.000

2008: 105.000

2009: 110.000

2010: 105.000

Total proceeds for the Pink Ribbon Foundation

2004: €532.545

2005: €561.439

2006: €670.735

2007: €1.030.324

2008: €900.422

2009: €984.841

2010: €973.824

Advertising rates

1/1 Full colour page: €7.950

2/1 Full colour spread: €15.900

No discounts, does not count for media contract

Online rates

See www.sanoma-adverteren.nl/pinkribbon.

Plus Propositions

Please contact the Sanoma Media Plus Propositions Department for various PPP options: +31 (0) 23 556 56 77.

Publication date

27 September 2011. The issue will be in shops for two months.

Closing date and final delivery date for material 30 August 2011.

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