

iCreate

Het magazine voor je Mac, iPad, iPhone en Apple Watch



General information

Frequency magazine:	10 issues per year
Frequency newsletter:	10 issues per year
Number of pages:	100
Price:	€ 8,99
Publisher:	F&L Media B.V.
Website:	www.icreatemagazine.nl
App:	iCreate magazine

iCreate

iCreate keeps Apple fans up-to-date on the latest developments regarding Apple products, but also in the field of audio and video, as well as other gadgets. The core of the magazine is formed by a series of highly practical workshops, accompanied by extensive profiles, presenting Apple's latest products. But also lifestyle, accessories, gadgets and apps are covered. As a result of this unique combination, iCreate is a magazine that can be seen lying on coffee tables, although in the end it is mainly used on the desktop. Besides the regular issues, special editions are released, helping new Apple users on their way.

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Target audience indication

- Apple fans who want to get more out of their Apple products
- Age readers: 25-60
- Product quality and design are more important than cost
- Creative people with an interest in, for example, photography and image editing

Why advertise in iCreate

iCreate readers are genuine Apple fans. Wishing to keep up with the latest Apple developments, they like to read about these in the magazine, the newsletter and on the iCreate website. Since quality is more important to them than price, they won't mind paying a bit extra for highvalue products and an attractive design, especially when it comes to technical gadgets. Being early adopters, they love to show others how to work with new tools. Using various design programs, iCreate readers are very creative and also show, for example, an interest in photography.



VOORWOORD

Meer of minder iPhone?

Apple heeft bekend gemaakt dat ze de komende jaren hun focus zullen verleggen van de iPhone naar de Mac en de iPad. Dit betekent dat de iPhone waarschijnlijk minder aandacht zal krijgen in de toekomstige productpresentaties van Apple. Dit is een belangrijke ontwikkeling die we niet mogen over het hoofd zien. Het betekent dat de iPhone waarschijnlijk minder aandacht zal krijgen in de toekomstige productpresentaties van Apple. Dit is een belangrijke ontwikkeling die we niet mogen over het hoofd zien.

De laatste keynote van 2018

Nieuwe iPad Pro's? Nieuwe Mac's? Wat heeft Apple tijdens de laatste keynote van dit jaar allemaal gepresenteerd?

Maak je huis slimmer met HomeKit

Steeds meer apparaten ondersteunen HomeKit. En de app Woning is nieuw op de Mac. Hoog tijd om ermee aan de slag te gaan.

Op wintersport met je iPhone en Apple Watch

Het wintersportseizoen nadert! Met je iPhone en Apple Watch wordt het gegarandeerd een succes!

Capture your world in 3D video sound!

De laatste keynote van 2018. Nieuwe iPad Pro's? Nieuwe Mac's? Wat heeft Apple tijdens de laatste keynote van dit jaar allemaal gepresenteerd?

Amac

Top 5 interessegebieden

Traveling Technology
Smartphone & accessories
Lifestyle & design
Photography

Nu verkrijgbaar bij Amac.

Amac

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iCreate closely cooperates with advertisers and their media agencies in order to create strong campaigns and achieve creative solutions. There are many ways to draw our reader's attention to your brand, product or service. Obviously, we are always open to your suggestions and ideas.



For specific desires, delivery specifications or formalizing ads and banners, contact us by phone: +31 (0)24-2404555 or e-mail us at sales@fnl.nl

WWW.FNLMEDIA.NL

AANLEVERSPECIFICATIES ADVERTENTIES

Advertisements must be delivered with 5 mm margins on all sides, in CMYK colours and with 300 dpi. For more info, visit www.fnl.nl/specificaties or send an e-mail to ads@fnl.nl
File types: .gif, jpeg, png, flash or html5. Maximum file size: 300 kb

IMPORTANT DATES		
Issue	Advertisement deadline	Issue on sale
iCreate 105	14-01-19	29-01-19
iCreate 106	18-02-19	05-03-19
iCreate 107	25-03-19	09-04-19
iCreate 108	29-04-19	14-05-19
iCreate 109	03-06-19	18-06-19
iCreate 110	08-07-19	23-07-19
iCreate 111	12-08-19	27-08-19
iCreate 112	09-09-19	24-09-19
iCreate 113	21-10-19	05-11-19
iCreate 114	25-11-19	10-12-19

- Topical data can be found on www.fnl.nl/data
- The deadline for the delivery of shopping is 1 week prior to the deadline of advertisements
- Subscribers receive the magazine 4 days before the date of issue

PROMOTION POSSIBILITIES	
Other possibilities are:	
<ul style="list-style-type: none"> • Advertisements • Banner advertising • Advertorials • Inserts • Competitions • Recruitment fees • Readers campaigns 	<ul style="list-style-type: none"> • Mail and win campaigns • Shopping • Vacancies • Newsletters • Product placement
More information can be found on www.fnl.nl/mogelijkheden	

RATES PRINT	
Size	Price
1/1 page (230 x 280 mm)	€ 1.650,-
Shopping	€ 550,-
Spectacular shopping: + 40% extra space	€ 770,-
Advertorial	from € 2.400,-
2/1 page (460 x 280 mm)	€ 2.800,-
1/2 page (230 x 140 mm or 115 x 280 mm)	€ 1000,-
1/4 page (115 x 140 mm or 58 x 280 mm)	€ 540,-
1/8 page (115 x 70 mm)	€ 290,-
1/16 page (58 x 70 mm)	€ 210,-
30% positioning tariff on cover	

RATES ONLINE		
Size	Price	Run of Network
Branded content	€ 2.450,-	
Newsletter item	€ 700,-	
Social media post	€ 175,-	
Leaderboard (728 x 90 px)	€ 15,-	€ 13,-
Medium Rectangle (300 x 250 px)	€ 20,-	€ 17,-
Billboard (970 x 250 px)	€ 40,-	€ 34,-
Halfpage ad (300 x 600 px)	€ 29,-	€ 25,-
Mobile banner (320 x 50 px)	€ 18,-	€ 14,-
Roadblock (Leaderboard + Halfpage)	€ 45,-	€ 38,-
Homepage Take-over	On request	
Premium banners (creative sizes / targeted placements)	On request	