

# ACCESS

# 2017

## Helping ACCESS

...through partnerships & advertising

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Tel: 0900 2 ACCESS  
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10:00–16:00, Monday–Friday  
[helpdesk@access-nl.org](mailto:helpdesk@access-nl.org)  
[www.access-nl.org](http://www.access-nl.org)  
KvK 411 54401

### CONTACT ACCESS

International Employers/B2B  
ACCESS Executive Director  
[edirector@access-nl.org](mailto:edirector@access-nl.org)  
06 48645087

Partnerships  
ACCESS Relationship Manager  
[fnd@access-nl.org](mailto:fnd@access-nl.org)  
070 345 1700

'A la carte' advertising  
ACCESS Advertising team  
[fnd@access-nl.org](mailto:fnd@access-nl.org)  
070 345 1700



ACCESS a not-for-profit organisation based in The Hague, but serving internationals throughout the Netherlands, supports the settlement of people relocating to the Netherlands. We do so by:

- providing answers to their questions via our Helpdesk, website (FAQ Guides) and through our Hospitality & Information officers at THIC, ECU, ECA and ECL;
- offering a confidential referral service to mental health support; (Counselling Service Network);
- referring them to expat referred and preferred service providers;
- sharing information about living in the Netherlands to help them acculturate, and
- providing volunteering opportunities - principally for the 'accompanying spouse' (currently in The Hague, Utrecht, Amsterdam and Leiden)- in order to support the process of building ones network, community, and keeping professional skills current.

### *How did we help in 2016?*

- Provided free FAQ Guides & feature articles which were downloaded **98k times**.
- Maintained a website providing added information visited by **229k unique visitors**.
- Provided more than **200 volunteers from 44** countries an opportunity to 'give back'
- Personally attended to **11k inquiries** through our Helpdesk, expat centres, fairs and presentations.
- Successfully returned to print version of our Magazine, distributing **14,000** through ALL expat centres.

The *ACCESS Magazine* supports and complements the work we do, by allowing us to share more information; provide volunteers with a chance to use their writing/publishing skills, and contribute to our funding through advertising sales.

**FEATURES** Dutch Lifestyle • Education • Health & Wellbeing • International Community • Food • Travel • Arts & Entertainment • Reviews

#### **READERS**

Our quarterly lifestyle publication is written for & by the international community in the Netherlands. Our readers are a combination of professionals on expatriate assignments and their partners as well as partners of Dutch natives. They tend to be highly educated and interested in culture, lifestyle, further learning and education, and health issues.

#### **DISTRIBUTION**

The magazine is distributed to all new arrivals through all the expat desks in the Netherlands. It is further distributed through international schools and international organisations. The Magazine is also available online on [www.access-nl.org](http://www.access-nl.org). The current print run is 4500.

## ACCESS PARTNERSHIP POSSIBILITIES

The following partnership packages are some of the ways in which you can help ACCESS and thereby profile yourselves to your target audience. It is also possible to simply take advantage of our 'A la carte advertising' though this does not immediately equate to the Partnership Benefits listed below. Anything is possible, should you require something unique, this can be drafted to suit individually.

### ACCESS PARTNER BENEFITS<sup>1</sup>

| Benefits                                                                                                                                    | Partners & Associates |
|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Acknowledgement on ACCESS website, magazine and mailing template. (Magazine distributed, among other places, through ALL expat desks in NL) | ✓                     |
| Events promoted on ACCESS website, as well as through ACCESS' social networks                                                               | ✓                     |
| Promotional material displayed at The Hague International Centre (THIC) and Expat Center Utrecht (ECU)                                      | ✓                     |
| Highlighted as a Partner in the ACCESS database, and referred to before competitors                                                         | ✓                     |
| Mentioned as Preferred Service Provider to corporate supporters and contacts                                                                | ✓                     |
| A "helping ACCESS help you" badge                                                                                                           | ✓                     |
| Discounts on 'a la carte' advertising rates                                                                                                 | 10%                   |
| Discount on ACCESS B2B products & services                                                                                                  | Upon discussion       |

### ACCESS PARTNER PACKAGES

#### ➔ Associate - €600/year

Partner's benefits listed above plus:  
10% discount on web and print advertising

#### ➔ Bronze Partner - €1,700

Partner's benefits listed above plus:  
1 online box banner for 12 months  
2 online advertorials  
15% discount on print ads

#### ➔ Silver Partner - €3,200

Partner's benefits listed above plus:  
1 online box banner for 12 months  
2 online advertorials  
4 x ¼ page ad in print magazine

#### ➔ Gold Partner - €6,300

Partner's benefits listed above plus:  
1 online leaderboard banner for 12 months  
2 online advertorials  
2 full page ad or 4 x ½ page ad in magazine

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<sup>1</sup> ACCESS Partners & Associates are screened for

English language websites and promotional material • Their ability to attend to inquiries in English (or other non-Dutch languages)  
• Testimonials/recommendations from expat clients/references • Relevance of their services for the international community

## 'A LA CARTE' ADVERTISING

Advertising in the **quarterly ACCESS Magazine**

|                                    | €/issue |
|------------------------------------|---------|
| Full page ad OUTSIDE BACK          | 1250    |
| Full page INSIDE FRONT & BACK      | 1050    |
| Full page                          | 825     |
| ½ page ad                          | 535     |
| ¼ page ad                          | 390     |
| Advertorial – in magazine & online | 1000    |

Banners on the **ACCESS website**

|                                  | €/month |
|----------------------------------|---------|
| Banners on all pages in rotation |         |
| Leader board                     | 330     |
| Box                              | 110     |
| Online advertorial only*         | 220     |

\*for this monthly fee advertorials remain online for a min 1 year but max 2 months in home page carousel.

## MAGAZINE DEADLINES

| Edition | Content deadline | Ad Reservation Deadline | Artwork deadline | Publication date |
|---------|------------------|-------------------------|------------------|------------------|
| Spring  | 23 January 2017  | 30 January 2017         | 13 February 2017 | 6 March 2017     |
| Summer  | 21 April 2017    | 28 April 2017           | 15 May 2017      | 5 June 2017      |
| Autumn  | 24 July 2017     | 31 July 2017            | 14 August 2017   | 4 September 2017 |
| Winter  | 23 October 2017  | 30 October 2017         | 13 November 2017 | 4 December 2017  |

## TECHNICAL SPECIFICATIONS

|                     |                                            |
|---------------------|--------------------------------------------|
| Full page ad        | W 215mm x H 280 mm (300 dpi)               |
| ½ page ad           | W 195 mm x H 127.5 mm (300 dpi)            |
| ¼ page ad           | W 95 mm x H 127.5 mm (300 dpi)             |
| Advertorial         | 450 words + 1 image + 1 logo (min. 72 dpi) |
| Leader board banner | 728x90 pixels                              |
| Box banner          | 300x250 pixels                             |

