

ADVERTISING RATES



PERIODICITY

Quarterly (February, May, September, November)

CIRCULATION

- 5,000 copies
- 4,000 members, 500 VIPs/CEOs, 500 students and participants in Vlerick programmes

TARGET GROUP

Vlerick connect is the members' magazine of Vlerick Alumni. The alumni association was founded more than 50 years ago and represents a tight-knit network of more than 14,000 alumni. Alumni paying a membership fee receive the exclusive members' magazine Vlerick connect.

MISSION

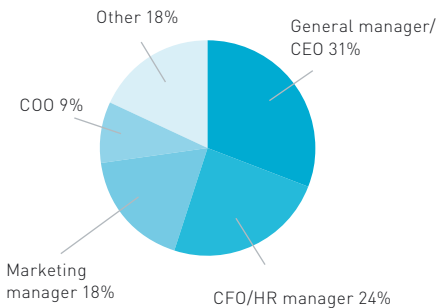
This magazine keeps **managers, executives and decision-makers of more than 3,500 companies** informed on the activities of their alumni association and features testimonials and practice-related topics of interest.

To put it briefly, it is a magazine Vlerick alumni look forward to!

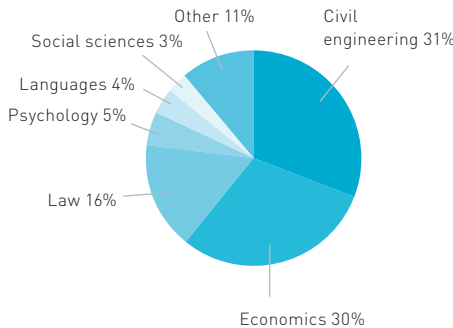
ONLINE

Vlerick connect is also being published **online** on www.vlerickalumni.com (> Services > Alumni Magazine), which literally adds an **extra dimension** to your message. A simple click on your advertisement directs the reader to your website (for Vlerick alumni only)!

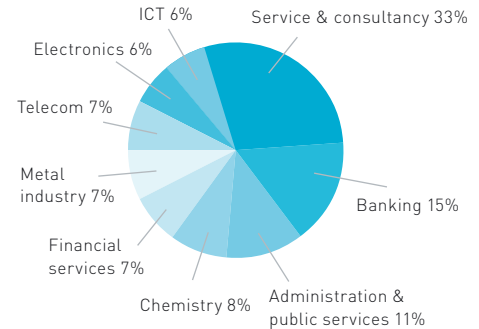
FUNCTION LEVEL



FIELDS OF EDUCATION



AREAS



TOT UW DIENST

Keer terug naar Vlerick!

Indien u op zoek bent naar managementexpertise en een extra opleiding wilt volgen, dan heeft Vlerick Alumni een Management School voor u. Deze school biedt u de mogelijkheid om te verdiepen. Alle leden van Vlerick Alumni kunnen immers rekenen op een heropleiding van 1% bij het volgen van een opleiding aan Vlerick Alumni Management School. Hieronder zetten wij graag op een rijtje wat u mag verwachten.

Wat u mag verwachten:

- De school is een vereniging van de leden van Vlerick Alumni.
- De school is een vereniging van de leden van Vlerick Alumni.
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Wat u mag verwachten:

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CONTACT

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for DECOM NV

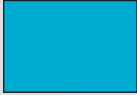
Stationsstraat 108
2800 Mechelen
Tel.: +32-15-65 28 52
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www.decom.be

ADVERTISING RATES

FORMATS

2/1 PAGE



BLEED
H 297 x W 420 mm
+ 5 mm outside margin on all sides

1/2 PAGE



BLEED
H 148 x W 210 mm
+ 5 mm outside margin on all sides

1/1 PAGE



BLEED
H 297 x W 210 mm
+ 5 mm outside margin on all sides

1/3 PAGE



BLEED
H 297 x W 79,3 mm
+ 5 mm outside margin on all sides



RATES

	FOUR-COLOUR PROCESS	
2/1 PAGE	€	3.300
1/1 PAGE	€	1.900
1/2 PAGE	€	1.150
1/3 PAGE	€	900
COVER 2	€	2.300
COVER 3	€	2.050
COVER 4	€	2.500

PUBLICATION DATES

	PUBLICATION DATE	RESERVATIONS	MATERIAL
FEBRUARY	26/02/2010	25/01/2010	04/02/2010
MAY	20/05/2010	19/04/2010	29/04/2010
SEPTEMBER	14/09/2010	12/08/2010	24/08/2010
NOVEMBER	16/11/2010	11/10/2010	21/10/2010

SPECIALS

FEBRUARY	Strategy (school + competence centers)
MAY	IT + Business Process Management
SEPTEMBER	Governance & Ethics / Corporate Social Responsibility
NOVEMBER	Operations + Supply Chain Management

INSERTS

- Inserts are possible: either separate after cover 2 or stapled in the middle
 - 2 pages: € 1.900*
 - 4 pages: € 2.450*
- * Handling and postal costs excluded. Price quotation on demand.

EXPEDITION

Vlerick alumni receive both the members' magazine (Vlerick connect) and the house magazine of Vlerick Leuven Gent Management School (Vlerick reflect).

Vlerick connect, with testimonials from the field and news on alumni, their companies and the alumni association.

Vlerick reflect*, with the School's state-of-the-art experience in several management areas.

*Advertising in Vlerick connect only

