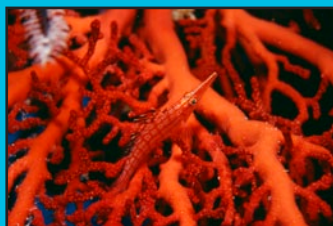


# Hippo campus

Official Magazine of the Flemish League of Underwater Activities



## Media pack 2012



Images: René Van Leeuwen

# Preface

Soon after the foundation of BEFOS (the Belgian Association of Underwater Sports & Activities) in 1957, a magazine was published. This was called 'Hippocampus', the scientific name of the sympathetic seahorse. When Belgium was federalised in 1978 a Dutch speaking (NELOS) and a French speaking (LIFRAS) division were formed within BEFOS. Since then 'Hippocampus' is the official magazine for NELOS, while 'Hippocampe' is that for LIFRAS. For more than 50 years both magazines have been providing important information to the Belgian diver.

In Flanders NELOS is represented by 154 diving schools and -clubs, which have a total of more than 10.000 members. Without any doubt NELOS is therefore the largest diving association in Flanders.

The readers of Hippocampus are rather young (80% are 45 or younger) and active divers (making a total of 300.000 dives per year). They prefer to spend their diving holidays abroad, which is not surprising considering our climate.

Unlike other magazines, Hippocampus is sent to all 10.000 members by mail. They do not need to go shopping to have access to the information. As the magazine of the largest diving association in Flanders, we offer a maximum of useful information and articles, based on the experiences of and trips by our readers. Therefore Hippocampus is the only magazine in Flanders with which each diver can identify.

Advertising in Hippocampus guarantees that your message reaches the people for which it was intended.

John Remue

Publisher

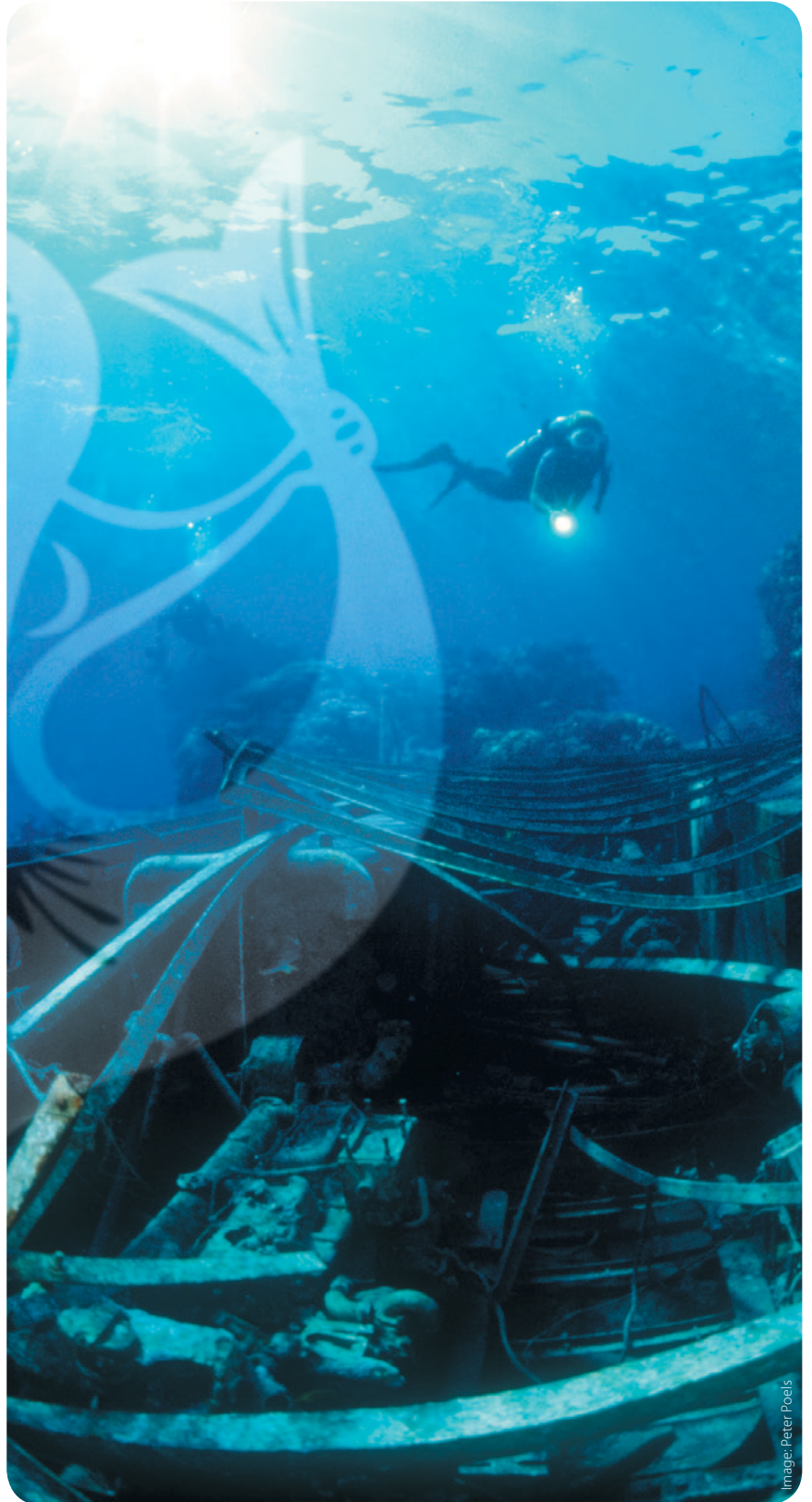


Image: Peter Poels





- Hippocampus is the official magazine of NELOS, the largest diving federation in Flanders, and has a warranted circulation of at least 10.000 copies.
- Your publicity will get the space and the attention it deserves. Hippocampus does not publish more than 35% of publicity.
- A full colour page, booked for one whole year only costs € 732 per publication and a quarter page in full colour only costs € 214.

## Book your publicity in Hippocampus now ... ... and reach tomorrows customers!

### Deadlines

#### January/February issue

Deadline booking **1 January**      Latest delivery of material **10 January**      Delivered to readers **6 February**

#### March/April issue

Deadline booking **3 March**      Latest delivery of material **1 March**      Delivered to readers **6 April**

#### May/June issue

Deadline booking **1 May**      Latest delivery of material **1 May**      Delivered to readers **6 July**

#### September/October issue

Deadline booking **1 August**      Latest delivery of material **1 August**      Delivered to readers **6 September**

#### November/December issue

Deadline booking **3 November**      Latest delivery of material **1 November**      Delivered to readers **6 December**



## Contacts

### Publicity Director

Katrijn Ools  
Phone: +32 15 29 04 86  
publiciteit@nelos.be

### Publisher

John Remue  
Mobile: +32 495 20 00 85  
duikonderricht@nelos.be

### Editor-in-chief

Ivo Madder  
Phone: +32 3 290 54 06  
Mobile: +32 475 73 32 01  
redactie@nelos.be

### Main Office

NELOS Duikershuis  
Brusselsesteenweg 313-315  
2800 Mechelen  
Belgium  
Phone: +32 15 29 04 86  
Fax: +32 15 20 61 58  
secretariaat@nelos.be  
[www.NELOS.be](http://www.NELOS.be)

## Advertising rates

### Dimensions H x W

Quadri

1/1 page .....	260 x 175 mm	€ 732
bleed area .....	303 x 216 mm	
<hr/>		
2/3 page vertical.....	260 x 115 mm	€ 509
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1/2 page vertical.....	260 x 85 mm	€ 395
1/2 page horizontal....	127 x 175 mm	€ 395
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1/3 page horizontal.....	85 x 175 mm	€ 278
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1/4 page vertical.....	127 x 85 mm	€ 214
1/4 page horizontal.....	62 x 175 mm	€ 214
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1/6 page vertical .....	83 x 85 mm	€ 144
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1/8 page horizontal.....	30 x 175 mm	€ 120
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1/8 page horizontal.....	30 x 175 mm	€ 250
(Price for five publications) .....		
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Inside front.....	260 x 175 mm	€ 878
Inside back.....	260 x 175 mm	€ 806
Outside back cover....	260 x 175 mm	€ 915

### Discounts for multiple publications

**2nd publication:** 2,5% discount; **3th:** 5% discount; **4th:** 7,5% discount; **5th:** 10% discount.  
These discounts are only granted for successive publications.

**When an advertisement is reserved immediately for five successive publications, a discount of 10% will be granted starting from the first publication.**

Agency discount: 15 %

## Technical specifications

Please supply all artwork on a PC-friendly CD in one of the following format: Indesign, Photoshop, Illustrator or PDF, including all fonts and picture files, plus a colour printout. If sending a PDF, please ensure that all fonts are embedded. Please save your artwork and all images included as a JPEG, TIFF or EPS in the correct size, at 300 dpi resolution. Pantone colours must be converted to CMYK colours.

**Please contact Katrijn Ools for any queries:**

Phone +32 15 29 04 86 - Fax +32 15 20 61 58 - publiciteit@nelos.be

