

Media Card 2026

Would you like to reach the gluten-free consumer in the Netherlands?
Then the Dutch Coeliac Society (NCV) is your partner!



The Dutch coeliac society (NCV), since 1974 the patients' association for people living gluten free, is a flourishing independent charity. The NCV has 22,000 members and every month on average some 135 new members join.

Collaboration

Through the NCV there are various ways to bring your business or brand to the attention of gluten-free consumers.

- By certifying your products gluten free with the international Crossed Grain symbol on your packaging you gain a competitive market edge.
- By advertising in our quarterly Glutenvrij Magazine.
- By participating in our Welcome Box for new members.
- By taking part in our gluten-free markets.

1. Glutenvrij Magazine

4x per year | Circulation 21,000








With an advertisement in Glutenvrij Magazine you can reach out to a great many gluten-free consumers.

Deadlines advertisements 2026

GM 1 Book your ad space by Submit your ad by	Publication Friday 6 March Monday 19 January Thursday 5 February
GM 2 Book your ad space by Submit your ad by	Publication Friday 5 June Monday 13 April Thursday 7 May
GM 3 Book your ad space by Submit your ad by	Publication Friday 2 October Monday 10 August Thursday 3 September
GM 4 Book your ad space by Submit your ad by	Publication Friday 4 December Monday 12 October Thursday 5 November



Advertising specifications

	2/1 (spread) € 3,025	420 x 297 mm (+ 3 mm bleed and crop marks)
	Back cover € 2,130	210 x 297 mm (+ 3 mm bleed and crop marks)
	1/1 € 1,800	210 x 297 mm (+ 3 mm bleed and crop marks)
	1/2 € 1,025	92 x 280 mm
	1/2 € 1,025	190 x 135 mm
	1/4 € 540	92 x 135 mm
	1/4 € 540	190 x 65 mm

- Supply as certified PDF, minimum of 300 dpi resolution.
- All colours must be CMYK: therefore no spot colours (PMS/ Pantone, RGB, Lab, etc.).

Discount

- Companies with a Crossed Grain licence receive 10% discount.
- For bookings in 4 consecutive issues of Glutenvrij Magazine we offer 5% (additional) discount.
- With a booking of at least a one-page (1/1) advertisement in 4 consecutive issues of Glutenvrij Magazine we offer a free one-week banner space on www.glutenvrij.nl

For your booking or further information, please contact:

accountmanagement@glutenvrij.nl

Insert

If you would like to include an insert in Glutenvrij Magazine, please contact us for further information via

accountmanagement@glutenvrij.nl

www.glutenvrij.nl/viewgm

2. Website

www.glutenvrij.nl | >2 million page views per year

Banner sizes & rates

Homepage 728 x 210 px

Landing page 336 x 280 px

Banner homepage 2 weeks	€ 1,199
Banner landing page 2 weeks	€ 999
Combi Banner home + landing page combined 2 weeks	€ 1,699
Banner homepage 4 weeks	€ 1,750
Banner landing page 4 weeks	€ 1,550
Combi Banner home + landing page combined 4 weeks	€ 2,499

Crossed Grain licence holders receive a 10% discount.

Please send your banner as JPG, PNG or (animated) GIF to:
accountmanagement@glutenvrij.nl

3. Newsletter

>24k addresses | 65% open & 24% click-through

The NCV sends at least 10 newsletters per year to its members and other interested parties. This NCV newsletter can also show your advertisement or advertorial. We offer 10% discount to Crossed Grain licence holders.

Banner size: 728 x 210 px

Rates

1 newsletter	€ 615
2 newsletters	€ 1,150
3 newsletters	€ 1,600

etc.*

In combination with other advertising agreements (e.g. 4x an advertisement in Glutenvrij Magazine, a full year's participation in the 2026 Welcome Box for new members or a banner on www.glutenvrij.nl) we offer greatly reduced rates.

1 newsletter	€ 400
2 newsletters	€ 750
3 newsletters	€ 1,000

etc.*

*For your booking, or further information about the incremental discounts, please contact us via
accountmanagement@glutenvrij.nl

4. Gluten-free Markets

Every year the NCV organises a number of events that include a gluten-free market. These markets, which are generally 3 to 4-hour events, attract a great many visitors.

For dates and venues in 2026 please check our website:

www.glutenvrij.nl/glutenvrije-markt

5. Welcome Box for new members

Every month we welcome on average 135 new members. They receive from the NCV a welcome box filled with gluten-free products and product information. This box can also contain your product! This is an ideal way to introduce your brand to the target group. You, too, can reserve a spot in this welcome box to bring your brand to the attention of new NCV members.

Several times a year we raffle off a welcome box on at least one social media platform among our members for even more brand visibility among this gluten-free target group.

Rates

Per product: € 2,500 per year

Per flyer: € 900 per year

Crossed Grain licence holders receive a 10% discount. In addition, we offer companies reserving a spot in the Welcome Box 2026 greatly reduced rates on advertising in the NCV newsletter.

If you would like your brand to be included in the welcome box for new NCV members, do let us know! For further information, please contact: accountmanagement@glutenvrij.nl

Discount & advertising packages

For more information about the various possibilities of working together with the NCV, or a combination of the above, in bringing your business or brand to the attention of the gluten-free consumer, please feel free to get in touch!

