



Advertising on DeJacht

Reach Dutch-speaking hunters. A company page, one of two site-wide banner positions, or a sponsored article or campaign — booked directly with Bas, at the prices printed here.

BE FINDABLE

€100/yr

Company page: your locations, hours, brands, news and story

BE SEEN

from €95/mo

Banners: two fixed positions, one advertiser in each

HAVE SOMETHING TO SAY

from €195

Sponsored articles and campaigns, priced per campaign

Why DeJacht

- + **Direct-sold placements.** Your ad runs on our pages, not through an ad network. This also means no platform restrictions on hunting-specific categories like firearms, ammunition, or optics.
- + **Hyper-niche audience.** Active hunters and hunting students studying for exams, not casual outdoor browsers.
- + **Clean editorial environment.** Only 2 paid banner positions per page. Your brand stands alone, not buried in ad clutter.
- + **Published fixed prices.** The price on this card is the price. Predictable cost, easy to compare with print budgets, no CPM surprises — and every package total can be rebuilt from this card.
- + **Privacy-first measurement.** First-party analytics only. No third-party tracking, no pixels, compliant by design.

Your Audience

- The Dutch hunting community (hunters, exam students, beaters, dog handlers and landowners) actively reading species pages, articles, and event listings.
- Audience figures come from **first-party measurement with stricter bot filtering than Google Analytics** — for your campaign you get a measured range, not one flattering headline number.
- A well-designed banner on DeJacht.nl clicked through at **0.89–1.40%** (best-performing creative, measured on unique views). Historical performance, not a forecast.
- We are also building **German and English** audiences: until they match the Dutch audience, exposure there is a free bonus on relevant campaigns.

Seasonal Fit

Training season (Jan–Apr): exam students studying. Hunting schools, optics, study materials

Hunting season (Sep–Dec): peak traffic. Hunting retailers

Year-round: steady engagement from the Dutch hunting community

A practical advantage for firearms advertisers

Firearms and ammunition brands, distributors and retailers have very few online channels.

Google and Meta ban hunting firearms and ammunition advertising as platform policy, and many ad networks follow the same route. DeJacht offers direct-sold placements built for the hunting market instead.

Banner Placements

DUTCH-LANGUAGE MARKET · ONE ADVERTISER PER POSITION · PAY YOUR FIRST INVOICE BEFORE 1 JANUARY 2027 AND YOUR BANNER RATE IS FIXED THROUGH 31 DECEMBER 2027

PLACEMENT	PRICE
Header Above the content, with no other advertiser in this position. Leaderboard (728×90) on desktop, Medium Rectangle (300×250) on mobile.	€149/mo
Sidebar Next to the content, with no other advertiser in this position. Medium Rectangle (300×250).	€95/mo
Sidebar XL A larger format in the sidebar position. Half Page (300×600).	€140/mo

Taking Both Placements

NOT A SEPARATE PACKAGE: THE TWO PLACEMENTS ADDED UP, MINUS 10%

COMBINATION	PRICE
Header + Sidebar Default combination. Cleanest entry point. €149 + €95 = €244, minus 10%.	€219.60/mo
Header + Sidebar XL Standard header with larger sidebar presence. €149 + €140 = €289, minus 10%.	€260.10/mo

Short Campaigns

7–14 days: **50%** of monthly price
 15–21 days: **75%** of monthly price
 Ideal for hunting season promotions, events, and product launches.

Need Artwork?

We prepare both standard formats for **€175**, or the full set including Half Page for **€245** — static, one revision round included.
Free with a booking of 3 months or longer.

What €149/month buys

The Header position across the site — one of only two paid ad slots on the page. Impressions are counted to the strict MRC/IAB viewability standard (at least half the banner in view for at least one continuous second), not raw pageviews, so the number in your report is smaller and means more than a pageview count. Viewable impressions, clicks and CTR land in your monthly report, and before you book we work the numbers through for your placement against current measured impressions.

All prices per month, excl. VAT. EU B2B: reverse-charge. Founding advertisers, those whose first invoice is paid on or before 31 December 2026, keep their banner rate through 31 December 2027, whatever the annual review decides. The rate card is reviewed each October, a new card takes effect 1 January, and running bookings keep their agreed rate. Monthly bookings auto-renew; cancel with 7 days notice. The shortest booking is a 7-day short campaign. Firearms/ammunition: brands, distributors and retailers are welcome.

Your Company Page

A DEDICATED PAGE FOR YOUR BUSINESS · BILLED ANNUALLY · CANCELS BACK TO A FREE LISTING, NEVER TO NOTHING

LISTING	PRICE
Free listing Name, address, phone and website in the directory. May carry standard DeJacht advertising.	€0
Company page Cover image, tagline, video and your story · locations with hours and directions · news-feed and YouTube imports · your brands · homepage partner rail · “Partner since” badge · no third-party ads · one requested update a year.	€100/yr

Billed annually in advance; your current price applies until renewal. Brand pages also show your logo beside every listed retailer that stocks your products.

Sponsored Articles & Campaigns

PERMANENT LABELLED PAGES · SPONSORED LINKS CARRY REL="SPONSORED", SO THIS IS NOT AN SEO PRODUCT

PRODUCT	PRICE
Short sponsored announcement Product, event or company news. You supply copy and images; we edit, label and publish.	€195
Sponsored article supplied by you You supply it; we edit, check, label and publish. A lasting asset, not a reach buy.	€295
Follow-up article within a campaign An update moment inside a running campaign: a new offer, an event result, the next chapter.	€225
Article written by DeJacht From your brief or an interview. The price depends on what you need, so we quote it per brief.	on request
Post on the DeJacht Facebook page Distribution for a paid article, campaign or offer. One clear link, marked as sponsored.	€75
Post in the DeJacht Facebook group Community distribution where group rules and audience fit allow it. Max one post per advertiser and two in total each month.	€250

Campaign Packages

FIXED STRUCTURES AT CARD PRICES, MINUS 10% — EVERY TOTAL ADDS UP FROM THIS PAGE

PACKAGE	PRICE
Article with distribution Supplied article €295 + Header, one month €149 + Facebook page post €75 + group post €250 = €769, minus 10%. Homepage feature and newsletter mention included as a bonus.	€692.10
Campaign with two moments Supplied article €295 + follow-up €225 + both placements €219.60 + two page posts €150 + group post €250 = €1,139.60, minus 10%. Third moment: €1,295.64.	€1,025.64
Season partnership Three moments, three months: supplied article €295 + two follow-ups €450 + both placements *3 €658.80 + three page posts €225 + two group posts €500 = €2,128.80, minus 10%. Five moments: €2,878.56.	€1,915.92

Every package is its line items at card prices with 10% off the invoiced total, applied once when you sign; renewals use the then-current card. Swap or add items at the prices above. Rather not write the article yourself? DeJacht can write it for you, quoted per brief on top of the package.

Creative Specifications

- + **Header**
728×90, 300×250
- + **Sidebar**
300×250, 300×600
- + **Formats**
WebP, AVIF, PNG, JPG, GIF
- + **Max size**
150 KB per creative
- + **Animation**
Max 3 loops, 15s total
- + **Retina**
2x recommended

Header requires desktop + mobile creative. Sidebar uses one creative across breakpoints. Click-through URL must be HTTPS and direct. No tracking pixels or third-party tags. Supply materials at least five working days before the start date.

Booking Process

- + Get in touch to confirm availability and dates
- + Submit creative assets and click-through URL
- + Creative review within 2 business days
- + Invoice via Mollie. Your booking goes live after payment
- + Monthly bookings auto-renew; cancel with 7 days notice
- + Short campaigns are non-refundable after start date

What You Get

- + Banners: monthly performance report with viewable impressions (MRC/IAB), clicks, CTR, reach and frequency, and a breakdown by page, country and device
- + Articles: view counts after 30, 60 and 90 days, and outbound clicks where tracked
- + Company page: an annual summary at renewal — page views as context, outbound clicks, and the changes made during the year
- + Measured by DeJacht without tracking pixels or third parties
- + Unsold banner slots show house promotions: never empty, never third-party

For the Firearms & Ammunition Trade

- + Brands, distributors and retailers may advertise hunting firearms and ammunition
- + Hunting/sporting context only, no military imagery
- + Click-through to your own product or brand pages

Holding the licences your business requires is your responsibility, confirmed in the booking terms. This is direct-sold inventory, which means it is not governed by Google or Meta platform bans on firearms advertising.

Ready to reach Dutch-speaking hunters?

Check availability or request a sample report. Email Bas de Groot.

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CONTACT

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ADDRESS

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MARKET

Paid launch: dejacht.nl (NL), with EN and DE available selectively as a bonus.