

## Bestelauto



## General information

Title	Bestelauto
Subtitle	Eisma's trade magazine for delivery van drivers and fleet operators
Published by	Eisma Industriemedia bv Informaticaweg 3, 7007 CP Doetinchem
Publisher	Rens Sturuss
Account manager	Yvette van Hal T. +31 (0)88- 29 44 760 E. <a href="mailto:y.vanhal@eisma.nl">y.vanhal@eisma.nl</a>
Editor	Arjan Velthoven T. +31 (0)88-29 44 709 E. <a href="mailto:a.velthoven@eisma.nl">a.velthoven@eisma.nl</a>
Circulation	99.000 exemplaren
Publication frequency	2x per year

## Editorial planning 2018

No	Reservation deadline	Copy deadline	Publication date
1	19-4-2018	25-4-2018	May 2018
2	20-9-2018	26-9-2018	November 2018

## Basic package

### This basic package consists of:

- 1 x 1/1 full colour ad page
- 1/2 year an large rectangle on [bestelauto.nl](http://bestelauto.nl)
- 3 x one advertorial in the newsletter [bestelauto.nl](http://bestelauto.nl)

**Total amount € 13.500,-**

## Premium package

### This premium package consists of:

- 2 x 1/1 full colour ad page
- 1 year een large rectangle on [bestelauto.nl](http://bestelauto.nl)
- 6 x one advertorial in the newsletter [bestelauto.nl](http://bestelauto.nl)

**Total amount € 21.500,-**

*Other communication options or packages are possible*

## Digital file types

### PDF

- Certified PDF
- Images and fonts embedded

### Quark Xpress

- Please add or include all (Macintosh) fonts, illustrations and images

### Adobe Illustrator

- Outlines
- \*.ai, \*.eps

### Adobe Photoshop

- Flattened (not layered)
- \*.tiff, \*.eps, \*.jpg, \*.psd
- No multichannel or duotone images

### Other file types (e.g. word)

- Text in Word, images as separate files (not embedded)

## Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
1/1 page	187 x 257	
1/2 page	91 x 257	187 x 126
1/4 page	91 x 126	187 x 61
1/8 page	91 x 61	187 x 29
Type area	187 x 257	
Layout	215 x 285	Bleed: 3 mm trim all around
colour modus	CMYK	
resolution	300 dpi	

## Where to send your advert

Up to 10 mb to [bestelauto@zeedesign.nl](mailto:bestelauto@zeedesign.nl)  
 Over 10 mb trough the free server [www.wetranser.com](http://www.wetranser.com),  
 deadline to [bestelauto@zeedesign.nl](mailto:bestelauto@zeedesign.nl)

## Inserts

amount same as circulation (see page 1) in boxes  
 delivery type no less than 7 working days before the  
 publication date  
 delivery adress Senefelder Misset  
 To Mr. R. Jansen  
 Mercuriusstraat 35, 7006 RK Doetinchem, The  
 Netherlands  
 ref.: sender, title and number of issue

## Branches & Trade magazines

**Agri & Food** Bakker in Bedrijf  
 De Molenaar

### Building & Construction

Aannemer Bouwwereld  
 Installatie en Sanitair  
 Glas in Beeld  
 Eisma's Schildersblad  
 SchildersVakkrant ZPP  
 'er in de Bouw

### Image & Communication

Sign+

## Branches & Trade magazines

### Trade & and variance

MarktVisie  
 Warehouse Totaal  
 Vis Special  
 Vlees+  
 Recycling Magazine Benelux

### Mobility

Truck & Transport Management

### Horses

Bit

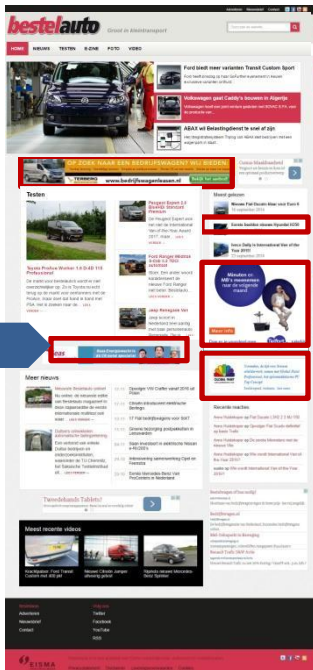
### Courier and postal companies

Courier and postal companies

## Circulation

**99.000**

www.bestelauto.nl



Leaderboard

Logolink

Rectangle

Advertorial

Full banner

## Statistics www.bestelauto.nl

Average per month

Page views: 12.000

Unique visitors: 24.000

## Full banner

Een full banner wordt geplaatst onder het nieuwsblok of onder het productnieuws-blok. De full banner wordt ingezet voor het opbouwen van naamsbekendheid.

### Specifications

468 x 60 pixels, max 49Kb

### Rate per month

• € 485,-

## Leaderboard

A leaderboard is a large, almost page-wide advertisement and is one of the most current sizes. A leaderboard will be shown directly under the "header".

### Specifications

728 x 90 pixels, max 49Kb

### Rate per month

• € 625,-

## Rectangle

A rectangle is a strikingly large advertisement size that is always positioned at the right side of the page, above the "header". The size is excellently suitable for the communication of several types of messages, among others video.

### Specifications

336 x 280 pixels, max 49 Kb

### Rate per month

• € 625,-

## Logolink

A logolink is a short clickable text in combination with a logo that leads to a website.

### Specifications

• Company log max. (40 x 15 pixels)

• Company name, ore product and slogan, max.24 characters, Inclusive blank keys. (exclusive mentioning company name)

### Rate per month

• € 275,-

## Advertorial

An advertorial is a text advertisement that resembles -qua lay-out- to the editorial content of the page. By clicking on the advertorial the visitor will "land" on the landing page.

### Specifications

• header, bodytext and pay-off (200 positions including spaces)

• Logo 70 x 70 pixels or 100 x 50 pixels

### Rate per month

• € 520,-

## Digital newsletter Bestelauto

## Advertorial

An advertorial is a text advertisement that resembles -qua layout- to the editorial content of the page. By clicking on the advertorial the visitor will “land” on the landing page.

### Specifications

- head, body, pay-off 400 characters including spaces
- photo size 600 x 400 pixels (50-120 kB) resizable for smartphones
- url landingspage

### Rate

•€ 450,- (per edition)

## Full banner

A full banner is a horizontal advertisement size that is almost as wide as the page of the newsletter.

### Specificaties

- 468 x 60 pixels, max 80Kb

### Rate

€ 400,- per edition

## Blockbuster

A blockbuster is a large format banner. The blockbuster is prominently displayed, across the full width of the page

### Specificaties

- 550 x 150 pixels, max 80 Kb

### Rate

€ 550,- per edition



## Copy details

- Gif
- Jpg
- with url

colour mode: **RGB**  
 resolution: **72 dpi**

• mail to: [info@zeebanners.nl](mailto:info@zeebanners.nl) and to [y.vanhal@eisma.nl](mailto:y.vanhal@eisma.nl)

## Publication date digital newsletter

monthly to 4.825 newsletter subscribers

## Meer informatie

Yvette van Hal  
 T +31 (0)88- 29 44 760  
 E [y.vanhal@eisma.nl](mailto:y.vanhal@eisma.nl)