

## Bouwwereld



## General information

Title	Bouwwereld	
Subtitle	Magazine for construction	
Published by	Eisma Bouwmedia bv Informaticaweg 3, 7007 CP Doetinchem	
Publisher	Mr Rens Sturrs	
marketing & sales manager	Mr Jeroen van der Molen	
Advert department	Karin Krabbenborg Accountmanager T 088- 29 44 934 E k.krabbenborg@eisma.nl	Sacha Harders Accountmanager T 088- 29 44 933 E s.harders@eisma.nl
Circulation	8.500	
Volume	114	
Publication frequency	12 x per year	
Editor	Mr Peter de Winter, managing editor T. 088-294 49 08 E. p.dewinter@eisma.nl	

## Advertising rates

Full Colour	1x	3x	6x	12x	24x
1/1 page	6.510	6.346	6.020	5.697	5.372
1/2 page	4.149	4.047	3.840	3.631	3.426
1/4 page	2.855	2.785	2.642	2.499	2.355
1/8 page	2.067	2.014	1.913	1.808	1.704
Black/White	1x	3x	6x	12x	24x
1/1 page	4.304	4.197	3.980	3.765	3.551
1/2 page	2.275	2.221	2.103	1.992	1.876
1/4 page	1.200	1.172	1.112	1.052	991
1/8 page	613	597	568	536	506

## Editorial formula of Bouwwereld

“Bouwwereld” especially aims at the executing and designing building industry in the housing and general building sector and meets the information requirements in all building sectors. “Bouwwereld” has the largest readership (including sub-readers) of all professional building magazines in The Netherlands. It is the only universal practice-oriented publication for the building industry and has the best coverage of all professions in this field.

### With “Bouwwereld” you reach:

- Many principals (provincial authorities, municipalities, housing associations), but also a considerable share of the charging house-agents/project developers.
- Architects, planners, engineers
- Housing- and utility building-contractors, accounting together for 73% of the total used (self-bought) building materials.

## Surcharge

heart page	+ 5%
cover 2 and cover 3	+ 5%
cover 4	+ 10%
dtp costs	based on actual costs incurred for designing and making the advert

## Inserts / bound inserts

On request. For technical specifications, please contact on time.

## Dimensions

Size	portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page	196 x 270	
1/2 page	95 x 270	196 x 132
1/4 page	95 x 132	196 x 63
1/8 page	95 x 63	
type area	196 x 270	
layout	220 x 297	Bleed: 5 mm trim all around
spread bleed	440 x 297	Bleed: 5 mm trim all around
colour mode	CMYK	
resolution	300dpi	

## Printing details

Printing	sheet-offset
Cover	200 gr. hvmc
Inside	115 gr. hvmc

## Where to send your advert

Up tot 10 mb to [bouwwereld@zeedesign.nl](mailto:bouwwereld@zeedesign.nl)

Over 10 mb via one of the free servers [www.dropsend.com](http://www.dropsend.com),  
[www.wetransfer.com](http://www.wetransfer.com), [www.sendthisfile.com](http://www.sendthisfile.com) of [www.yousendit.com](http://www.yousendit.com)  
 to [bouwwereld@zeedesign.nl](mailto:bouwwereld@zeedesign.nl)

## Digital file types

### PDF

- Certified PDF
- Images and fonts embedded

### Quark Xpress

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

### Athube Illustrator

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

### Athube Photoshop

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

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

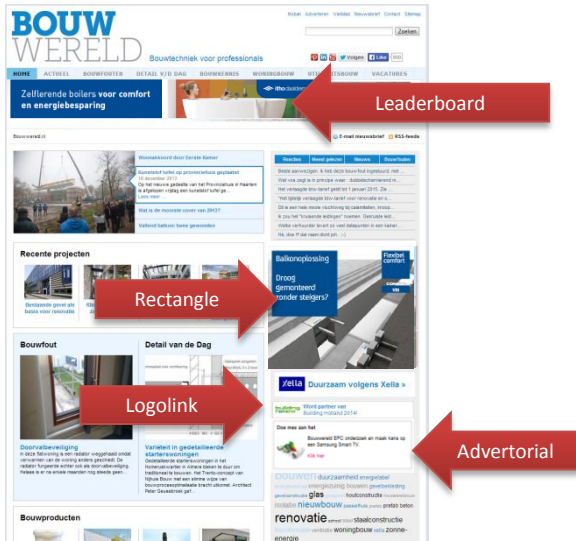
- Text in word, images as separate files (not embedded)

## Inserts

amount	same as circulation (see page1)
delivery type	in boxes
deadline	no less than 7 werking days before the publication date
delivery address	Veldhuis Media Attn. Dhr. T. Nitrauw Kanaaldijk OZ 3 8102 HL Raalte, The Netherlands ref.: sender, title and number of issue

## Publication list 2018

Number	Reservation deadline	Copy deadline	Publication date	theme / focus
1	5-1-2018	9-1-2018	30-1-2018	
2	2-2-2018	6-2-2018	27-2-2018	
3	2-3-2018	6-3-2018	27-3-2018	
4	30-3-2018	3-4-2018	24-4-2018	
5	27-4-2018	1-5-2018	22-5-2018	
6	4-6-2018	8-6-2018	29-6-2018	
7\8	6-8-2018	10-8-2018	31-8-2018	
9	31-8-2018	4-9-2018	25-9-2018	
10	28-9-2018	2-10-2018	23-10-2018	
11	26-10-2018	30-10-2018	20-11-2018	
12	23-11-2018	27-11-2018	18-12-2018	



## Bouwwereld.nl

The site Bouwwereld.nl especially aims at the executing and designing building industry in the housing and general building sector.

### Average per month

Page views: 95.000  
Unique visitors: 37.000

## 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

€ 136,- CPM (1.000 views)

## Logolink

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

### Specifications

- Company logo max. 40 characters and logo (60 x 30 pixels)
- Company name, ore product and slogan, max. 40 characters, inclusive blank keys. (exclusive mentioning company name)

### Rate

• € 608,- per month

## Specifications

### Technical requirements of the banners:

- Digital file types: .jpg, .gif, animated .gif, flash
  - Html Code
  - Javascript Code
- (excluding third unverified suppliers)

## Leaderboard

A leaderbord is a large, almost page-wide advertisement and is one on the most current sizes. A leaderbord will be shown directly under the “header”.

### Specifications

- 728 x 90 pixels, max. 49 Kb

### Rate

€ 105,- CPM (1.000 views)

## 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.

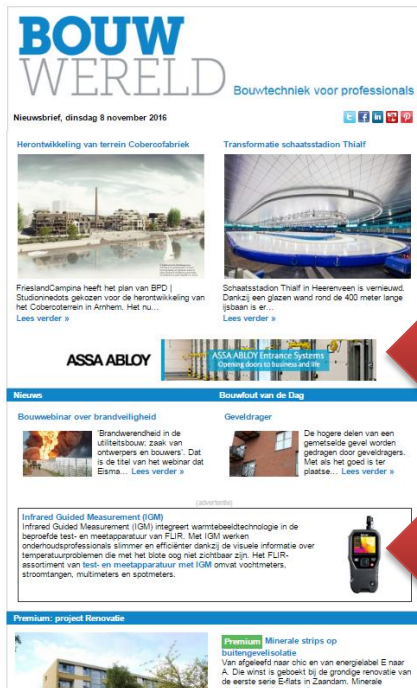
### Specifications

- 200 pixels and logo (100 x 50 pixels or 70 x 70 pixels)

### Rate

€ 71,- CPM (1.000 views)

## Digital Newsletter



## Publication date digital newsletter

Weekly on tuesday and Thursday  
**Average newsletter subscribers: 18.300**

## More information

Contact sales for more information.

Karin Krabbenborg  
 Accountmanager  
 T 088-29 44 934  
 E k.krabbenborg@eisma.nl

Sacha Harders  
 Accountmanager  
 T 088-29 44 933  
 E s.harders@eisma.nl

## Copy specifications

- Gif
- Jpg
- with url

colour mode: RGB  
 resolution: 72 dpi

## 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. 80 Kb

### Rate

€ 943,- (edition)

## Advertorial

An advertorial is a clickable text ad format in terms similar to the editorial page content.

### Specificaties

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

### Rate

€ 943,- (edition)