

## Bouwwereld



## General information

|                           |  |
|---------------------------|--|
| Title                     | Bouwwereld   |
| Subtitle                  | Magazine for construction  |
| Published by              | Eisma Bouwmedia bv<br>Informaticaweg 3, 7007 CP Doetinchem   |
| Publisher                 | Mr Rens Sturrrus   |
| marketing & sales manager | Mr Jeroen van der Molen  |
| Advert department         | Karin Krabbenborg    Sacha Harders<br>Accountmanager    Accountmanager<br>T 088- 29 44 934    T 088- 29 44 933<br>E k.krabbenborg@eisma.nl    E s.harders@eisma.nl |
| Circulation               | 8.500  |
| Volume                    | 115  |
| Publication frequency     | 11 x per year  |
| Editor                    | Mr Peter de Winter, managing editor<br>T. 088-294 49 08<br>E. p.dewinter@eisma.nl  |

## Advertising rates

| Full Colour | 1x    | 3x    | 6x    | 12x   | 24x   |
|-------------|-------|-------|-------|-------|-------|
| 1/1 page    | 6.705 | 6.536 | 6.201 | 5.868 | 5.533 |
| 1/2 page    | 4.273 | 4.168 | 3.955 | 3.740 | 3.529 |
| 1/4 page    | 2.941 | 2.869 | 2.721 | 2.574 | 2.426 |
| 1/8 page    | 2.129 | 2.074 | 1.970 | 1.862 | 1.755 |
| Black/White | 1x    | 3x    | 6x    | 12x   | 24x   |
| 1/1 page    | 4.433 | 4.323 | 4.099 | 3.878 | 3.658 |
| 1/2 page    | 2.343 | 2.288 | 2.166 | 2.052 | 1.932 |
| 1/4 page    | 1.236 | 1.207 | 1.145 | 1.084 | 1.021 |
| 1/8 page    | 631   | 615   | 585   | 552   | 521   |

## 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<br>Attn. Dhr. T. Nitrauw<br>Kanaaldijk OZ 3<br>8102 HL Raalte, The Netherlands<br>ref.: sender, title and number of issue |

## Publication list 2019

| Number | Reservation deadline | Copy deadline | Publication date | theme / focus |
|--------|----------------------|---------------|------------------|---------------|
| 1      | 04-01-19             | 08-01-19      | 29-01-19         |               |
| 2      | 01-02-19             | 05-02-19      | 26-02-19         |               |
| 3      | 01-03-19             | 05-03-19      | 26-03-19         |               |
| 4      | 29-03-19             | 02-04-19      | 23-04-19         |               |
| 5      | 26-04-19             | 30-04-19      | 21-05-19         |               |
| 6      | 03-06-19             | 07-06-19      | 28-06-19         |               |
| 7\8    | 30-08-19             | 03-09-19      | 24-09-19         |               |
| 9      | 27-09-19             | 01-10-19      | 22-10-19         |               |
| 10     | 25-10-19             | 29-10-19      | 19-11-19         |               |
| 11     | 22-11-19             | 26-11-19      | 17-12-19         |               |