

Eisma's Schildersblad



General information

Title	Eisma's Schildersblad	
Subtitle	Information source for the overall maintenance market	
Published by	Eisma Bouwmedia bv Postbus 361, 7000 AJ Doetinchem	
Publisher	Rens Sturuss	
Marketing & sales manager	Jeroen van der Molen	
Advert department	Sales	
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Circulation	4.000	
Volume	121	
Publication frequency	12 x per year	
Editor	Wouter Mooij, managing editor	
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	E. schildersblad@eisma.nl	

Advertising rates

Full Colour	1x	3x	6x	12x	24x
1/1 page	3.957	3.839	3.717	3.562	3.362
1/2 page	2.036	1.976	1.916	1.831	1.731
1/4 page	1.099	1.066	1.034	990	934
1/8 page	574	556	540	516	489
IM (notice sent)	431	431	431	431	431

Editorial formula

Eisma's Schildersblad provides entrepreneurs and professionals, in addition to an update of the market, management information and information about technical subjects. With lots of pictures of craftsmanship. Professional information on total maintenance, painting, coating, finishing, sealing, preserving, placing glass, preservation of steel and concrete, renovate, treating walls, isolate and restore.

With "Eisma's Schildersblad" you reach:

Directors, owners and professionals working in the maintenance market.

Surcharge

cover 2	+ 15%
cover 3	+ 10%
cover 4	+ 20%
agreed special place	+10%
enrichment in ePaper	+25%
letter, number	18,50-
dtp costs	based on actual costs incurred
	for designing and making the advert

Printing details

printing	offset
cover	135 g/m ² hv gesatineerd mc
inside	90 g/m ² hv gesatineerd mc

Inserts / bound inserts

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

Branceregister / classifieds

Monthly listing in the magazine with a permanent link www.schildersvak.nl listing is for a full year and is each calendar year thereafter until further notice automatically extended price for all of 2019 amounted to € 975, -

Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
1/1 page	185 x 259	
1/2 page	90 x 259	185 x 127
1/4 page	90 x 127	185 x 63
1/8 page	90 x 61	
IM		90 x 29
type area	185 x 259	
Layout	230 x 300	afloop: 3 mm rondom extra
colour modus	CMYK	
resolution	300 dpi	

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)

Where to send your advert

Up to 10 mb to schildersblad@zeedesign.nl

Over 10 mb via one of the free servers www.dropsend.com,
www.wetransfer.com, www.sendthisfile.com of www.yousendit.com
to schildersblad@zeedesign.nl

Inserts

amount	4.000
delivery types	in boxes
deadline	no less than 7 working days before the publication date
Delivery adress	Veldhuis Media t.a.v. Mr. T. Nitrauw Kanaaldijk OZ 3 8102 HL Raalte ref.: sender, title and number of issue

Publication list 2019

Number	Reservation Deadline	Copy deadline	publication- deadline	theme / focus
1	07-01-19	11-01-19	25-01-19	
2	31-01-19	05-02-19	19-02-19	
3	28-02-19	05-03-19	19-03-19	
4	28-03-19	02-04-19	16-04-19	
5	25-04-19	30-04-19	14-05-19	
6	21-05-19	24-05-19	11-06-19	
7	20-06-19	25-06-19	09-07-19	
8	08-08-19	13-08-19	27-08-19	
9	05-09-19	10-09-19	24-09-19	
10	03-10-19	08-10-19	22-10-19	
11	31-10-19	05-11-19	19-11-19	
12	28-11-19	03-12-19	17-12-19	