

Installatie en Sanitair



General information

Title	Installatie en Sanitair
Subtitle	Trade magazine for the entire installation branch
Published by	Eisma Bouwmedia bv Postbus 361, 7000 AJ Doetinchem
Publisher	Mr Rens Sturuss
Salesmanager	Mr Jeroen van der Molen
Advert department	Nienke Kool Accountmanager T 088- 29 44 935 E n.kool@eisma.nl Joyce Janssen Accountmanager T 088-29 44 932 E j.janssen@eisma.nl
Circulation	5.400
Volume	57
Publication frequency	10 x per year
Editor	Eddy Buiting, managing editor T. 088-29 44 911 E. e.buiting@eisma.nl

Advertising rates

Full colour	1x	3x	6x	12x
1/1 page	4.598	4.252	4.020	3.793
1/2 page	3.426	3.168	2.997	2.828
1/4 page	2.794	2.584	2.444	2.307

Black/white	1x	3x	6x	12x
1/1 page	2.621	2.427	2.294	2.163
1/2 page	1.430	1.318	1.248	1.179
1/4 page	784	726	686	646

Inserts/bound inserts

On request. For technical specifications, please contact on time

Editorial formula

Installatie en Sanitair has been providing those working in the trade with the latest news, product news, project news and business information in an accessible, easy-to-digest format.

With "Installatie en Sanitair" you reach:

Independent installation firms with and without a retail operation in the gas, water, plumbing, heating, air conditioning, air treatment, drainage and roofing sectors. Building consultants and consulting engineers, Municipal and provincial energy utilities, Technical departments of institutions, Housing corporations, Government bodies.

Printing details

printing procedure	sheet-offset
cover	170 gr. hv gesatineerd mc
inside	100 gr. hv silk mc

Surcharge

placement fees:	the surcharge are calculated on the contracted price black and white
dttp costs:	based on actual costs incurred for designing and making the advert

Dimensions

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page	210 x 280	
1/2 page	210 x 137	102 x 280
1/4 page	210 x 65	102 x 137
1/8 page		102 x 65
print area	210 x 280	
page size	230 x 300	bleed: 3 mm trimm all around

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 files types (e.g. word)

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

Where to send your advert

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

Inserts

amount	same as circulation (see page 1)
delivery type	in boxes
deadline	no less than 7 working days before the publication date
Delivery address	Veldhuis Media Attn. Mr. T. Nitrauw Kanaaldijk OZ 3 8102 HL Raalte, The Netherlands ref.: sender, title and number of issue

Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date
1	02-01-19	07-01-19	25-01-19
2	06-03-19	11-03-19	29-03-19
3	03-04-19	08-04-19	26-04-19
4	24-04-19	29-04-19	21-05-19
5	29-05-19	03-06-19	21-06-19
6	07-08-19	12-08-19	30-08-19
7	28-08-19	02-09-19	24-09-19
8	25-09-19	30-09-19	18-10-19
9	23-10-19	28-10-19	15-11-19
10	20-11-19	25-11-19	13-12-19



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, up 49 kb

Tarief

Per half year € 2.168,- per year € 4.030,-

Halfpage Ad

Half Page Ad is the banner with the largest area. with more than twice the length of the Rectangle is the Half Page Ad in suitable for achieving thematic objectives.

The shape and dimensions of the Half Page Ad ensure that the visibility of this expression is better than other banners.

Specifications

- 336 x 600 pixels, up 49 Kb

Rate

per half year € 3.409,- per year € 6.514,-

Web statistics

Average per month

Page views: 115.500
Unique visitors: 50.000

Logolink

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

Specifications

- Company log up 30 characters and logo (60 x 30 pixels)
- Company name up 35 characters (Including spaces).

Rate

• € 242,- per month

Wallpaper

A very striking expression communication, which can be used very creatively. Namely wallpaper appears next to the site and is therefore more striking.

Specifications

- in consultation

Rate

per half year € 3.409,- per year € 6.514,-



Advertorial

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

Specifications

- 200 pixel logo plus (100 x 50 pixels or 70 x 70 pixels)

Rate

€ 349,- per month

Full banner

A full banner is a horizontal advert that attracts much attention due to its position among the page's editorial content.

Rate

Per half year € 1.970,-

per year € 3.520,-

Specifications

Technical Requirements of the banners:

- Digital file types: .jpg, .gif, animated .gif
- 3th Party Tag, DoubleClick Studio creative, DoubleClick Campaign Manager tag (DCM inred) or Self contained Html5 creative.

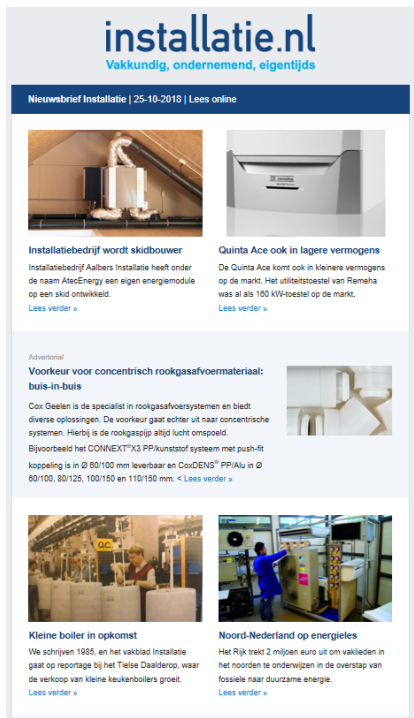
Not a Html5 creative bundle in an ZIP-file.

Mobile banners

It is important to also provide banners for display on a mobile device.

Banner	Mobile banner	
PC / Desktop	Tablet	Smartphone
Leaderboard (728×90 px)	V	Mobile banner (320×50 px)
Large rectangle (336×280 px)	V	Medium rectangle (300×250 px)
Medium rectangle (300×250 px)	V	V
Half Page Ad (300×600 px)	V	Medium Rectangle (300×250 px)
Fullbanner (468×60 px)	V	Mobile banner (320×50 px)
Wallpaper (2 afbeeldingen van 145×650 px)	Medium Rectangle (300×250 px)	Medium Rectangle (300×250 px)

Digital newsletter



Publication date digital newsletter

Two times a week, on Tuesday and Thursday

More information

Please contact sales for more information.

Nienke Kool, Accountmanager

T 088- 29 44 935 E n.kool@eisma.nl

Joyce Janssen, Accountmanager buitendienst

T 088-29 44 932 E j.janssen@eisma.nl

Full banner

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

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Specificaties

- 468 x 60 pixels, maximaal 80 Kb

Tarief

€ 540,- (per edition)

Copy details

- Gif
- Jpg
- with url

colour mode: RGB
resolution: 72 dpi

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 landingpage

Tarief

€ 540,- (per edition)