

ZZP'er in de BOUW



General information

Title	ZZP'er in de BOUW	
Published by	Eisma Bouwmedia bv Informaticaweg 3, 7007 CP Doetinchem	
Publisher	Mr Rens Sturuss	
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	21.000	
Volume	12	
Publication frequency	5 x per year	
Editor	Peter de Winter, managing editor T. 088-294 49 08 E. p.dewinter@eisma.nl	

Circulation ZZP'er in de BOUW

With ZZP'er in the Bouw you reach different branches:

- general civil and utility building
- odd-job companies
- tiling and roof construction
- laying bricks and flushing
- plastering, painting and glazing
- carpeting
- tiling
- plumbers and electro technics

Editorial formula

"The ZZP'er in de Bouw" especially aims at the selfemployed without personnel in the building sector. The magazine tries to support the selfemployed to be successful. The articles are from the daily practice and help the selfemployed to optimize the yield of his enterprise.

Advertising rates

Full colour	1x	3x	6x
1/1 page	5.194	4.939	4.688
1/2 page	3.092	2.938	2.788
1/4 page	1.822	1.732	1.641

Printing details

printing	sheet-offset
cover	80 gr. r-080 grams LHH mat mc
inside	80 gr. r-080 grams LHH mat mc

Inserts/bound inserts

On request. For technical specifications, please contact on time

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	203 x 280	
1/2 page	203 x 138	99,5 x 279
1/4 page	203 x 67	99,5 x 138
type area	203 x 280	
layout	225 x 300	bleed: 3 mm trim 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 file types (e.g. word)

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

Where to send your advert

Up to 10 mb to zzperindebouw@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 zzperindebouw@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	Senefelder Misset Attn. Mr R. Jansen Mercuriusstraat 35 7006 RK Doetinchem, The Netherlands ref.: sender, title and number of issue

Publication list 2018

Number	Reservation deadline	Copy deadline	Publication date
1	25-1-2018	30-1-2018	16-2-2018
2	29-3-2018	3-4-2018	20-4-2018
3	24-5-2018	29-5-2018	15-6-2018
4	23-8-2018	28-8-2018	14-9-2018
5	25-10-2018	30-10-2018	16-11-2018