

Pomp NL



General information

Title	Pomp NL								
Subtitle	Trade magazine with a vision for the future								
Contents	Pomp NL informs middle management staff in the industry and (semi-) government about everything in the field of fluids and vacuum technology. The editorial staff cover topics from a technology angle, the current state of affairs, and informs about standards and regulations in both national and international fields. Innovation in pump technology is the main subject, broken down in branches and applied techniques. Also, the editors report on components and additional equipment, maintenance technology, education and financial business news.								
Main subjects for 2018	<ul style="list-style-type: none"> - Pumps in network systems - Standard versus custom designed pumping solutions - Service and maintenance 								
Published by	Eisma Industriemedia bv Informaticaweg 3 7007 CP Doetinchem The Netherlands								
Publisher	Rens Sturruus								
Account management	<table border="0"> <tr> <td>Marcel Meijers</td> <td>Vincent Hermans</td> </tr> <tr> <td>Ph.: 035 - 541 30 64</td> <td>Ph.: 088-2944740</td> </tr> <tr> <td>M: 06 -51989272</td> <td>E: v.hermans@eisma.nl</td> </tr> <tr> <td colspan="2">E: marcelmeijers@pompnl.nl</td> </tr> </table>	Marcel Meijers	Vincent Hermans	Ph.: 035 - 541 30 64	Ph.: 088-2944740	M: 06 -51989272	E: v.hermans@eisma.nl	E: marcelmeijers@pompnl.nl	
Marcel Meijers	Vincent Hermans								
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Readership	5,500 based on subscriptions and controlled circulation								
Year	15								
Published	6 x per year								
Editorial	Eisma Industriemedia bv								

Advertising Rates

	1x	3x	6x	12x
Full colour				
2/1 page	4750	4556	4271	4025
1/1 page	3120	2976	2811	2655
1/2 page	2400	2296	2171	2055
1/4 page	1970	1916	1811	1675
1/8 page	1760	1676	1581	
Black and white				
2/1 pagina	3670	3520	3300	3110
1/1 pagina	2040	1940	1840	1740
1/2 pagina	1320	1260	1200	1140
1/4 pagina	890	880	840	760
1/8 pagina	680	640	610	580

Leaflets, attachments, answer cards, stickers

Rates up to 20 grams:

	Attachment	Leaflet
1 page A4	no.	2,180
2 pages A4	3,050	2,600
3 pages A4	3,650	3,930
4 pages A4	4,350	4,730
Double answer cards:		on request
Stickers:		on request

Additional

Front Cover	advertising rate 1/1 Full colour + 35%
Cover 2 and 3	advertising rate + 15%
Cover 4	advertising rate + 25%
Preferred position	advertising rate + 15%
Bleed:	advertising rate + 5%

Sizing

Format	Portrait (b x h in mm)	Landscape (b x h in mm)
2/1 page	-	420 x 297 *
1/1 page bleed	210 x 297 *	-
1/1 page type area	183 x 255	-
1/2 page type area	88 x 255	183 x 121
1/2 page bleed	97 x 297 *	210 x 131 *
1/3 page	-	183 x 75
1/4 page	88 x 121	183 x 58
Colour mode	CMYK	
Resolution	300 dpi	

* = +3 mm bleed all around!

Digital advertising material

PDF

- Certified PDF
- Enter all fonts

Quark Xpress or InDesign

- All (Macintosh) fonts, illustrations images to be included

Adobe Illustrator

- Font styles to be converted to font contours
- *.ai, *.eps

Adobe Photoshop

- Flattened (not in layers)
- *.tiff, *.eps, *.jpg, *.psd
- No multi channel or duo tone images

Other (without format)

- Text only in Word, images to be attached separately

Supply of digital advertising material

- Per e-mail up to 10 mb to pompnl@zeedesign.nl.
- From 10 mb via the free server www.wetransfer.com.
- Refer to title, issue number and publishing date.

Supply leaflets

Number	equal to circulation + 4% spoils
Finishing	to be packed handy in boxes
Deadline	10 business days before publishing at the latest

Supply to: Veldhuis Media
to the attention of Theo Nitrau
Kanaaldijk OZ 3
8102 HL RAALTE
Citing: sender, title and issue of the publication

Schedule of publication 2018

Nr.	Publication date	Deadline	Themes	Expositions
1	13 February 2018	18 January 2018	Pump systems for clean and waste water	Aqua Nederland Vakbeurs Anuga FoodTec Pumps & Valves Antwerpen
2	3 April 2018	7 March 2018	Standard- or custom designed pumps for the industry	Ifat München-Meeting Point Pumpen Hannover Messe – PUMP PLAZA
3	29 May 2018	26 April 2018	Pumps for chemical & petrochemical industry	Achema Frankfurt
4	4 September 2018	9 August 2018	Pump systems for industrial applications	Industrial Processing - PUMP PLAZA WoTS
5	16 October 2018	25 September 2018	Vacuum pumps	De-briefing Industrial Processing - PUMP PLAZA
6	27 November 2018	1 November 2018	Drive for pumps	



Leaderboard

A leaderboard is shown directly below the header and has a high attention value because of location and size. The banner is included in a carousel with max. 4 other banners.

Specifications

- 728 x 90 pixels, up to 49 kb

Rate

- € 750,- per six months or € 1,350,- per year

Logolink

A logolink is a short, clickable text in combination with a logo, leading to a website

Specifications

- Headline up to 30 characters plus logo (60 x 30 pixels)
- Text line up to 35 characters (including spaces and punctuation marks)

Rate

- € 400,- per six months or € 750,- per year

Half Page Ad

The half page ad is the banner with the largest size and specifically ideal for achieving thematic goals. The banner is included in a carousel with max. 4 other banners.

Specifications

- 336 x 600 pixels, up to 49 Kb

Rate

- € 950,- per six months or € 1,650,- per year

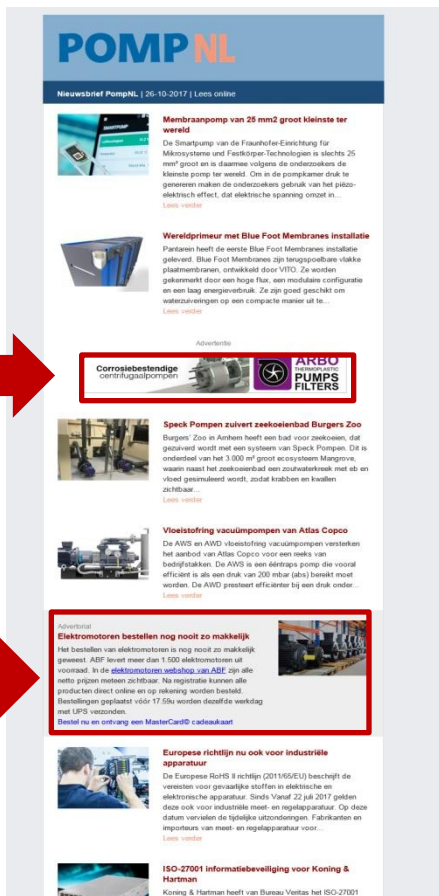
Supply specifications

Technical requirements of the banners

- File formats: .jpg, .gif, animated .gif, HTML5 Self Contained.
- HTML Code
- Javascript Code

Delivery address: v.hermans@eisma.nl
o.c. website or newsletter, period and URL

Digital Newsletter



Advertorial

An advertorial is a textual ad with an image, with the option to click through to the advertiser's website.

The advertorial in a newsletter is placed between the editorial content and can't be missed by the reader. The basic layout of the advertorial consists of an image on the left or right of the text.

Specifications

- Image: 600 x 400 pixels
- File size: max. 99 Kb
- Header, body, pay-off 400 characters incl. spaces
- URL the advertorial links to
- Supported formats (material): jpg., gif or .png.

Rate

- € 250,- per issue
- € 3.000,- per six months
- € 5.000,- per year



Supply specifications

Technical requirements for the banners

- File formats: .jpg, .gif, animated .gif
- Html Code
- Citing newsletter and URL of the landing page

Banners or advertorials for placement in newsletters may be mailed to : traffic.industrie@eisma.nl with a cc to Vincent Hermans, v.hermans@eisma.nl

More information

For more information contact any of the following persons for more information:

Marcel Meijers
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M 06 - 51 98 92 72
E marcelmeijers@pompnl.nl

Vincent Hermans
Account manager
Ph. 088-2944740
M 06-55689962
E v.hermans@eisma.nl

Full banner

A full banner is a horizontal advertising format, that covers nearly the entire width of the page

Specifications

- 468 x 60 pixels, maximum 40 Kb

Rate

- € 250,- per issue
- € 3.000,- per six months
- € 5.000,- per year

Mailing date digital newsletter

Weekly on Tuesday to over 3.000 newsletter readers