

Warehouse Totaal



General information

Titel Warehouse Totaal

Inhoud Starting at June 2017 Warehouse Totaal is the new title for the trademagazine Logistiek Totaal. Warehouse Totaal is about and by the managers in internal logistics and deals with the internal logistics processes in and near the warehouse. Warehouse Totaal is sent by name to logistic decisionmakers of selected companies where internal logistics is a fundamental part of the primary company process. Besides the name the publisher has fundamentally retooled the design and content of the magazine. The articles are now divided in 5 categories where the warehouse manager deals with on a daily basis: workfloor, orderpicking, warehouse automation, teamwork and packaging. New are the sections: Best practice, Pride & Joy and Crossing industry borders.

Published by Eisma Industriemedia bv
Informaticaweg 3, 7007 CP Doetinchem

Publisher Rens Sturrus

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Printed edition 15.000
Volume 13
Frequency 6 x per year

Advertising rates

Full colour	1x	3x	6x	12x
1/1 page	€ 5.112	€ 4.908	€ 4.711	€ 4.523
1/2 page	€ 3.067	€ 2.944	€ 2.826	€ 2.714
1/4 page	€ 1.841	€ 1.767	€ 1.696	€ 1.627
1/8 page	€ 1.104	€ 1.059	€ 1.018	€ 977

Surcharges

page 2 cover	+ 15%
page 3 cover	+ 15%
page 4 cover	+ 15%

Rates of overprinting of already published editorial articles on request

Leaflets and inserts

Price on request.

Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
1/1 page	191 x 265	
1/2 page	94 x 265	191 x 130
1/4 page	94 x 130	191 x 63
1/8 page	94 x 63	191 x 29
Print area	191 x 265	
Page size	230 x 300	
Color mode	CMYK	
Resolution	300 dpi	

*Exceptional format is possible when the ad is placed on an editorial page.

Digital advertising material

PDF

- Certified PDF
- Insert all fonts

Quark Xpress

- Send along all (Macintosh) fonts, illustrations and images

Adobe Illustrator

- Convert fonts to letter contours
- *.ai, *.eps

Adobe Photoshop

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

Other (without formatting)

- Text only in Word, insert images separately

Editorial planning 2018

No.	Date of publication	Deadline	Theme	Fair
1	27 February	1 February	Material Handling & Storage	Logimat
2	6 April	14 March	Packaging	Empack Utrecht / CeMAT 2018
3	5 June	10 May	Warehouse trucks and AGV's	
4	18 September	23 August	Warehouse equipment	
5	23 October	27 September	Safety	
6	30 November	7 November	Robotitization & Automation	

Printing details

Printing process	offset
Paper cover	170 gr. hv gesatineerd mc
Paper inside	100 gr. hv silk mc

Delivery digital advertising material

Up to 10 mb by email to warehouse totaal@zeedesign.nl
 Starting from 10 mb through the free server: www.wetransfer.com.
 Stating title, edition number and publishing date.

Delivery leaflets

Number	15.000
Finishing	handy packed in boxes
Deadline	ultimately 10 working days before publication
aanleveradres	Veldhuis Media to Mr. Theo Nitrauw Kanaaldijk OZ 3, 8102 HL Raalte stating sender, title and number

Digital Newsletter

WAREHOUSE TOTAAL



'Simply Smart' op Logistica

Onder het motto "Simply Smart" is STILL Intern Transport sedertm aanwezig op de komende Logistica. Tal van noviteiten staan in het middelpunt van de belangstelling van 28 tot en met 30 november in de Jaarbeurs in Utrecht. STILL is te vinden in Hal 1 recht...
[Lees verder >](#)

Blockbuster



Put-to-Light oplossing voor 3PL operatie

Roadnet Finland heeft voor haar klant Bakkerij Vaasan een 3PL-operatie geopend in Tampere. Hier komen de in verschillende bakkerijen geproduceerde versproducten in bulk samen, waarna de bestellingen voor de regionale winkels gepickt worden en voor openingstijd van de winkels geleverd worden. Deze werkwijze past in...
[Lees verder >](#)



Advertorial



TGW introduceert geautomatiseerd order fulfillmentstelsysteem voor vries- en koelmagazijnen
TGW Logistics Group introduceert een geautomatiseerd order fulfillmentstelsysteem dat geschikt is voor vriestemperaturen en gebaseerd is op standaard producten en componenten. Hiermee komt TGW tegemoet aan de uitdagingen van koel- en vriesmagazijnen en distributiecentra en garandeert zij de laagste total cost of ownership (TCO).
Eik...
[Lees verder >](#)



Full banner



Blockbuster

The blockbuster is between the editorial content in the newsletter. The message is integrated into the newsletter. This ad format is prominent in image, across the full width of the page.

Specifications

- 550 x 150 pixels, max. 80 Kb

Rate

- € 595,- per edition
- € 6.500,- 13x per year

Planning digital newsletter

Weekly on Tuesday and/or Thursday to 6,000 newsletter readers

More information

Please contact our sales department for further information:

Demphy Hurkmans
Accountmanager
T + 31 (0) 088 - 29 44 744
E d.hurkmans@eisma.nl

Advertorial

An advertorial is a text ad with photo, with click-through links to the advertiser's website. The advertorial in a newsletter stands between the editorial content and is therefore not to be missed for the reader. The basic implementation of the advertorial consist of an image to the left or right of the text.

Specifications

- image: 600 x 400 pixels
- file size: max. 99 Kb
- head, body, pay-off : 400 characters spaces included
- URL to which the advertorial links
- supporting formats (material) jpg., gif or .png.

Rate

€ 467,- per edition

Full banner

A full banner is a horizontal ad format, that runs almost over the entire width of the page.

Specifications

- 468 x 60 pixels, max. 40 Kb

Rate

€ 467,- per edition

Delivery specifications

Technical requirements of the banners:

- file formats: .jpg, .gif, animated .gif
- Html Code
- stating newsletter and URL-address of the landing page.

Please email banners or advertorials for placement in newsletters to: traffic.industrie@eisma.nl with a copy to Demphy Hurkmans: d.hurkmans@eisma.nl



Leaderboard

A leaderboard is shown directly below the header. It has a high attention value by place and format.

Specifications

- 728 x 90 pixels, max. 49 kb

Rate	1 month	6 months	12 months
	€ 492,-	€ 2.460,-	€ 4.920,-

Skyscraper

A skyscraper is a vertical, almost page high banner with a relatively high attention value.

Specifications

- 120 x 600 pixels, max. 49 kb

Rate	1 month	6 months	12 months
	€ 492,-	€ 2.460,-	€ 4.920,-

Rectangle

A rectangle is a striking large ad format always shown at the right side of the page, above the "fold". The format is excellent for the communication of different types of messages, including video.

Specifications

- 336 x 280 pixels, max. 49 Kb

Rate	1 month	6 months	12 months
	€ 492,-	€ 2.460,-	€ 4.920,-

Full banner

A Full banner is placed below the news block or the product Newsblock. The full banner is used for building brand awareness.

Specifications

- 468 x 60 pixels

Rate	1 month	6 months	12 months
	€ 384,-	€ 1.920,-	€ 3.840,-

Advertorial

An advertorial is a clickable text ad of which the layout looks like The editorial content of the page.

Specifications

- Heading, body, pay-off 400 signs incl. spaces
- Size log/photo 120 x 120 pixels; 20 Kb

Rate

- € 410,- per month

Logolink

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

Specification

- Header line max. 30 signs plus logo (60 x 30 pixels)
 - Line of text max. 35 signs (Incl. spaces and punctuation marks).
- | | | | |
|-------------|---------|-----------|-----------|
| Rate | 1 month | 6 months | 12 months |
| | € 218,- | € 1.090,- | € 2.180,- |

Delivery specifications

Technical requirements of the banners:

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

Delivery address: traffic.industrie@eisma.nl with a CC to d.hurkmans@eisma.nl stating website or newsletter, period and URL address

Native advertising

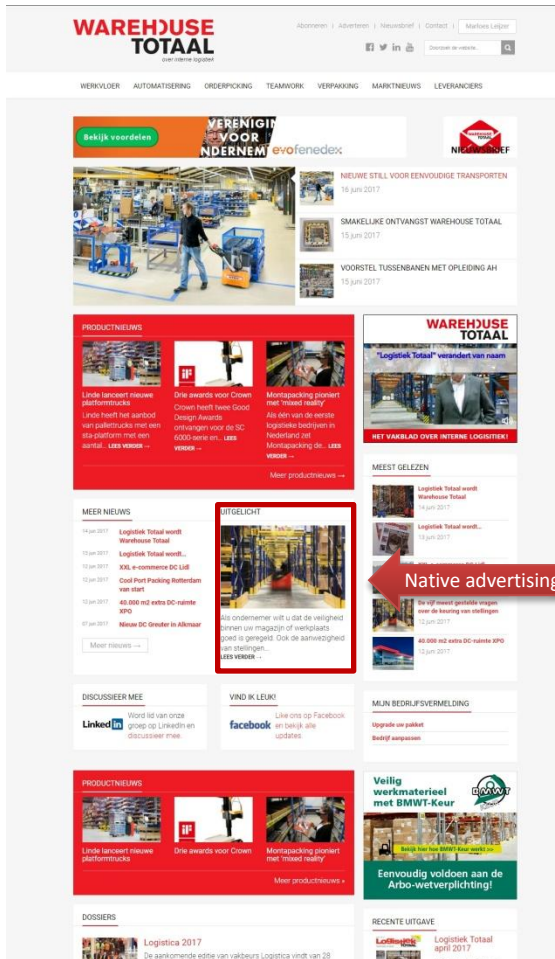
Native advertising is a kind of advertising of which content of the advertiser is published as a news item on the website. Because form and formatting of this content are equal to all news items on the website the target group little or no notices that this is a commercial. This is because at native advertising the content is relevant and adds value for the target group.

Specifications

- 500 words
- 3 images of Max. 300 pixels wide

Rate

- € 690,- per month



Native advertising

Suppliers Guide

Package	Name + address	Categories	Logo	Photo company***	Price
	-Telefoon! / Fax		-Email (active) -Internet (active) -Company profile * -News on WT** -Keywords -Brands	-PDF brochure*** -Google Maps -Social media /tweets -3 Products in the Market Place	(per year)
Basis	Yes	1x	-	-	Free
Brons	Yes	3x	Yes	-	€ 105,-
Zilver	Yes	unlimited	Yes	-	€ 266,-
Goud	Yes	unlimited	Yes	Yes	€ 530,-

*max. 900 signs (incl. spaces)
** to a max. of two newsitems a year, to be validated by the editor-in-chief
*** Included in text Company profile