

Media kit Piloot en vliegtuig 2019

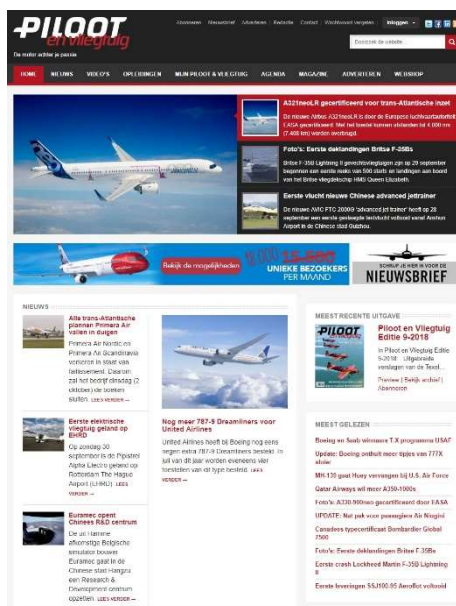


PILOOT en vliegtuig

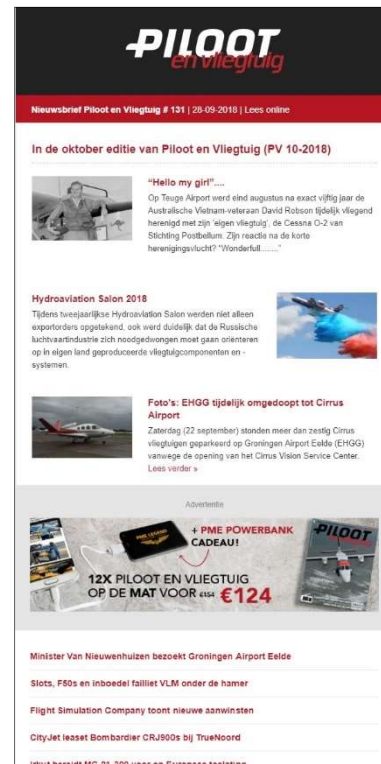
DE MOTOR ACHTER JE PASSIE



Trade journal Piloot en vliegtuig:
an average of 4,500 copies distributed



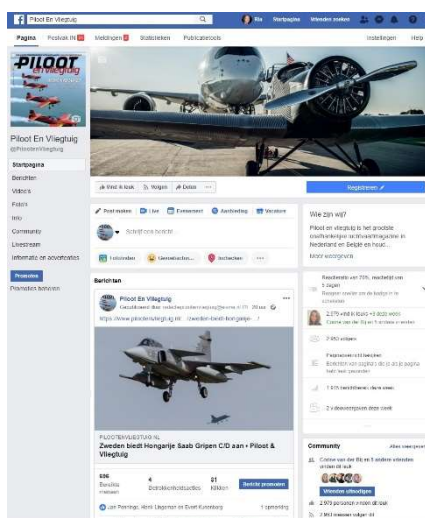
Website www.pilootenvliegtuig.nl:
18,000 unique visitors per month
50,000 page view per month



Digital newsletter: 2,500 subscribers



Luchtvaartopleidingenspecial (special about
airline studies): 10,000 readers



Piloot en vliegtuig on Facebook: 2,953 followers

Rates are in Euros, excluding 21% VAT, and based on full colour advertisements. Contract period: 12 months, starting on the date of the first insertion. Eisma Businessmedia bv reserves the right to change the information provided at any time. No rights can be derived from this media kit. Our general terms and conditions, as filed with the Chamber of Commerce onder number 01010690, apply to all orders and deliveries.

Piloot en Vliegtuig



General information

Title	Piloot en Vliegtuig
Subtitle	The biggest aviation magazine in the Dutch language
Published by	Eisma Businessmedia bv Celsiusweg 41 8912 AM Leeuwarden The Netherlands
Publisher	Peter Feenstra
Advert department	Maike Gerritsen T +31 (0)6 -55332192 E m.gerritsen@eisma.nl Alle Postma T +31 (0)88-29 44 847 E a.postma@eisma.nl
Traffic	Linda van der Lans T +31 (0)88-29 44 855 E l.vanderlans@eisma.nl
Marketing	Heleen Rodenhuis E h.rodenhuis@eisma.nl
Editor	Ruud Vos, editorial coordinator E redactiepilootenvliegtuig@eisma.nl
Volume	26
Publication frequency	12 x per year + Airline studies special

Advertising rates

Size	1x	3x	6x	9x	12x
1/1 page	€ 2,466	€ 2,402	€ 2,246	€ 2,088	€ 1,941
1/2 page	€ 1,535	€ 1,497	€ 1,398	€ 1,303	€ 1,210
1/4 page	€ 1,035	€ 1,009	€ 942	€ 876	€ 815
1/8 page	€ 713	€ 695	€ 649	€ 605	€ 561

Surcharges

With bleed:	+ 15 %
Special position:	+ 10 %
Glued-on items	on request
Fold out:	on request
Dtp Costs:	based on actual costs incurred for designing and making the advert

Inserts / bound inserts

Max. 1 A4	on request
Max. 1 A3 (folded to A4)	on request
Larger than 1 A3	on request
Bound inserts, max. 1 A3	on request
Bound inserts, larger than 1 A3	on request

For technical specifications, please contact us well in time

Dimensions

Advert size: (dimensions in millimeters)

Page size: 230 x 300 mm

Print area: 210 x 280 mm

1/1 page	with bleed	236 x 306 mm (wxh)
1/1 page	print area	210 x 280 mm (wxh)
1/2 page	landscape	210 x 134 mm (wxh)
1/2 page	portrait	102 x 280 mm (wxh)
1/4 page	portrait	102 x 134 mm (wxh)
1/8 page	landscape	102 x 65 mm (wxh)

bleed: 3 mm trim all around

colour mode: CMYK

resolution: 300 dpi

Where to send your advert to

Up to 10 mb by e-mail to pilootenvliegtuig@zeedesign.nl, use <https://eisma.wetransfer.com> for larger files.

Digital file types

PDF

- Certified PDF in CMYK
- Images and fonts embedded

If we provide the layout for your artwork

- Text in Word
- Images as separate files (not embedded) als .EPS or .JPG file

Printing details

Printing procedure	offset
Cover paper	200 g/m ²
Inside paper	115 g/m ²

Inserts

Amount	same as circulation (see page 1)
Delivery type	in boxes
Deadline	no less than 6 working days before the publication date
Delivery address	Veldhuis Media BV Attn.: Theo Nitrau Kanaaldijk OZ 3 8102 HL Raalte, The Netherlands ref.: sender, title and number of issue

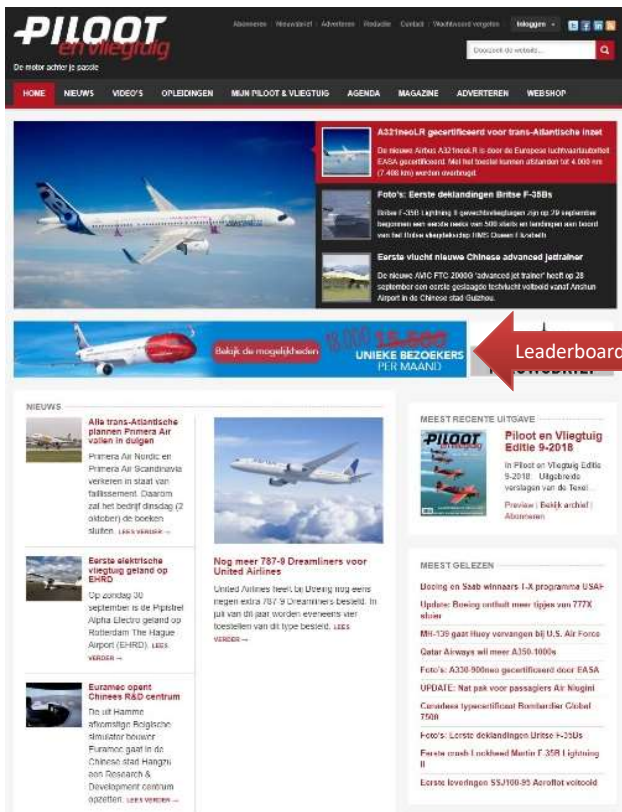
Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date
1	27 November 2018	03 December 2018	04 January 2019
2	28 December 2018	03 January 2019	01 February 2019
3	25 January 2019	31 January 2019	01 March 2019
4	01 March 2019	07 March 2019	05 April 2019
5	28 March 2019	03 April 2019	03 May 2019
6	03 May 2019	09 May 2019	07 June 2019
7	28 May 2019	05 June 2019	05 July 2019
8	28 June 2019	04 July 2019	02 August 2019
9	02 August 2019	08 August 2019	06 September 2019
10	30 August 2019	05 September 2019	04 October 2019
11	27 September 2019	03 October 2019	01 November 2019
12	01 November 2019	07 November 2019	06 December 2019

Media kit 2019



Website www.pilootenvliegtuig.nl



Leaderboard

A leaderboard is a big, almost page-wide advertisement and one of the most common online advert sizes. A leaderboard is displayed directly below the news.

Specifications

- 728 x 90 pixels (computer and laptop), max. 99 kb
 - 320 x 50 pixels (tablet and smartphone)
- Rate
- € 406 a month

Delivery specifications

- File types: .jpg, .gif, animated.gif, flash
Colour mode: RGB
Resolution: 72 dpi
Maximum size: 99 kb
Destination site: state site to click through to
Send copy to: I.vanderlans@eisma.nl
Please provide the leaderboard, the full banner and the large rectangle in two sizes for optimal visibility on different devices.

Minimum contract duration

1 month. Ask for a discount for longer term contracts.

Your post on our Facebook page

Piloot en vliegtuig has a Facebook page, which is available for your posts. They will be clearly marked as sponsored and appear on the time lines of almost 3,000 page likers.

Specifications

- please ask your account manager
- Rate
- € 206 per post

Full banner

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

Specifications

- 468 x 60 pixels (computer and laptop), max. 99 kb
 - 320 x 50 pixels (tablet and smartphone)
- Rate
- € 290 a month

Large Rectangle

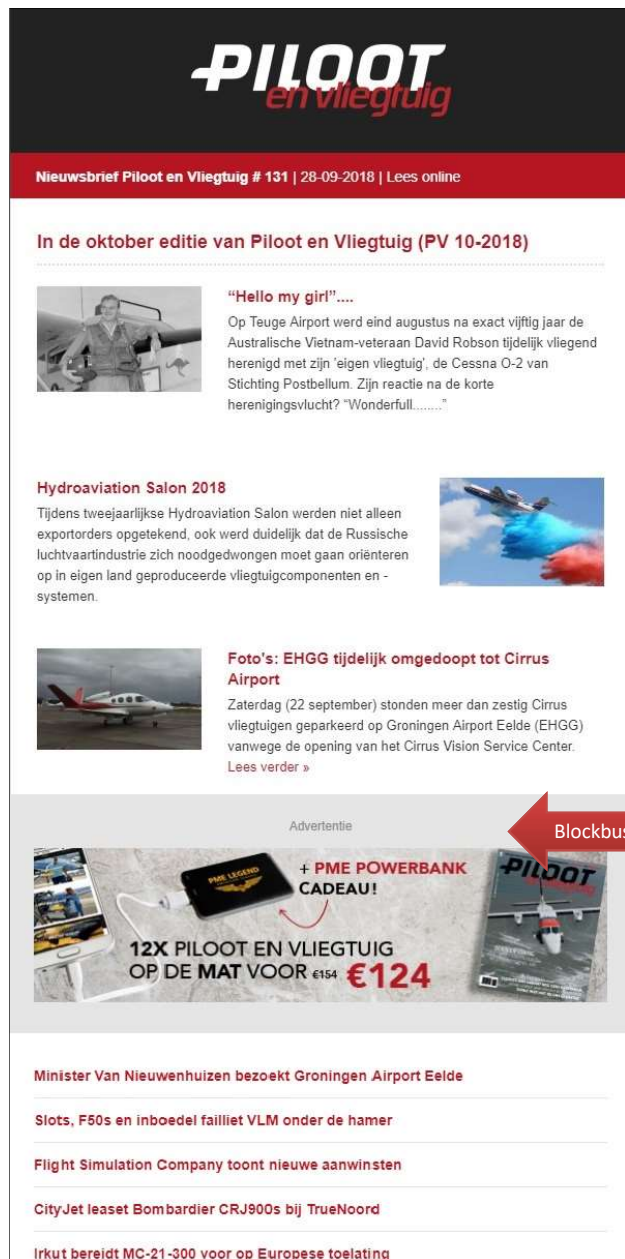
A large rectangle is a large advert size that is always on the right-hand side of the page, above the 'fold'. This type of advert is ideal for communicating different types of messages including video.

Specifications

- 336 x 280 pixels (computer and laptop), max. 99 kb
 - 300 x 250 pixels (tablet and smartphone)
- Rate
- € 522 a month

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Digital newsletter Piloot en vliegtuig



PILOOT en vliegtuig

Nieuwsbrief Piloot en Vliegtuig # 131 | 28-09-2018 | Lees online

In de oktober editie van Piloot en Vliegtuig (PV 10-2018)

"Hello my girl!"....
Op Teuge Airport werd eind augustus na exact vijftig jaar de Australische Vietnam-veteraan David Robson tijdelijk vliegend herenigd met zijn 'eigen vliegtuig', de Cessna O-2 van Stichting Postbellum. Zijn reactie na de korte herenigingsvlucht? "Wonderfull....."

Hydroaviation Salon 2018
Tijdens tweejaarlijkse Hydroaviation Salon werden niet alleen exportorders opgetekend, ook werd duidelijk dat de Russische luchtvaartindustrie zich noodgedwongen moet gaan oriënteren op in eigen land geproduceerde vliegtuigcomponenten en -systemen.

Foto's: EHGG tijdelijk omgedoopt tot Cirrus Airport
Zaterdag (22 september) stonden meer dan zestig Cirrus vliegtuigen geparkeerd op Groningen Airport Eelde (EHGG) vanwege de opening van het Cirrus Vision Service Center. Lees verder »

Advertentie

Blockbuster

12X PILOOT EN VLIEGTUIG OP DE MAT VOOR €154 €124

Minister Van Nieuwenhuizen bezoekt Groningen Airport Eelde

Slots, F50s en inboedel failliet VLM onder de hamer

Flight Simulation Company toont nieuwe aanwinsten

CityJet leaset Bombardier CRJ900s bij TrueNoord

Irkut bereidt MC-21-300 voor op Europese toelating

Full banner

A full banner is a horizontal newsletter advert that runs across virtually the entire centre width of the newsletter.

Specifications

- 468 x 60 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 404 per edition

Blockbuster

A blockbuster is an oversized full banner, which attracts more attention than a full banner because of its dimensions.

Specifications

- 550 x 150 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 416 per edition

Advertorial

An advertorial is a text advert that resembles the editorial content of the newsletter in terms of layout.

Specifications

- header: max. 50 characters, incl. spaces
- body: max. 350 characters, incl. spaces
- photo/logo/image: 600 x 400 pixels, max. 99 kb
- destination site: state website to click through to

Rate

- € 404 per edition

Delivery specifications

- File types: .jpg, .gif
- Colour mode: RGB
- Resolution: 72 dpi
- Destination site: state site to click through to
- Send copy to: l.vanderlans@eisma.nl

Publication date digital newsletter

The newsletter appears twice a month, on Friday.

More information and possibilities?

For more information and ways of using the media channels and the expertise of Piloot en vliegtuig for your own communication needs please go to www.adverterenbijeisma.nl or call your account manager.