

Bulk

Algemene informatie



Title	Bulk
Subtitle	Independent magazine for entrepreneurs and managers in the bulk solids processing and handling industry in the Benelux.
Published by	Eisma Industriemedia bv Informaticaweg 3 7007 CP Doetinchem (NL)
Publisher	Rens Sturuss
Account manager	Lida Meyers T +31 (0) 882 944 738 M +31 (0) 642 759 522 E l.meyers@eisma.nl
Printed edition	6.000 copies
Volume	27
Frequency	7 x per annum
Editor	Jos Verleg, managing editor M +31 (0) 643 875 110 E redactiebulk@eisma.nl

Advertising rates

Size	Number of placements (in 12 months)			
	1x	3x	6x	8x
1/1 page	3575	3419	3290	3080
1/2 page	2229	2084	1940	1795
1/4 page	1388	1279	1193	1103

Printing details

Printing process	offset
Paper cover	170 gr. hv gesatineerd mc
Paper inside	115 gr. hv silk mc

Dimensions

Size	portrait wxh in mm	landscape wxh 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	bleed: 3 mm trim all around
Colour mode	CMYK	
Resolution	300 dpi	

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 multichannel or duotone images

Other (without formatting)

- Text only in Word, insert images separately

Surcharges

Page 2 cover	+ 15%
Page 3 cover	+ 10%
Page 4 cover	+ 20%
Agreed special position	+ 10%
Enrichment in ePaper	+ 25%

Based on costs incurred for designing and making the advertisement

Formatting costs

Leaflets/ inserts

Max. 1 A4	on request
Max. 1 A3 (folded into A4)	on request
Larger than 1 A3	on request
Insert, Max. 1 A3	on request
Insert, larger than 1 A3	on request

Because of technical processing, timely contact is required

Delivery of leaflets

Number	equal to circulation (see page 1)
Delivery	handy packed in boxes
Deadline	ultimately 3 weeks before appearance
Delivery address	Veldhuis Media t.a.v. Theo Nitrauw Kanaaldijk OZ 3 8102 HL RAALTE quoting sender, magazine name and number

Editorial planning Bulk 2019

No.	Closing date	Date of publication	Theme / Focus	Exhibitions
1	28 January	15 February	Maintenance/Packaging	M+R Antwerpen (27 en 28 March) Empack (3 en 4 April)
2	4 March	22 March	Mixing	Powtech (9 t/m 11 April)
3	15 April	7 May	Grinding/Sieving	
3a	15 April	7 May	Dust control/Explosion Safety/ATEX (Attached by Bulk/RMB/ De Molenaar)	Atex congres (June)
4	10 June	28 June	Weighing and dosing/Niveaumeting	
5	26 August	13 September	Preview Solids Rotterdam	Solids Rotterdam (2 en 3 Oct)
6	7 October	25 October	Drying/Transport	
6a	21 October	8 November	Port Storage and transhipment 2019	
7	25 November	13 December	Silos and Marketdevelopments	

Planning theme newsletters

Appears at the 3rd Thursday of the incicated month instead of the regular newsletter.

February	Packaging
March	Mixing
April	Weighing and dosing
May	Dust Control
June	Grinding/Sieving
September	Solids Rotterdam
October	Silos
November	Weighing and dosing

Website: www.bulkgids.nl

Leaderboard

A leaderboard is a large, almost page wide ad and is one of the most common sizes. A leaderboard is showed direct under the navigation bar (the header).

Purpose

- Thematic
- Action / conversion / leads

Advantages

- High attention value because of place and size
- Creative freedom to communicate your message
- Many possibilities, a.o. streaming video

Specifications

728 x 90 pixels, 40kb / 320 x 50 pixels (mobile)

Rate

- € 358,- per month

Full banner

A full banner is a small, wide banner prominently positioned between editorial text. It is widely used in campaigns to create brand awareness.

Purpose

- Action / conversion
- Creating brand awareness

Advantages

- Attention value
- Enough space for text and images (horizontal animation)

Specifications

• 468 x 60 pixels, 40 Kb / 320 x 50 pixels (mobile)

Rate

- € 305,- per month

Logolink

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

Purpose

- Generating traffic
- Call-to-action

Advantages

- Cost efficient way of advertising
- Attention value because of editorial character

Specifications

• 2 x 35 signs plus logo (Max. 110 x 35 pixels)

Rate

- € 1500,- per annum



Leaderboard



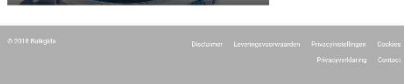
Rectangle



Full banner



Logolink



Rectangle

A rectangle is a striking large ad size, always displayed on the right side of the page, above the 'fold'. The size is appropriate for the communication of several types of messages, including video.

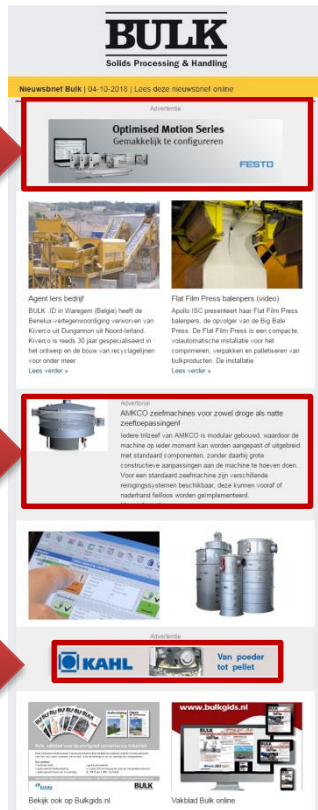
Specifications

• 336 x 280 pixels, 80 Kb / 300 x 250 pixels (mobile)

Rate

- € 430,- per month

Newsletter Bulk



Blockbuster

Advertorial

Full banner

Blockbuster

A blockbuster is a large format banner that also keeps its size on mobile devices. The blockbuster is prominently displayed, across the full width of the page.

Specifications

- 550 x 150 pixels, 80 Kb

Rate

- € 309,- per edition

Frequency

1x per week on Thursday of which 8 x a theme newsletter.

Full Banner

A full banner is a small, wide banner prominently positioned between editorial text. It is widely used in campaigns to create brand awareness.

Purpose

- Action / conversion
- Creating brand awareness

Advantages

- Attention value
- Enough space for text and images (horizontal animation)

Specifications

- 468 x 60 pixels, 40 Kb / 320 x 50 pixels (mobile)

Rate

- € 245,- per month

Advertorial

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

Purpose

- Information
- Contentwise approach of the product or service

Advantages

- Charisma of an editorial text
- Enough space for your message

Specifications

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

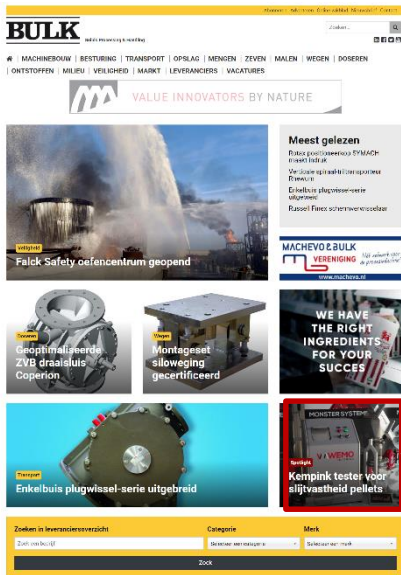
Rate

- * € 283,- per edition

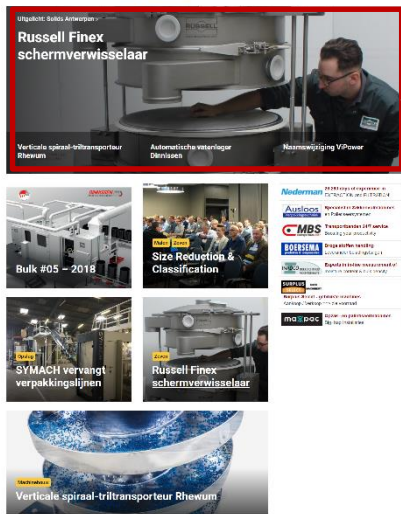
Newsletter statistics

3500 subscribers

Branded Content Bulk



Spotlight



Praktijkverhaal

Branded content

Branded content is a kind of paid content in Magazine BULK and on www.bulkguids.nl. Content that in layout and fashion flawlessly joins the editorial format. Your brand, service or product is shown as editorial information. The commercial message is not central in the expression but processed in a more subtle way, so the reader will not experience it as merely promotion.

Spotlight

New, innovative and special products, but also important events deserve a spotlight position at the homepage of bulkguids.nl. In this fixed position the unique selling points of the product or event are shown to each and every visitor. A striking position that can not be missed.

Presentation

- your case story fixed on the homepage of bulkguids.nl
- a press release in the Bulk newsletter

Rate

- € 500,- per month

Case story

The case story presents a best practice in the process industry. Show the performance of your product, process or service in your customer's environment. The entrepreneur recounts his experiences and benefits concerning the application of your machines, components or services in its production process.

Presentation

- on the homepage of bulkguids.nl
- a press release in the Bulk newsletter
- 1 or 2 pages in magazine Bulk

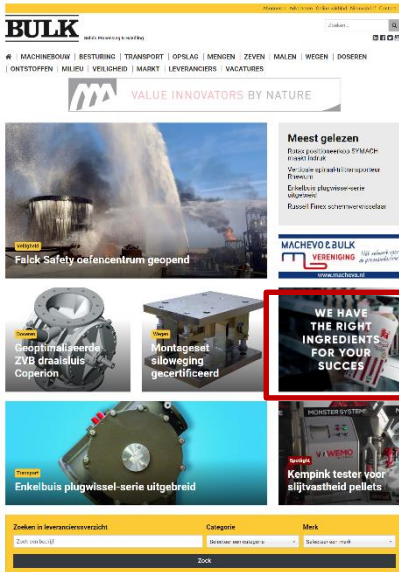
Specifications

- 1 page, 500 words and 2 to 3 high res. images (min. 2Mb)
- 2 pages, 1000 words and 3 to 4 high res. images (min. 2Mb)

Rate

- 1 page, € 1.450,- per month
- 2 pages, € 1.950,- per month

Branded Content Bulk



Video

Video

Delivering a message with moving pictures is more accessible than ever. Videos are well remembered and understood. Eisma can produce your video. In close consultation with you we take care of the script, filming, editing. Also voice-over and the subtitles are provided. In order to keep your video prominently under attention it can be fixed at the homepage of bulkgids.nl and all underlying pages.

Presentation

- on the homepage of bulkgids.nl (in the rectangle position)
- in the newsletter attention is drawn the video

Rate

- € 400,- per month
- Making a video of 1,5 minutes from € 1.560,-

Techno-(info)graphic

A techno-(info)graphic is een technical illustration: an image, exploded view or artist impression that clarifies the operation of a machine or process. Technique and explanation come together in one picture.

Presentation

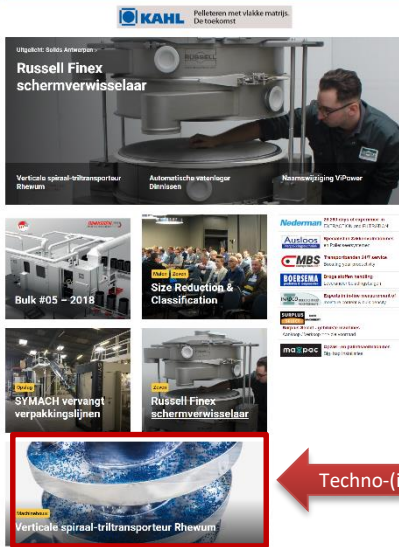
- On the homepage of bulkgids.nl
- in the newsletter
- in magazine Bulk

Specifications

- Clear description of the process plus additional text
 - 1 page = 250 words
 - 2 pages = 500 words

Rate

- the techno-(info)graphic with shortened tekst on 1 page in magazine Bulk + the techno-(info)graphic on bulkgids.nl and in the newsletter = € 1.950,- per month
- as above, but with 2 pages in magazine Bulk = € 2.450,- per month



Techno-(info)graphic