

Aannemer



Editorial Formula

'Aannemer' is the only independent trade paper for all those involved in the work phase of the building process. It gives technical and practice-oriented information. It describes building techniques, building site logistics and methodology in the light of projects underway. 'Aannemer' looks at new developments and publishes background reports. It also publishes detailed product information about materials and equipment. It goes into aspects of management at the same time, covering topics such as site management, insurance, taxation, arbitration, cost control, automation and working conditions.

Advertising rates

Full Colour	1x	3x	6x	12x
1/1 page	5.807	5.660	5.371	5.084
1/2 page	3.758	3.668	3.477	3.291
1/4 page	2.625	2.563	2.430	2.300
1/8 page	1.931	1.882	1.785	1.688

Black/White	1x	3x	6x	12x
1/1 page	3.679	3.591	3.403	3.220
1/2 page	1.950	1.902	1.804	1.706
1/4 page	1.032	1.005	952	902
1/8 page	545	531	504	479

General information

Title	Aannemer	
Subtitle	The magazine for the building contractor	
Published by	Eisma Bouwmedia bv Postbus 361, 7000 AJ 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	6.500	
Volume	30	
Publication frequency	10 x per year	
Editors	Paul Diersen, T 088-294 49 12 p.diersen@eisma.nl	
	Viola Huurnink, T 088-294 49 10 v.huurnink@eisma.nl	

Printing details

printing	sheet-offset
cover	200 gr. MC
inside	115 gr. hv Silk MC

Inserts / bound inserts

On request. For technical specifications, please contact on time.

Surcharge

heart page	+ 5%
cover 2 en cover 3	+ 5%
cover 4	+ 10%
dtp 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	210 x 280	
1/2 page	102 x 280	210 x 137
1/4 page	102 x 137	210 x 65
1/8 page	102 x 65	
type area	210 x 280	
layout	230 x 300	Bleed: 3 mm trim all around
colour modus	CMYK	
resolution	300 dpi	

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 aannemer@zeedesign.nl

Over 10 mb via one of the free servers www.dropsend.com,
www.wetransfer.com, www.sendthisfile.com of www.yousendit.com
 to aannemer@zeedesign.nl

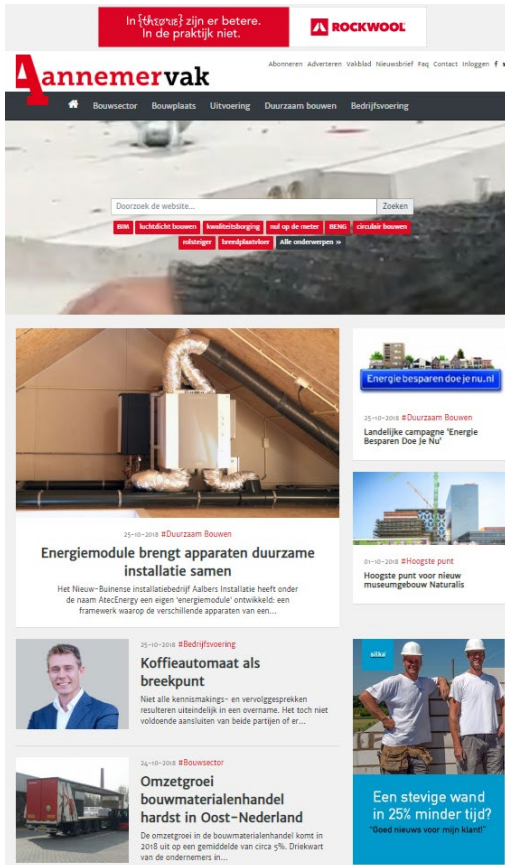
Inserts

amount	same as circulation (see page 1)
delivery type	in boxes
deadline	no less than 7 working days before the publication date
delivery adress	Veldhuis Media Attn. Mr. T. Nitrauw Kanaaldijk OZ 3 8102 HL Raalte, The Netherlands ref.: sender, title and number of issue

Publication list 2019

No	Reservation deadline	Copy deadline	Publication date
1	04-01-19	08-01-19	29-01-19
2	01-02-19	05-02-19	22-02-19
3	01-03-19	05-03-19	22-03-19
4	05-04-19	09-04-19	26-04-19
5	03-05-19	07-05-19	28-05-19
6	07-06-19	11-06-19	28-06-19
7	23-08-19	27-08-19	13-09-19
8	20-09-19	24-09-19	11-10-19
9	18-10-19	22-10-19	08-11-19
10	15-11-19	19-11-19	06-12-19

www.aannemervak.nl



Aannemervak.nl

The site for the building contractor

Average per month

Page views: 13.400
Unique visitors: 7.800

Halfpage Ad

Half Page Ad is the banner with the largest area. with more than twice the length of the Rectangle is the Half Page Ad in suitable for achieving thematic objectives.

The shape and dimensions of the Half Page Ad ensure that the visibility of this expression is better than other banners.

Specifications

• 336 x 600 pixels, up 49 Kb

Rate

per half year € 2.089,-

Leaderboard

A leaderbord is a large, almost page-wide advertisement and is one on the most current sizes. A leaderbord will be shown directly under the "header".

Specifications

• 728 x 90 pixels, max. 49 Kb

Rate

per half year € 1.730,-

Rectangle

A rectangle is a strikingly large advertisement size that is always positioned at the right side of the page, above the "header". The size is excellently suitable for the communication of several types of messages, among others video.

Specifications

• 336 x 280 pixels, max. 49 Kb

Rate

per half year € 1.730,-

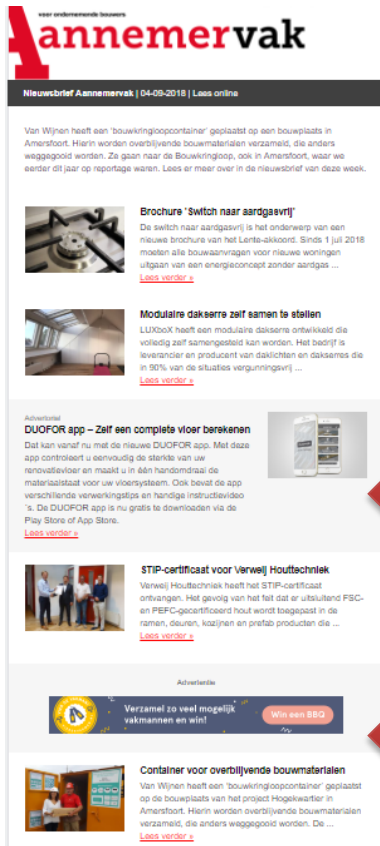
Specifications

Technical requirements of the banners:

- Digital file types: .jpg, .gif, animated .gif
- Html Code
- Javascript Code (excluding third unverified suppliers)
- In addition to the reserved desktop banner, also supply a mobile banner.

Regular banner	Mobile banner	
PC/Desktop	Tablet	Smartphone
Leaderboard (728x90px)	✓	Mobile banner (320x50px)
Large rectangle (336x280 px)	✓	Medium rectangle (300x250px)
Half Page Ad (300x600px)	✓	Medium rectangle (300x250px)

Digital Newsletter



Advertorial

Full banner

Full banner

A full banner is a horizontal advertisement size that is almost as wide as the page of the newsletter.

Specificaties

- 468 x 60 pixels, max. 80 Kb

Rate

€ 435,- (edition)

Publication date digital newsletter

Weekly on Tuesday

Average newsletter subscribers: 5.400

More information

Contact sales for more information.

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Copy specifications

- Gif
- Jpg
- with url

colour mode: RGB
resolution: 72 dpi

Advertorial

An advertorial is a clickable text ad format in terms similar to the editorial page content.

Specificaties

- head, body, pay-off 400 characters including spaces
- photo size 600 x 400 pixels (50-120 kB) resizable for smartphones
- url landingpage

Rate

€ 435,- (edition)