

ArchitectuurNL



General information

Title	ArchitectuurNL	
Subtitle	Magazine for Architects en Projects	
Published by	Eisma Bouwmedia bv Informaticaweg 3, 7007 CP Doetinchem	
Publisher	Mr Rens Sturuss	
Marketing & sales manager	Mr Jeroen van der Molen	
Advert departement	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	4.500	
Volume	74	
Publication frequency	6 x per year	
Editor	Mr Peter de Winter, managing editor T. 088 – 29 44 900 E. p.dewinter@eisma.nl	

Advertising rates

Size	1x	3x	6x	12x
1/1 page	3.098	3.018	2.864	2.709
1/2 page	2.185	2.128	2.019	1.910
1/4 page	1.593	1.553	1.472	1.392

Number of full colour insertions (in 12 months)

Surcharge

cover 2	+ 15%
cover 3	+ 10%
cover 4	+ 20%
special position	+ 10%
enrichment in ePaper	+ 25%
dttp costs	based on actual costs incurred for designing and making the advert

Inserts / bound inserts

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

Editorial formula of ArchitectuurNL

Architects and consultants dealing with the esthetic aspects in the design of buildings and the design of projects.

Architects and engineers offices, government and semi-government organizations, housing corporations, project developers/investors, contractors, suppliers.

ArchitectuurNL has a unique editorial formula, aimed at Dutch architects and designers.

ArchitectuurNL describes streams and trends in the Dutch architecture that really matter. Documents projects in residential, commercial and interior.

“Architectuur NL” is mainly focused on mainstream-architecture and projects from unknown and established talent, but always with love and craftsmanship for architecture. “Architectuur NL” also contains product information, books and internet sites, plans, projects and the agenda. Architecture in the Netherlands is ArchitectuurNL.

Market position

Subscribers of “ArchitectuurNL” are found in the upper echelons of the largest business organizations. It is used especially by major clients, designers and main contractors as an information source.

Printing details

printing	sheet-offset
cover	200 g/m ² hv silk
inside	115 g/m ² hv silk

Dimensions

Size	(w x h in mm)	(w x h in mm)
1/1 page	210 x 250	
1/2 page	210 x 122	100,5 x 250
1/4 page	210 x 59	100,5 x 122
print area	210 x 250	
layout	242 x 280	bleed: 3 mm trim all around
colour mode	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 files types (e.g. word)

- Text in Word, images as separate files (not embedded)

Where to send your advert

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

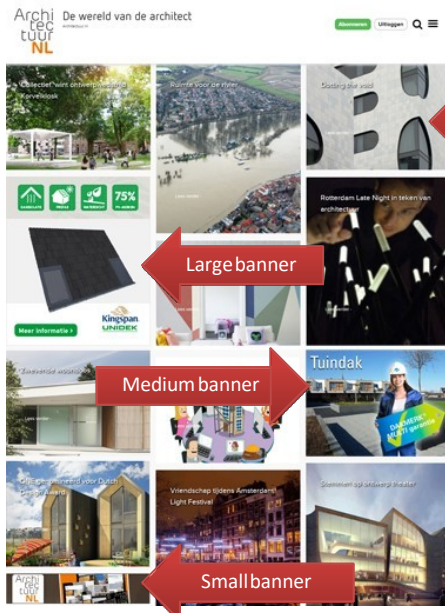
Inserts

amount	same as circulation (see page 1)
delivery type	in boxes
deadline	no less than 7 working days before the publication date
delivery address	Veldhuis Media Attn. Mr. T. Nitrauw Kanaaldijk OZ 3 8102 HL Raalte

Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date
1	08-01-19	11-01-19	01-02-19
2	12-03-19	15-03-19	09-04-19
3	28-05-19	31-05-19	25-06-19
4	13-08-19	16-08-19	10-09-19
5	24-09-19	27-09-19	22-10-19
6	12-11-19	15-11-19	10-12-19

www.architectuur.nl



Architectuur.nl

The site for Dutch architects and designers

Average per month

34.400 page views

19.500 unique visitors

Large banner

A large banner is a strikingly large advertisement size. The size is excellently suitable for the communication of several types of messages.

Specifications

- 410 x 480 pixels, max. 49 Kb

Rate

€ 1.120,- per month

Small banner

A small banner is suitable for the communication of a short but powerful action moderate message.

Specifications

- 410 x 85 pixels, max. 49 Kb

Rate

€ 560,- per month

Medium banner

A medium banners is a large advertisement size. It is also, like the large banner, excellently suitable for the communication of several types of messages.

Specifications

- 410 x 300 pixels, max. 49 kb

Rate

€ 840,- per month

Product/projectpage

New on the architectuur.nl website is the possibility to bring your product or project under attention. Through a message on the website and a beautiful page about the product or project with a photo gallery. Equipped with a form to request information.

Specifications

The description of your product or project in a maximum of 3000 characters, with 2 deep links to your website. Including 7 images for a viewer / gallery. (One of these 7 photos should be at least 1250 px wide, for display at the top of the page). For the form to request more information, we need your email address for these requests. Your product or project shall also be mentioned one time message in the newsletter.

Rate

€ 815,-

Specifications

Technical requirements of the banners:

- Digital file types: .jpg, .gif, animated .gif
- Html Code
- Javascript Code
- (excluding third unverified suppliers)

online advertising material

Online advertising material can be mailed to:

onlinemateriaal@eisma.nl

Digital Newsletter

Publication date digital newsletter

Weekly on Thursday
Average newsletter subscribers: 7.050

More information

Contact sales for more information.

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 T 088-29 44 934
 E k.krabbenborg@eisma.nl

Sacha Harders
 Accountmanager
 T 088-29 44 933
 E s.harders@eisma.nl

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

€ 554,- (per edition)

