

## **ArchitectuurNL**



# 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%

based om actual costs incurred dttp costs for designing and making the

advert

### Inserts / bound inserts

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

## **General information**

Title ArchitectuurNL

Subtitle Magazine for Architects en

**Projects** 

Published by Eisma Bouwmedia by

Informaticaweg 3, 7007 CP Doetinchem

Publisher Mr Rens Sturrus

Marketing &sales manager

Mr Jeroen van der Molen

Advert departement Karin Krabbenborg Accountmanager

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

4.500 Circulation

74 Volume

Publication frequency 6 x per year

Mr Peter de Winter, managing editor Editor

T 088- 29 44 934

**T**. 088 – 29 44 900 E. p.dewinter@eisma.nl

## **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 semigovernment 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 200 g/m² hv silk cover inside 115 g/m² 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 <a href="mailto:architectuur@zeedesign.nl">architectuur@zeedesign.nl</a>
Over 10 mb via one of the free servers www.dropsend.com, www.wetranser.com, www.sendthisfile.com of www.yousentut.com to <a href="mailto:architectuur@zeedesign.nl">architectuur@zeedesign.nl</a>

### **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

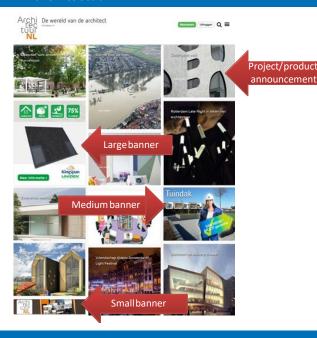
Attn. Mr. T. Nitrauw Kanaaldijk OZ 3 8102 HL Raalte

# **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 excellenty suitable for the communication of serveral types of messages.

#### **Specifications**

• 410 x 480 pixels, max. 49 Kb

#### Rato

€ 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, excellenty suitable for the communication of serveral 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**





Thor ter Kulve: hacker van de openbare ruimte

Hacker van de openbare ruimte noemt hij zich toepasselijk. We wil zich niet zo kunnen noemen? Thor far Kuive (1990) kijkt goed wat er reeds is en herdefinieert de publieke ruimte op een poëtische en avontuurlike manier ...



Retailgebouw Het Paviljoen MoederscheimMoonen Architects

Aan het Stationsplein Oost in Utrecht is het nieuwe retailgebouw 'Het Pavilipen' apgeleverd. MoederscheimMoonen Architects maskte het ontwerp voor ... Lees verder »



Architecten 2018

Vijf architecten zijn genomineerd voor de Abe Bonnema Prijs voor Jonge Architecten 2018. De prijs is bestemd voor architecten onder 40 jaar. Op 17 november wordt de prijs uitgereikt in de Achmeatoren ...



Drempelvrij douchen in oogstrelend

Vipergelijk douchen biedt meer comfort, is veiliger en ideaal voor mensen die minder goed ter been zin. Maar een oogstreiend design, hygiëne, geen schimmelde voegen en lage onderhoudskosten zijn zeker zo belangrijk. Er is één fabrikant die alle aspecten tot in de kleinste details heeft geperfectioneerd: Bette met BetteFloor.



Ontdek de voordelen van modulaire houtskeletbouw met Siniat en Promat

Houtskeletbouw heeft de toekomst. Een duurzame en snelle droopbouwmethode die veel ruimte laat voor creatieve afwerking. De jarenlange ervaring in vezelcement-, gips- en caldumsilicaatplaten nu toegepast in innovatieve houtskeletbouwconcepten voor nieuwbouw, renovatie en herbestemmingsbauw. De aplassingen zijn getest en gecertificeerd.





# Publication date digital newsletter

Weekly on Thursday

Average newsletter subscribers: 7.050

## **More information**

Contact sales for more information.

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

# **Specifications**

- Gif
- Jpg
- with url

RGB colour mode: 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 landingspage

#### Rate

€ 554,- (per edition)

Advertorial