

## Bouwwereld



## General information

Title	Bouwwereld
Subtitle	Magazine for construction
Published by	Eisma Bouwmedia bv Informaticaweg 3, 7007 CP Doetinchem
Publisher	Mr Rens Sturrs
marketing & sales manager	Mr Jeroen van der Molen
Advert department	Karin Krabbenborg Sacha Harders Accountmanager Accountmanager T 088- 29 44 934 T 088- 29 44 933 E k.krabbenborg@eisma.nl E s.harders@eisma.nl
Circulation	8.500
Volume	115
Publication frequency	12 x per year
Editor	Mr Peter de Winter, managing editor T. 088-294 49 08 E. p.dewinter@eisma.nl

## Advertising rates

Full Colour	1x	3x	6x	12x	24x
1/1 page	6.705	6.536	6.201	5.868	5.533
1/2 page	4.273	4.168	3.955	3.740	3.529
1/4 page	2.941	2.869	2.721	2.574	2.426
1/8 page	2.129	2.074	1.970	1.862	1.755
Black/White	1x	3x	6x	12x	24x
1/1 page	4.433	4.323	4.099	3.878	3.658
1/2 page	2.343	2.288	2.166	2.052	1.932
1/4 page	1.236	1.207	1.145	1.084	1.021
1/8 page	631	615	585	552	521

## Editorial formula of Bouwwereld

“Bouwwereld” especially aims at the executing and designing building industry in the housing and general building sector and meets the information requirements in all building sectors. “Bouwwereld” has the largest readership (including sub-readers) of all professional building magazines in The Netherlands. It is the only universal practice-oriented publication for the building industry and has the best coverage of all professions in this field.

### With “Bouwwereld” you reach:

- Many principals (provincial authorities, municipalities, housing associations), but also a considerable share of the charging house-agents/project developers.
- Architects, planners, engineers
- Housing- and utility building-contractors, accounting together for 73% of the total used (self-bought) building materials.

## Surcharge

heart page	+ 5%
cover 2 and cover 3	+ 5%
cover 4	+ 10%
dtp costs	based on actual costs incurred for designing and making the advert

## Inserts / bound inserts

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

## Dimensions

Size	portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page	196 x 270	
1/2 page	95 x 270	196 x 132
1/4 page	95 x 132	196 x 63
1/8 page	95 x 63	
type area	196 x 270	
layout	220 x 297	Bleed: 5 mm trim all around
spread bleed	440 x 297	Bleed: 5 mm trim all around
colour mode	CMYK	
resolution	300dpi	

## Printing details

Printing	sheet-offset
Cover	200 gr. hvmc
Inside	115 gr. hvmc

## Where to send your advert

Up tot 10 mb to [bouwwereld@zeedesign.nl](mailto:bouwwereld@zeedesign.nl)

Over 10 mb via one of the free servers [www.dropsend.com](http://www.dropsend.com),  
[www.wetransfer.com](http://www.wetransfer.com), [www.sendthisfile.com](http://www.sendthisfile.com) of [www.yousendit.com](http://www.yousendit.com)  
 to [bouwwereld@zeedesign.nl](mailto:bouwwereld@zeedesign.nl)

## Digital file types

### PDF

- Certified PDF
- Images and fonts embedded

### Quark Xpress

- Please add or include all (macintosh) fonts, illustrations and images

### Athube Illustrator

- Outlines
- \*.ai, \*.eps

### Athube Photoshop

- Flattened (not layered)
- \*.tiff, \*.eps, \*.jpg, \*.psd
- No multichannel or duotone images

### Other file types (e.g. word)

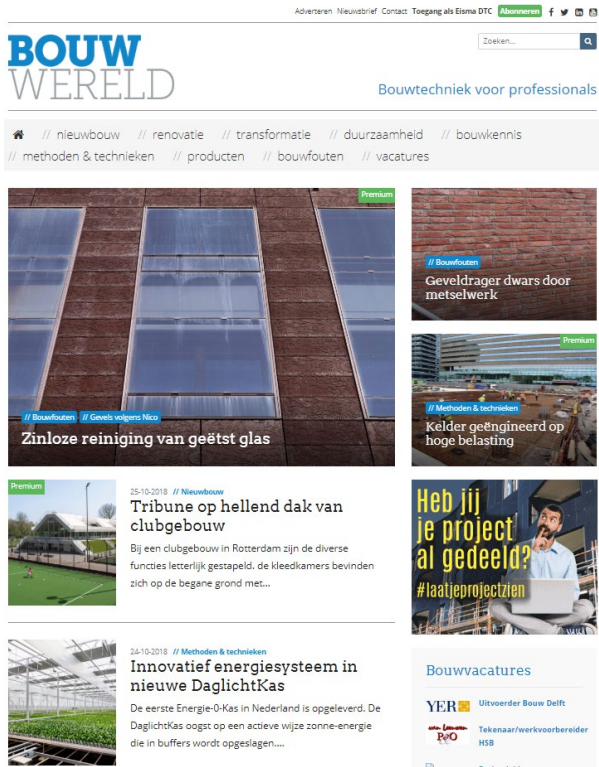
- Text in word, images as separate files (not embedded)

## Inserts

amount	same as circulation (see page1)
delivery type	in boxes
deadline	no less than 7 werking days before the publication date
delivery address	Veldhuis Media Attn. Dhr. T. Nitrauw 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	theme / focus
1	04-01-19	08-01-19	29-01-19	
2	01-02-19	05-02-19	26-02-19	
3	01-03-19	05-03-19	26-03-19	
4	29-03-19	02-04-19	23-04-19	
5	26-04-19	30-04-19	21-05-19	
6	03-06-19	07-06-19	28-06-19	
7\8	05-08-19	09-08-19	30-08-19	
9	30-08-19	03-09-19	24-09-19	
10	27-09-19	01-10-19	22-10-19	
11	25-10-19	29-10-19	19-11-19	
12	22-11-19	26-11-19	17-12-19	



## Bouwwereld.nl

The site Bouwwereld.nl especially aims at the executing and designing building industry in the housing and general building sector.

### Average per month

Page views: 97.000  
Unique visitors: 37.500

## 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

€ 140,- CPM (1.000 views)

## 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

€ 109,- CPM (1.000 views)

## Logolink

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

### Specifications

- Company logo max. 40 characters and logo (60 x 30 pixels)
- Company name, ore product and slogan, max. 40 characters, inclusive blank keys. (exclusive mentioning company name)

### Rate

• € 625,- per month

## Advertorial

An advertorial is a text advertisement that resembles -qua lay-out- to the editorial content of the page. By clicking on the advertorial, the visitor will "land" on the landing page.

### Specifications

• 200 pixels and logo (100 x 50 pixels or 70 x 70 pixels)

### Rate

€ 73,- CPM (1.000 views)

## Banners for a mobile device

Send with every online campaign, a regular banner and a banner for a mobile device. You will find the information in the table below.

PC / Desktop	Tablet	Smartphone
Leaderboard (728x90 px)	V	Mobile banner (320x50 px)
Large rectangle (336x280 px)	V	Medium rectangle (300x250 px)

## Specifications

### Technical requirements of the banners:

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

## Digital Newsletter



**BOUW WERELD**

Nieuwsbrief Bouwwereld | 11-10-2018 | Lees online

**Meest duurzaam gerenoveerde gebouw van Nederland gereed**  
Een langdurig leegstaand pand in Amsterdam is getransformeerd tot het meest duurzaam gerenoveerde gebouw van Nederland. Benhem Crauweil...  
[Lees verder »](#)

**Brochure 'Vuisregels brandveiligheid' vernieuwd**  
De brochure 'Vuisregels brandveiligheid' heeft onlangs een inhoudelijke update gekregen. De brochure betreft een publicatie van...  
[Lees verder »](#)

**EPS-bekisting voor grote funderingsmaten**  
Een grote EPS-funderingsbekisting maken, die ook nog eens bestand is tegen de hoge betondruk, was tot dusver vrijwel onmogelijk. Dankzij...  
[Lees verder »](#)

Advertorial  
**De kunst van een circulaire economie verstaat Carrier als geen ander!**  
Carrier loopt voorop op het gebied van circulaire economie als het gaat om klimaatbeheersing. Duurzaamheid en innovatie gaan hand in hand en behoren tot onze kernwaarden. Onze kennis delen wij met onze partners en samen werken wij aan het verduurzamen van klimaatbeheersing. Dag in, dag uit!  
[Lees verder >>](#)

**Detail van de dag**

**Uitbreiding balkon door wegzagen opstand**  
Bij vier flatgebouwen in Blerick zijn de bestaande balkons uitgebreid. Een bouwtechnische uitdaging hierbij was de betonnen opstand aan de voorzijde...  
[Lees verder »](#)

## Publication date digital newsletter

Weekly on tuesday and Thursday  
**Average newsletter subscribers: 18.100**

## 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

## 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 landingspage

### Rate

€ 970,- (edition)

## 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

€ 970,- (edition)