

Eisma's Schildersblad



General information

Title	Eisma's Schildersblad	
Subtitle	Information source for the overall maintenance market	
Published by	Eisma Bouwmedia bv Postbus 361, 7000 AJ Doetinchem	
Publisher	Rens Sturuss	
Marketing & sales manager	Jeroen van der Molen	
Advert department	Sales	
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	Sabine Visser	Accountmanager
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Circulation	4.000	
Volume	121	
Publication frequency	12 x per year	
Editor	Wouter Mooij, managing editor	
	T. +31 (0)58 295 48 63	
	F. +31 (0)58 295 48 78	
	E. schildersblad@eisma.nl	

Advertising rates

Full Colour	1x	3x	6x	12x	24x
1/1 page	3.957	3.839	3.717	3.562	3.362
1/2 page	2.036	1.976	1.916	1.831	1.731
1/4 page	1.099	1.066	1.034	990	934
1/8 page	574	556	540	516	489
IM (notice sent)	431	431	431	431	431

Editorial formula

Eisma's Schildersblad provides entrepreneurs and professionals, in addition to an update of the market, management information and information about technical subjects. With lots of pictures of craftsmanship. Professional information on total maintenance, painting, coating, finishing, sealing, preserving, placing glass, preservation of steel and concrete, renovate, treating walls, isolate and restore.

With "Eisma's Schildersblad" you reach:

Directors, owners and professionals working in the maintenance market.

Surcharge

cover 2	+ 15%
cover 3	+ 10%
cover 4	+ 20%
agreed special place	+10%
enrichment in ePaper	+25%
letter, number	18,50-
dtp costs	based on actual costs incurred
	for designing and making the advert

Printing details

printing	offset
cover	135 g/m ² hv gesatineerd mc
inside	90 g/m ² hv gesatineerd mc

Inserts / bound inserts

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

Branceregister / classifieds

Monthly listing in the magazine with a permanent link www.schildersvak.nl listing is for a full year and is each calendar year thereafter until further notice automatically extended price for all of 2019 amounted to € 975, -

Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
1/1 page	185 x 259	
1/2 page	90 x 259	185 x 127
1/4 page	90 x 127	185 x 63
1/8 page	90 x 61	
IM		90 x 29
type area	185 x 259	
Layout	230 x 300	afloop: 3 mm rondom extra
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 schildersblad@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 schildersblad@zeedesign.nl

Inserts

amount	4.000
delivery types	in boxes
deadline	no less than 7 working days before the publication date
Delivery adress	Veldhuis Media t.a.v. Mr. T. Nitrauw Kanaaldijk OZ 3 8102 HL Raalte ref.: sender, title and number of issue

Publication list 2019

Number	Reservation Deadline	Copy deadline	publication- deadline	theme / focus
1	07-01-19	11-01-19	25-01-19	
2	24-01-19	29-01-19	12-02-19	
3	21-02-19	26-02-19	12-03-19	
4	21-03-19	26-03-19	09-04-19	
5	18-04-19	23-04-19	07-05-19	
6	16-05-19	21-05-19	04-06-19	
7	13-06-19	18-06-19	02-07-19	
8	01-08-19	06-08-19	20-08-19	
9	29-08-19	03-09-19	17-09-19	
10	26-09-19	01-10-19	15-10-19	
11	24-10-19	29-10-19	12-11-19	
12	21-11-19	26-11-19	10-12-19	



Leaderboard

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

Specifications

- 728 x 90 pixels, max. 49 kb

Rate

per half year € 2.852,-

per year € 4.950,-

Advertorial

An advertorial is a text advertisement that resembles the layout of the editorial content of the page. By clicking on the advertorial the visitor will "land" on the landing page.

Specifications

- header, bodytext and pay-off
- 200 positions including spaces
- Logo 70 x 70 pixels or 100 x 50 pixels

Rate

per month € 633,-

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 € 2.852,-

per year € 4.950,-

Full banner

A full banner is a horizontal advert that attracts much attention due to its position among the page's editorial content.

Rate

per half year € 1.458,-

per year € 2.533,-

Wallpaper

A very striking expression communication, which can be used very creatively. Namely wallpaper appears next to the site and is therefore more striking.

Specifications

- in consultation

Rate

€ 757,- per month

Logolink

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

Specifications

- Company log max. 30 characters and logo (60 x 30 pixels)
- Company name, or product and slogan, max. 35 characters, inclusive blank keys. (exclusive mentioning company name)

Rate

• € 380,- per month

www.schildersvak.nl

Supplier Directory

To further reduce weight and to drive traffic to your site or to generate sales leads, we have put together this package

This package includes:

1. a company profile includes photos of your business (description of 200 words, including mention of website and e-mail address and picture of 200 x 174 pixels)
2. your data on the first page of search results (headrecord)
3. with your company logo (200 x 174 pixels)
4. URL and e-mail listing your business
5. PDF of a product in your company

Package Price € 735, - per year

Statistics Schildersvak.nl

Average per month

Page views: 53.000
Unique visitors: 29.000

Specifications

Technical Requirements of the banners:

- Digital file types: .jpg, .gif, animated .gif
- 3th Party Tag, DoubleClick Studio creative, DoubleClick Campaign Manager tag (DCM inred) or Self contained Html5 creative. Not a Html5 creative bundle in an ZIP-file.

Mobile banners

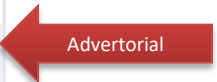
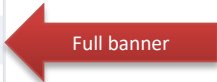
It is important to also provide banners for display on a mobile device.

Online advertising material

Online advertising material can be mailed to:
onlinemateriaal@eisma.nl

Banner	Mobile banner	
	Tablet	Smartphone
PC / Desktop		
Leaderboard (728x90 px)	V	Mobile banner (320x50 px)
Large rectangle (336x280 px)	V	Medium rectangle (300x250 px)
Medium rectangle (300x250 px)	V	V
Half Page Ad (300x600 px)	V	Medium Rectangle (300x250 px)
Fullbanner (468x60 px)	V	Mobile banner (320x50 px)
Wallpaper (2 afbeeldingen van 145x650 px)	Medium Rectangle (300x250 px)	Medium Rectangle (300x250 px)

Digital newsletter



Publication date digital newsletter

1 x per week, on Wednesday
Average newsletter subscribers: 5.700

More information

Please contact sales for more information

Eddy Hoornstra
Accountmanager
T 088-29 44 754

Sabine Visser
Accountmanager
T 088-29 44 705

Copy details

- Gif
- Jpg
- with url

colour mode: RGB
resolution: 72 dpi

Mail to: onlinemateriaal@eisma.nl

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, maximaal 80 Kb

Rate

€ 505,- (per edition)

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

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

Rate

€ 505,- (per edition)