

Het Houtblad



General information

Title	Het Houtblad
Subtitle	Trade magazine for the professional in the timber and construction sector.
Published by	Eisma Bouwmedia bv Informaticaweg 3, 7007 CP Doetinchem
Publisher	Mr Rens Sturuss
Sales manager	Mr Jeroen van der Molen
Advert department	Ilse Tangelder Accountmanager T +31 (0) 88- 29 44 937 E i.tangelder@eisma.nl
Circulation	3.000
Volume	28
Publication frequency	8 x per year
Editor	Jan Maurits Schouten Hoofdredacteur T. +31 (0)88-29 44 909 E. J.Schouten@eisma.nl

Advertising rates

Full Colour	1x
1/1 page	€ 2.500,-
1/2 page	€ 1.395,-
1/4 page	€ 795,-

Inserts

amount	same as circulation (see page1)
delivery type	in boxes
deadline	no less than 10 working 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

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

Printing details

Printing	sheet-offset
Cover	150 g/m2
Inside	100 g/m2

Dimensions

Size	portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page	210 x 297	Bleed: 3 mm trim all around 185 x 125
1/2 page	90 x 259	185 x 125
1/4 page	90 x 125	185 x 60
layout	210 x 297	Bleed: 3 mm trim all around
type area	185 x 259	
colour mode	CMYK	
resolution	300dpi	

Where to send your advert

Up tot 10 mb to e.tiessens@eisma.nl and cc i.tangelder@eisma.nl

Over 10 mb via one of the free servers www.dropsend.com,
www.wetranser.com, www.sendthisfile.com of www.yousendit.com

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)

Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date
1	31-01-19	05-02-19	22-02-19
2	07-03-19	12-03-19	29-03-19
3	18-04-19	23-04-19	10-05-19
4	06-06-19	11-06-19	28-06-19
5	15-08-19	20-08-19	06-09-19
6	12-09-19	17-09-19	04-10-19
7	17-10-19	22-10-19	08-11-19
8	21-11-19	26-11-19	13-12-19