

Houtwereld



General information

Title	Houtwereld
Subtitle	Magazine for the timber industry
Published by	Eisma Bouwmedia bv Informaticaweg 3, 7007 CP Doetinchem
Publisher	Mr Rens Sturuss
Marketing & 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	1.800
Volume	74
Publication frequency	19 x per year
Editor	Marleen van Herwijnen hoofdredacteur T. +31 (0)6 – 15173198 E. m.vanherwijnen@eisma.nl

Advertising rates

Full Colour	1x
2/1 page	€ 1.900
1/1 page	€ 1.275
1/2 page	€ 969
1/4 page	€ 653
1/8 page	€ 300

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. Nitrau 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
Paper	90 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
1/2 page	93 x 275	190 x 135
1/4 page	93 x 135	190 x 65
1/8 page		93 x 65
layout	210 x 297	Bleed: 3 mm trim all around
colour mode	CMYK	
resolution	300dpi	

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)

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

Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date
1	04-01-19	08-01-19	29-01-19
2	04-01-19	08-01-19	25-01-19
3	25-01-19	29-01-19	15-02-19
4	08-02-19	12-02-19	01-03-19
5	22-02-19	26-02-19	15-03-19
6	08-03-19	12-03-19	29-03-19
7	22-03-19	26-03-19	12-04-19
8	04-04-19	08-04-19	26-04-19
9	19-04-19	23-04-19	10-05-19
10	03-05-19	07-05-19	24-05-19
11	16-05-19	20-05-19	07-06-19
12	14-06-19	18-06-19	05-07-19
13	09-08-19	13-08-19	30-08-19
14	23-08-19	27-08-19	13-09-19
15	06-09-19	10-09-19	27-09-19
16	27-09-19	01-10-19	18-10-19
17	18-10-19	22-10-19	08-11-19
18	01-11-19	05-11-19	22-11-19
19	22-11-19	26-11-19	13-12-19