

SchildersVakkrant



General information

Title	SchildersVakkrant	
Subtitle	Information about all aspects of the painters sector.	
Published by	Eisma Bouwmedia bv Informaticaweg 3, 7007 CP Doetinchem	
Publisher	Mr Rens Sturuss	
Sales manager	Mr Jeroen van der Molen	
Advert department	Eddy Hoornstra T 088-29 44 754	Accountmanager E <a href="mailto:e.hoornstra@eisma.nl">e.hoornstra@eisma.nl</a>
	Sabine Visser T 088-29 44 705	Accountmanager E <a href="mailto:s.visser@eisma.nl">s.visser@eisma.nl</a>
Circulation	6.500	
Volume	24	
Publication frequency	22 x per year	
Editor	Jan Maurits Schouten T. 088-29 44 909 E. <a href="mailto:j.schouten@eisma.nl">j.schouten@eisma.nl</a>	

Advertising rates

Size	1	3	6	12	22	24	38
1/1 pag.	5.152	4.768	4.506	4.251	3.991	3.790	3.602
1/2 pag.	3.429	3.173	2.999	2.829	2.655	2.522	2.402
1/4 pag.	2.282	2.113	1.996	1.883	1.767	1.679	1.599
IM'er 1/8 pag.	1.320	1.225	1.157	1.091	1.025	975	925
IM'er BLOK	2.121	1.965	1.855	1.749	1.646	1.563	1.484
IM'er Small and Large	Rate on request						

Editorial formula

Is the newspaper for the painting, maintenance and finishing branch. It's published once every two weeks and keeps you informed of the latest news from the market and highlights for you projects, techniques, craftsmanship and entrepreneurship.

**With "SchildersVakkrant" you reach:**  
Painting- and glass fitting companies, wholesalers in paints and related equipment

Inserts / bound inserts

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

Surcharge

cover	+ 10%
cover 4	+ 10%
Special position	+ 5%
dtp costs	based on actual costs incurred for designing and making the advert

## Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
1/1 pag.	266mm x 390 mm	
1/2 pag.	131 mm x 390 mm	266 mm x 193 mm
1/4 pag.	131 mm x 193 mm	266 mm x 95 mm
IM 1/8 pag.	87 mm x 58 mm	
IM Blok	103 x 103 mm	
IM Klein (Small)		266 mm x 58 mm
IM Groot (Large)		266 mm x 120 mm

## Where to send your advert

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

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

## 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

## Specifications

- [ISOnewspaper26v4.icc](#)

## Inserts

amount	same as circulation (see page1)
delivery type	in boxes
deadline	no less than 7 working days before the publication date

## Delivery address:

De Persgroep Printing Amsterdam

t.a.v. Marco Bresser

Van der Madeweg 40, 1114 AM Amsterdam-Duivendrecht

**ref.: sender, title and number of issue**

## Publication list 2019

Number	Reservation deadline	Copy deadline	Publication date
1	11-01-19	14-01-19	25-01-19
2	25-01-19	28-01-19	08-02-19
3	08-02-19	11-02-19	22-02-19
4	22-02-19	25-02-19	08-03-19
5	08-03-19	11-03-19	22-03-19
6	22-03-19	25-03-19	05-04-19
7	05-04-19	08-04-19	19-04-19
8	19-04-19	22-04-19	03-05-19
9	03-05-19	06-05-19	17-05-19
10	18-05-18	20-05-19	31-05-19
11	31-05-19	03-06-19	14-06-19
12	14-06-19	17-06-19	28-06-19
13	28-06-19	01-07-19	12-07-19
14	09-08-19	12-08-19	23-08-19
15	23-08-19	26-08-19	06-09-19
16	06-09-19	09-09-19	20-09-19
17	20-09-19	23-09-19	04-10-19
18	04-10-19	07-10-19	18-10-19
19	18-10-19	21-10-19	01-11-19
20	01-11-19	04-11-19	15-11-19
21	15-11-19	18-11-19	29-11-19
22	29-11-19	02-12-19	13-12-19



## 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,-

## 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

## 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,-

## 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](http://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

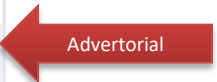
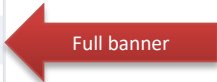
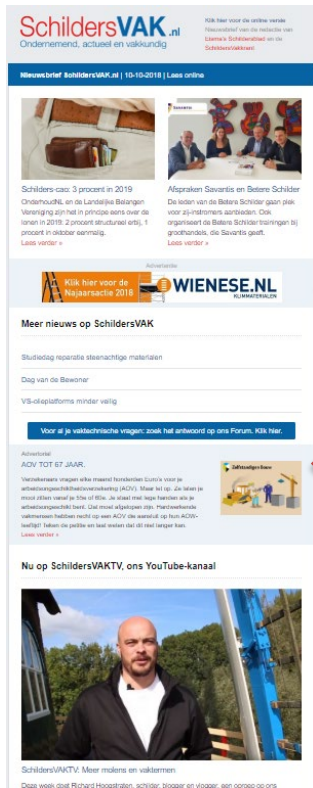
It is important to also provide banners for display on a mobile device.

## Online advertising material

Online advertising material can be mailed to:  
[onlinemateriaal@eisma.nl](mailto: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](mailto: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)