

# sign<sup>+</sup>

MAGAZINE

## MEDIA KIT 2019

THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR





## GENERAL INFORMATION

<b>Title</b>	Sign® Magazine	
<b>Subtitle</b>	Independent trade journal for visual Communication	
<b>Published by</b>	Eisma Businessmedia bv Celsiusweg 41 8912 AM Leeuwarden	
<b>Publisher</b>	Peter Feenstra	
<b>Advertising department</b>	<i>Sales manager</i> Maaïke Gerritsen T +31 (0)6-55332192 E <a href="mailto:m.gerritsen@eisma.nl">m.gerritsen@eisma.nl</a>	<i>Sale support</i> Astrid Wouda T +31 (0)88-2944852 E <a href="mailto:a.wouda@eisma.nl">a.wouda@eisma.nl</a>
<b>Editor</b>	Wouter Mooij, managing director T +31 (0)88-2944817 E <a href="mailto:w.mooij@eisma.nl">w.mooij@eisma.nl</a>	
	Hetty Stevens, editor T +31 (0)88-2944820 E <a href="mailto:h.stevens@eisma.nl">h.stevens@eisma.nl</a>	
	Marijke Kuypers, editor (screen printing) T +31 (0)88-2944819 E <a href="mailto:m.kuypers@eisma.nl">m.kuypers@eisma.nl</a>	
<b>Circulation</b>	4.100 copies	
<b>Volume</b>	31	
<b>Frequency</b>	8 editions a year	



Sign® Magazine is over 30 years the leading business magazine for the complete sign industry in the Netherlands and Belgium. Key to success is the unique combination of the content, lay-out, news and special interest, composed by our professional editorial staff.

## ADVERTISING RATES

Number of full colour adverts (in 12 months)

Size	1 x	4 x	8 x
1/1 page	€ 2,522	€ 2,397	€ 2,275
1/2 page	€ 1,362	€ 1,293	€ 1,228
1/4 page	€ 710	€ 678	€ 642

## SURCHARGES

Cover 2	+ 15 %
Cover 3	+ 10 %
Cover 4	+ 20 %
Special position	+ 10 %
Classifieds	€ 25
DTP Costs	Time-based work

## PRINT SPECIFICATIONS

Printing procedure	offset
Cover paper	200 g/m <sup>2</sup> hv + gloss laminate
Inside paper	115 g/m <sup>2</sup> hv semi-matt mc

## DIMENSIONS

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
1/4 page	99x132	202x64
1/2 page	99x268	202x132
1/1 page	202x268	--
Print area	202x268	
Page size	230x300	Bleed: 3 mm trim around
Colour mode	CMYK	
Resolution	300 dpi	

## DELIVERY COPY

Files up to 10MB can be send by e-mail to [sign@zeedesign.nl](mailto:sign@zeedesign.nl). For larger files please use WeTransfer. Upload your files on [www.wetransfer.com](http://www.wetransfer.com) and send it to [sign@zeedesign.nl](mailto:sign@zeedesign.nl).

## PUBLICATION LIST 2019

Edition	Reservation deadline	Deadline copy	Publication date	Events
1	Tue. 07-01-19	Thu. 10-01-19	Tue. 29-01-19	Preview: ISE   Commentary Viscom
2	Mon. 18-02-19	Thu. 21-02-19	Tue. 12-03-19	Preview: Sign & Print Expo   Commentary ISE
3	Fr. 05-04-19	Wed. 10-04-19	Tue. 30-04-19	Preview Fespa
4	Fr. 17-05-19	Wed. 22-05-19	Tue.11-06-19	Commentary Fespa
5	Mon.01-07-19	Thu. 04-07-19	Tue. 23-07-19	
6	Mon.19-08-19	Thu. 22-08-19	Tue. 10-09-19	Preview Pure Digital
7	Mon.07-10-19	Thu. 10-10-19	Tue. 29-10-19	
8	Mon.18-11-19	Thu. 21-11-19	Tue. 10-12-19	

## INSERTS & BOUND INSERTS

Insert max. 1 A4	€ 2,770
Insert max. 1 A3 (folded to A4)	€ 3,641
Insert bigger than 1 A3	on request
Bound insert, max. 1 A3	on request
Bound insert, bigger than 1 A3	on request

For technical specifications, please contact us on time.

## BUSINESS DIRECTORY

**Option 1:** Name and Adress, Company logo in full color and a slogan in ± 10 words for € 132 in a category of your choice (price based on a year contract, 8 editions).

**Option 2:** An advertisement of B 57 x H 66 mm in full color in a category of your choice for € 269 (price based on a year contract, 8 editions).

The business directory rates above are inclusive publishing your business in the online business directory on [www.sign.nl](http://www.sign.nl)

## DIGITAL COPY

### PDF

- Certified PDF
- Images and fonts embedded

### Adobe Illustrator

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

### Adobe Photoshop

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

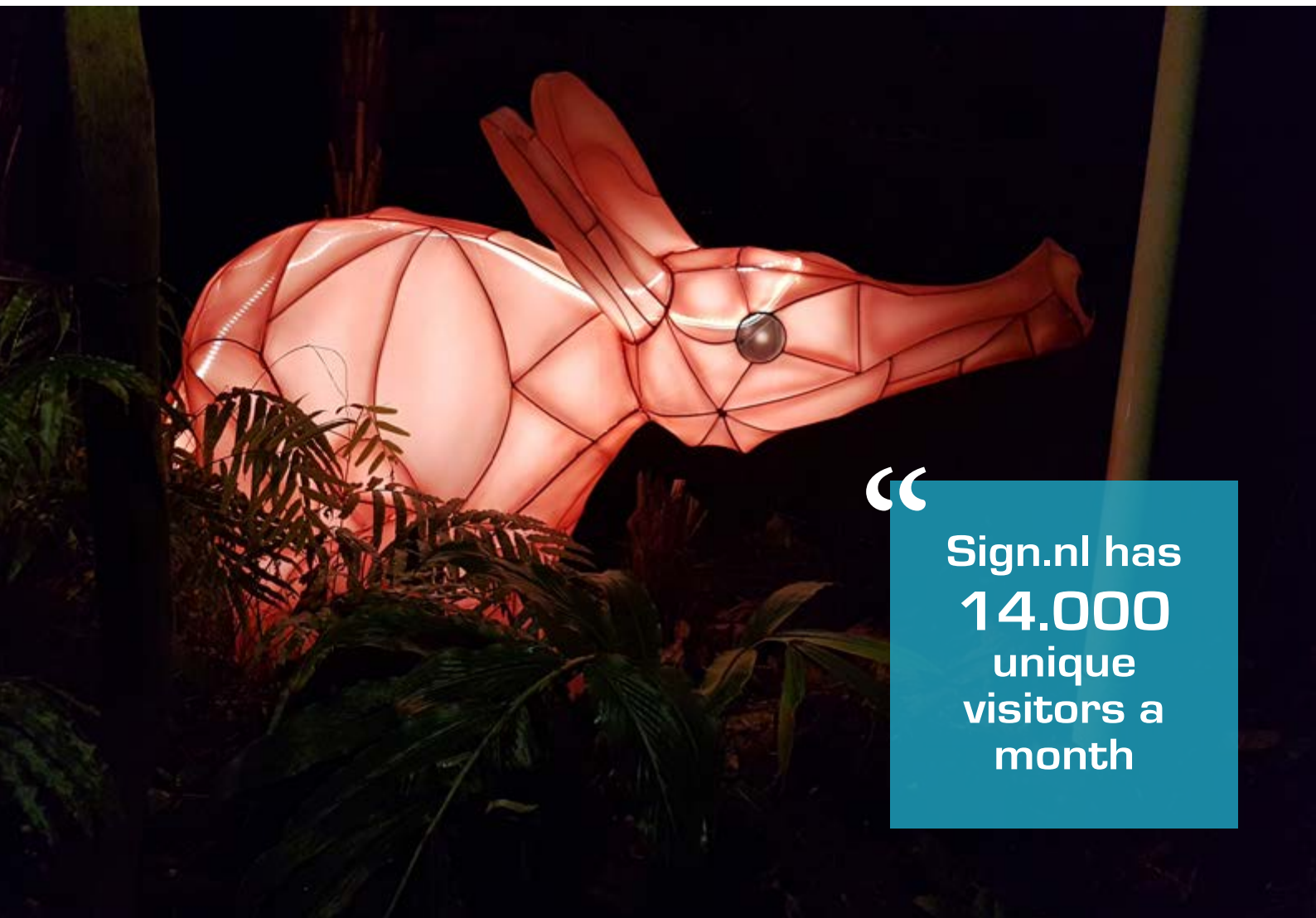
### Other file types (e.g. Word)

- Text in Word, images as seperate files (not embedded)

## DELIVERY SPECIFICATIONS FOR INSERTS

<b>Amount</b>	Same as circulation (see page 2)
<b>Delivery type</b>	in boxes
<b>Deadline</b>	6 working days before publication date
<b>Delivery address</b>	Veldhuis Media Attn. Theo Nitrauw Kanaaldijk OZ 3 8102 HL Raalte

Please always mention Sign® Magazine and the edition the inserts should be published in.



“

Sign.nl has  
**14.000**  
unique  
visitors a  
month

**SIGN.NL  
(130.000  
PAGEVIEWS  
A MONTH)**



## LEADERBOARD

A leaderboard is a big, almost page-wide advertisement placed on top of the page.

### Specifications

- 728 x 90 pixels (PC and laptop), max. 99 kb
- 320 x 50 pixels (smartphone and tablet), max. 99 kb
- Supported files: .jpg, .gif, animated gif, .png, html5
- URL of the landing page

### Rate

€ 88 CPM (1 CPM = 1,000 views)

## LOGOLINK

A logolink is a combination of a logo and a short text.

### Specifications

- Logo 90 x 40 pixels, max. 99 kb
- Text: max. 25 characters each (incl. spaces)
- URL of the landing page (website)

### Rate

€ 298 a month

## DELIVERY ADVERTISING MATERIAL

<b>File formats</b>	.jpg, .gif, animated.gif, .png, html5
<b>Colour mode</b>	RGB
<b>Resolution</b>	72 dpi
<b>URL</b>	URL of landing page
<b>Deadline</b>	2 working days for online by e-mail to: a.wouda@eisma.nl

Please provide the leaderboard, full banner and large rectangle in two sizes for optimal visibility on different devices.

## LARGE RECTANGLE

A large rectangle is a square banner on the right side of the page. The format is ideal for communicating different types of messages, including video. A large rectangle links directly to the landing page.

### Specifications

- 336 x 280 pixels (PC and laptop), max. 99 kb
- 300 x 250 pixels (smartphone and tablet), max. 99 kb
- Supported files: .jpg, .gif, animated gif, .png, html5
- Url of the landing page

### Rate

€ 94 CPM (1 CPM = 1,000 views)

## RICH MEDIA

In addition to regular online advertising we also offer Rich Media expressions such as Expandables, Floor Ads, Layers, Corner Ads and Wallpapers. For more details please contact our account manager.

## DOUBLECLICK FOR PUBLISHERS

[www.sign.nl](http://www.sign.nl) is using the ad serving platform DoubleClick for Publishers.

DoubleClick is the global leader serving more than 80 billion online ads a month using more than 130 ad servers all over the world. DoubleClick is established more than 10 years ago and is now part of Google. DoubleClick is audited by PricewaterhouseCoopers.

For reports with results of your online campaign please contact our account manager.

THE NEWSLETTER OF  
SIGN<sup>+</sup> MAGAZINE  
IS SEND EVERY  
THURSDAY TO  
> 4.300 SUBSCRIBERS

## FULL BANNER

A full banner is a horizontal advert, almost as wide as the newsletter itself. A banner links directly to a landing page.

### Specifications

- 550 x 150 pixels, max. 99 kb.
- GIF, Jpg, Png
- URL of the landing page

### Rate

€ 414 per edition

## ADVERTORIAL

An advertorial is a combination of text and image and the lay-out is resembling the editorial content of the newsletter. An advertorial links directly to the landing page.

### Specifications

- Header: max. 50 characters (max. 7 words) including white spaces. Header not in capitals.
- Body text: max. 350 characters including white spaces.
- Photo/logo/illustration: 600 x 400 pixels, max. 120 kb
- URL of the landing page

### Rate

€ 414 per edition

## DEDICATED NEWSLETTER

Next to a regular ad in our regular newsletter we also offer dedicated newsletters (E-casts) that we can send for you to the newsletter subscribers of Sign<sup>+</sup> Magazine. For more information please contact our Sales Manager.

### Benefits

- extra large advertising space to focus on your products/company profile
- large target readership and less waste
- direct responses
- increases online traffic to your website

### Specifications

on request available

### Rate

€ 1,856 per edition

