AANDRIJF TECHNIEK

| PASSION FOR TECHNOLOGY

MEDIA KIT 2021

MEDIAKIT MAGAZINE 2021

GENERAL INFORMATION

Title	Aandrijftechniek
Sub title	Passion for Technology
Published by	Eisma Industriemedia bv Informaticaweg 3 7007 CP Doetinchem
Publisher	Jeroen van der Molen
Accountmanagement	Vincent Hermans **T** +31 (0) 882 944 740 **M** +31 (0) 655 689 962 **E** v.hermans@eisma.nl
Circulation	5.000 copies
Volume	41
Frequency	7 x per year
Editor-in-Chief	Paul Quaedvlieg **T** +31 **(**0) 882 944 704 **M** +31 (0) 624 717 954 **E** p.quaedvlieg@eisma.nl

Readership Aandrijftechniek

Aandrijftechniek is an independent trade journal for entrepeneurs, managers, manufacturers and heads of technical services.
Aandrijftechniek provides current and technical information about innovations and new developments in the field of smart industry, machine building, maritime, mobility, robotics and additive manufacturing/engineering.

On all orders and deliveries, our general delivery terms are applicable, as filed with the Chamber of Commerce in Leeuwarden under number 65199030. Prices are per insertion in Euro, based on full colour insertion, excluding 21% VAT. Contract period 12 months, starting on the date of the first insertion. We reserve the right to make changes without prior notice. No rights can be derived from this media kit.

MEDIAKIT MAGAZINE 2021

ADVERTISING RATE

Rates based on full colour insertions (in 12 months)

Full Colour	1x	3x	6x	12x	20x
1/1 page	4.110	3.985	3.820	3.700	3.574
1/2 page	2.586	2.509	2.405	2.327	2.250
1/4 page	1.727	1.675	1.606	1.554	1.500
1/8 page	1.217	1.179	1.135	1.095	1.060

DIMENSIONS

	Portrait (w x h in mm)	Landscape (w x h in mm)
1/1 page	230 x 300	Bleed: 3 trim mm all around
1/2 page	94 x 265	191 x 130
1/4 page	94 x 130	191 x 63
1/8 page	94 x 63	191 x 29

Colour Modes	CMYK
Resolution	300dpi

PRINTING DETAILS

Printing process	offset
Paper folder	200 g/m²
Paper inside	115 g/m²

DELIVERY SPECIFICATIONS ADVERTS

File size up to 10 MB per e-mail to:aandrijftechniek@zeedesign.nl with reference title, issue number and publication date with a CC to: v.hermans@eisma.nl. For larger files, use www.wetransfer.com.

INSERTS / LEAFLETS

Pricing upon request, depending on weight and size. Due to the technical specifications, please contact us on time.

DELIVERY SPECIFICATIONS INSERTS / LEAFLETS

Quantity	5000 copies
Delivery	Loosely packed in boxes
Deadline	Ultimately 3 weeks before publication
Delivery address	Veldhuis Media
	Attn. Theo Nitrauw
	Kanaaldijk OZ 3
	8102 HL Raalte
	The Netherlands
	Ref: sender, title and issue number

DIGITAL FILE TYPES

PDF
- Certified PDF
- Images and fonts embedded

Quark Xpress
- Please add or include all (Macintosh) fonts, illustraties and images

Adobe Illustrator
- Outlines
- *.ai, *.eps

Adobe Photoshop
- Flattened (not layered)
- *.tiff, *.eps, *.jpg, *.psd
- No multi-channel or duotone images

Other file types (e.g. Word)
- Text in Word, images as a separate file (not embedded)

PUBLICATION DATES 2021

No.	deadine reservation	publiction-date
1	25-01-21	12-02-21
2	01-03-21	19-03-21
3	02-04-21	23-04-21
4	04-05-21	28-05-21
5	24-08-21	14-09-21
6	28-09-21	19-10-21
7	02-11-21	23-11-21

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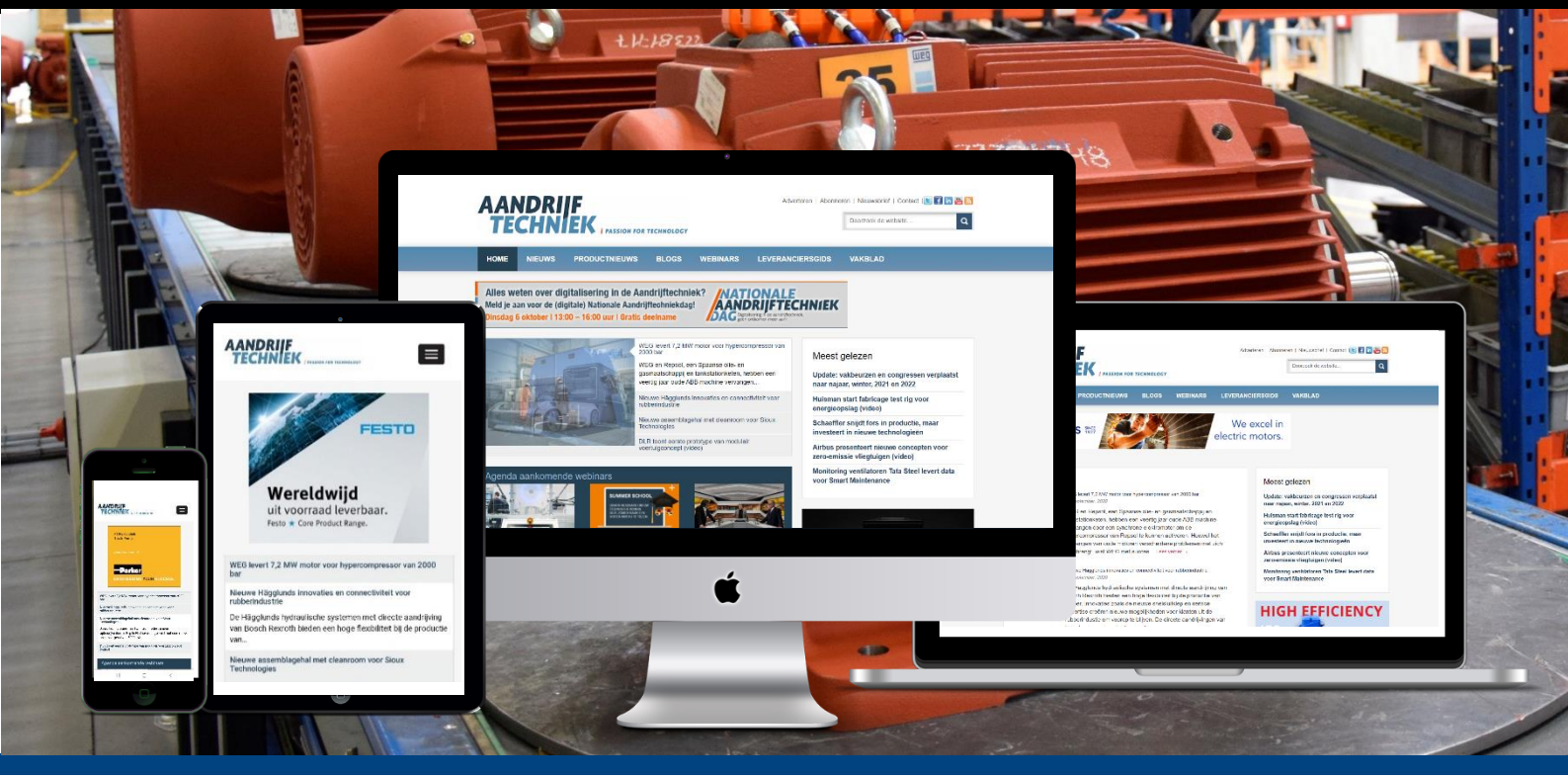
MEDIAKIT WEBSITE 2021



RECTANGLE

A rectangle is a remarkably large ad format that is always positioned on the right-hand side of the website, above the “fold”. The format is ideal for communicating different types of messages including video.

Specifications
336 x 280 pixels (computer and laptop), max. 99 kb
300 x 250 pixels (tablet and smartphone), max. 49 kb

Rate
€ 1.814 per half year or € 3.245,- per year

SKYSCRAPER

A skyscraper is a vertical, almost page high banner with a relatively high attention value.

Specifications
120 x 600 pixels, max. 99 kb

Rate
€ 1.814 per half year or € 3.245,- per year

FULL BANNER

A full banner is a small, wide banner prominently positioned between editorial text. It is widely used in campaigns to create brand awereness. This banner is suitable for communicating with text, images and animations.

Specifications
468 x 60 pixels (computer and laptop), max. 49 kb
320 x 50 pixels (tablet and smartphone), max. 49 kb

Rate
€ 434,- per month

LEADERBOARD

A leaderboard is a big, almost page-wide advertisement and is one of the most common formats. A leaderboard is displayed directly below the header.

Specifications
728 x 90 pixels (computer and laptop), max. 49 kb
320 x 50 pixels (tablet en smartphone), max. 49 kb

Rate
€ 1.814 per half year or € 3.245,- per year

DELIVERY SPECIFICATIONS

File formats:	jpg, gif, animated gif, HTML5
Color modus:	RGB
Resolution:	72 dpi
Maximum	99 Kb
Landing page:	URL landing page
Delivery:	onlinemateriaal@eisma.nl

Please include a regular banner as well as a banner for display on a mobile device (s). For more information visit: adverterenbijeisma.nl/specifications

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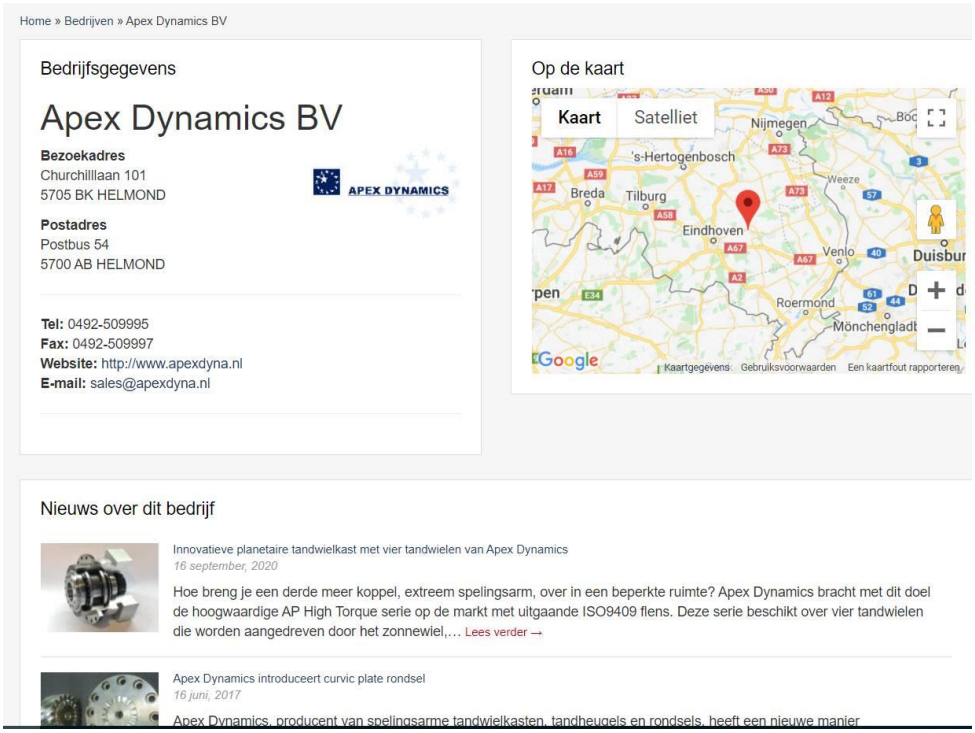
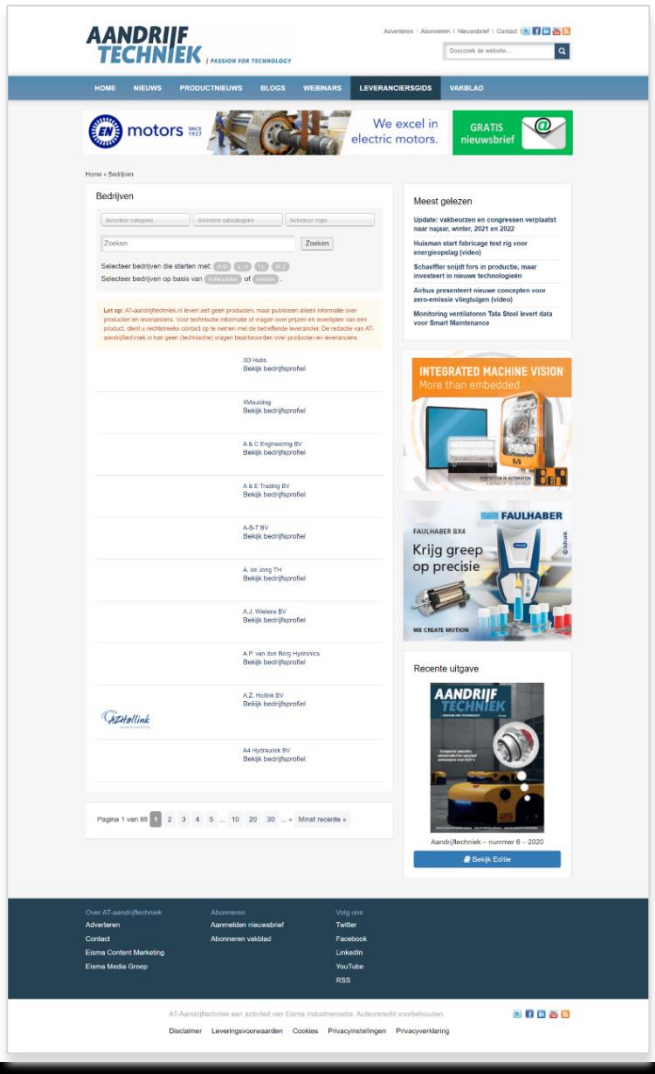
SUPPLIERS GUIDE 2021

SUPPLIERS GUIDE





Inclusion in the Suppliers Guide is free. To get extra attention and to generate traffic to your website or to generate sales leads, there are the following possibilities:

- Logo at your company details
- URL and e-mail at your company detalis

Package price per year € 445,-

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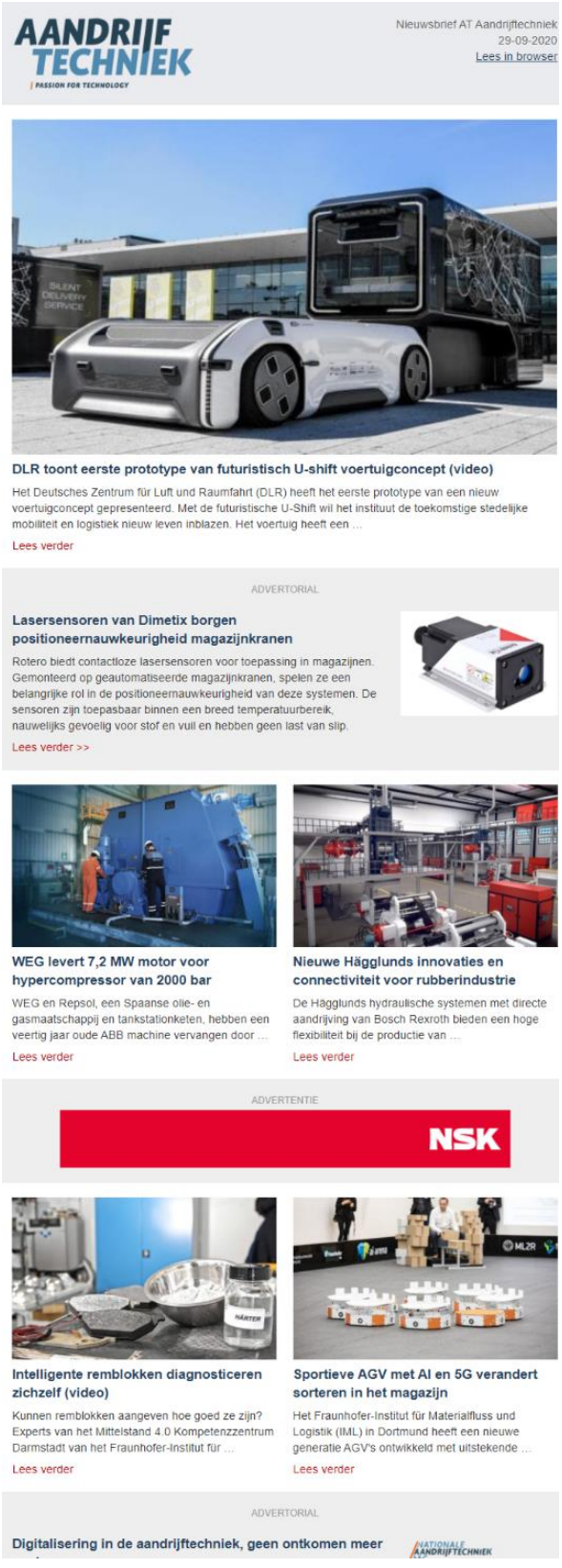
MEDIAKIT NEWSLETTER 2021

THE NEWSLETTER OF **AANDRIJFTECHNIEK** IS SENT ONCE A WEEK ON TUESDAY TO 4.400 SUBSCRIBERS


AANDRIJF TECHNIEK
PASSION FOR TECHNOLOGY

Nieuwsbrief AT Aandrijftechniek
29-09-2020
Lees in browser

DLR toont eerste prototype van futuristisch U-shift voertuigconcept (video)

Het Deutsches Zentrum für Luft und Raumfahrt (DLR) heeft het eerste prototype van een nieuw voertuigconcept gepresenteerd. Met de futuristische U-Shift wil het instituut de toekomstige stedelijke mobiliteit en logistiek nieuw leven inblazen. Het voertuig heeft een ...

Lees verder

ADVERTORIAL

Lasersensoren van Dimetix borgen positioneernauwkeurigheid magazijnkranen

Rotero biedt contactloze lasersensoren voor toepassing in magazijnen. Gemonteerd op geautomatiseerde magazijnkranen, spelen ze een belangrijke rol in de positioneernauwkeurigheid van deze systemen. De sensoren zijn toepasbaar binnen een breed temperatuurbereik, nauwelijks gevoelig voor stof en vuil en hebben geen last van slip.

Lees verder >>

WEG levert 7,2 MW motor voor hypercompressor van 2000 bar

WEG en Repsol, een Spaanse olie- en gasmaatschappij en tankstationketen, hebben een veertig jaar oude ABB machine vervangen door ...

Lees verder

Nieuwe Hägglunds innovaties en connectiviteit voor rubberindustrie

De Hägglunds hydraulische systemen met directe aandrijving van Bosch Rexroth bieden een hoge flexibiliteit bij de productie van ...

Lees verder

ADVERTENTIE

NSK

Intelligente remblokken diagnosticeren zichzelf (video)

Kunnen remblokken aangeven hoe goed ze zijn? Experts van het Mittelstand 4.0 Kompetenzzentrum Darmstadt van het Fraunhofer-Institut für ...

Lees verder

Sportieve AGV met AI en 5G verandert sorteren in het magazijn

Het Fraunhofer-Institut für Materialfluss und Logistik (IML) in Dortmund heeft een nieuwe generatie AGV's ontwikkeld met uitstekende ...

Lees verder

ADVERTORIAL

Digitalisering in de aandrijftechniek, geen ontkomen meer

NATIONALE AANDRIJFTECHNIEK

ADVERTORIAL

An advertorial is a text ad with a photo, including click-through options to the advertiser's website.The advertorial in a newsletters is positioned between the editorial content and is therefore not to be missed by the reader. The basic implementation of the advertorial consists of an image to the left or right of the text.

Specifications
- header: max. 50 characters, including spacing
- Text line: max. 350 characters, including spacing
- image/logo/illustration: 600 x 400 pixels, max. 99 kb
- URL to which the advertorial links

Rate
€ 439,- per edition
€ 3.207,- 1x per 4 weeks, 13 x per year

FULL BANNER

A full banner is a small, wide banner prominently positioned between editorial text. It is widely used in campaigns to create brand awareness. This banner is suitable for communicating with tekst, images and animations.

Specifications
- 468 x 60 pixels (computer en laptop), max. 49 kb
- 320 x 50 pixels (tablet en smartphone), max. 49 kb

Rate
€ 439,- per edition
€ 3.207,- 1x per 4 weeks, 13x per year

BLOCKBUSTER

This ad format is a prominent image across the full width of the page. Its position is at the top of the newsletter and limited to one advertiser per mailing.

Specifications
- 550 x 150 pixels, max. 80 kb

Rate
€ 650,- per edition
€ 5.747,- 1x per 4 weeks, 13x per year

SPECIFICATIONS

File formats:	.jpg, .gif
Colour mode:	RGB
Resolution:	72 dpi
Landing page:	url of the landing pagina
Delivery:	onlinemateriaal@eisma.nl

MORE INFORMATION AND POSSIBILITIES?

For more information on www.adverterenbijeisma.nl or call your account manager.

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NEWSLETTER 2021

SPECIAL NEWSLETTER

A special newsletter “partner mailing” is a special e-newsletter which can be sent out to our subscribers. The advertisement position is above editorial messages. The editors select the editorial messages, and the advertiser delivers his advertisement. This message is sent exclusively to an address database selected by the advertiser, thus ensuring a high click rate on the advertisement.

Advertising in the special partner mailing has several advantages:
- extra large advertisement space to highlight your products/ company profile
- suitable for special offers/ announcements
- a large number of readers
- direct response
- more traffic to your website

We can send this special newsletter to the e-newsletter subscribers of :
- Aandrijftechniek
- Metaal Magazine
- Recycling International
- Recycling Magazine Benelux
- Bulk
- TTM.nl
- Warehouse Totaal
- Pomp NL
- Bestelauto

Specifications
Available upon request

Pricing
€ 2.000 per mailing (Aandrijftechniek)

AANDRIJF TECHNIEK
PASSION FOR TECHNOLOGY

Nieuwsbrief AT Aandrijftechniek
03-09-2020
Lees in browser

FAULHABER
motion
HET MAGAZINE MET DRIVE
WERELDWIJDE LOGISTIEK KAN NIET ZONDER MICROMOTOREN

Wereldwijde logistiek kan niet zonder micromotoren

Al vóór de Covid-19 pandemie was logistiek een drijvende kracht achter de wereldwijde economie. Logistiek kan alleen succesvol zijn door sterk geautomatiseerde processen in de toeleveringsketen te implementeren. Dergelijke processen zijn ondenkbaar zonder krachtige micromotoren.

Het nieuwste nummer van FAULHABER motion - het magazine met drive - staat boordevol informatie over dit onderwerp, plus een heleboel andere toepassingen voor de aandrijfsystemen van FAULHABER. Laat u inspireren!

motion 01-2020 is nu beschikbaar: online en op papier.

Download kosteloos de nieuwste motion

Ironhand - Superkracht onder controle

Werkgerelateerde aandoeningen aan het bewegingsapparaat komen veel voor in Europa en Noord-Amerika. Om dit soort blessures te voorkomen wordt onder andere ingezet op wearables, kleding met ingebouwde technologie. Ironhand® is een zachte robothandschoen van het Zweedse bedrijf BIOSERVO TECHNOLOGIES, die de menselijke grijpkracht versterkt. De krachtondersteuning voor de individuele vingers wordt geleverd door aandrijvingen van FAULHABER.

Lees verder

Betrouwbaar oog in de elektromagnetische storm

Autofabrikanten moeten onder andere de elektromagnetische compatibiliteit (EMC) van hun producten verifiëren. Sterker nog: auto's zitten vol met gevoelige elektronica en worden getest in gespecialiseerde EMC-laboratoria. De omstandigheden in die laboratoria zijn niet prettig voor mensen. Om tijdens de tests toch alles te kunnen waarnemen, worden camerasystemen gebruikt. Bijvoorbeeld van mk-messtechnik, een specialist in deze systemen. In de zwenkkoppen van de camera's zitten motoren van FAULHABER om de op afstand bediende modules exact te positioneren.

Lees verder

Steeds meer, steeds sneller, steeds verder

Logistiek is altijd in beweging. Grondstoffen, halffabrikaten en eindproducten doorlopen een steeds complexer en sneller reagerend wereldwijd systeem om op het juiste moment de juiste bestemming te bereiken. Maar het werkt alleen goed als er sterk geautomatiseerde processen zijn, die draaien om grote en kleine tandwielen en hefbomen, paddles en klemmen - met de juiste motoren. In deze uitdagende toepassingen zijn vaak aandrijvingen van FAULHABER te vinden.

Lees verder

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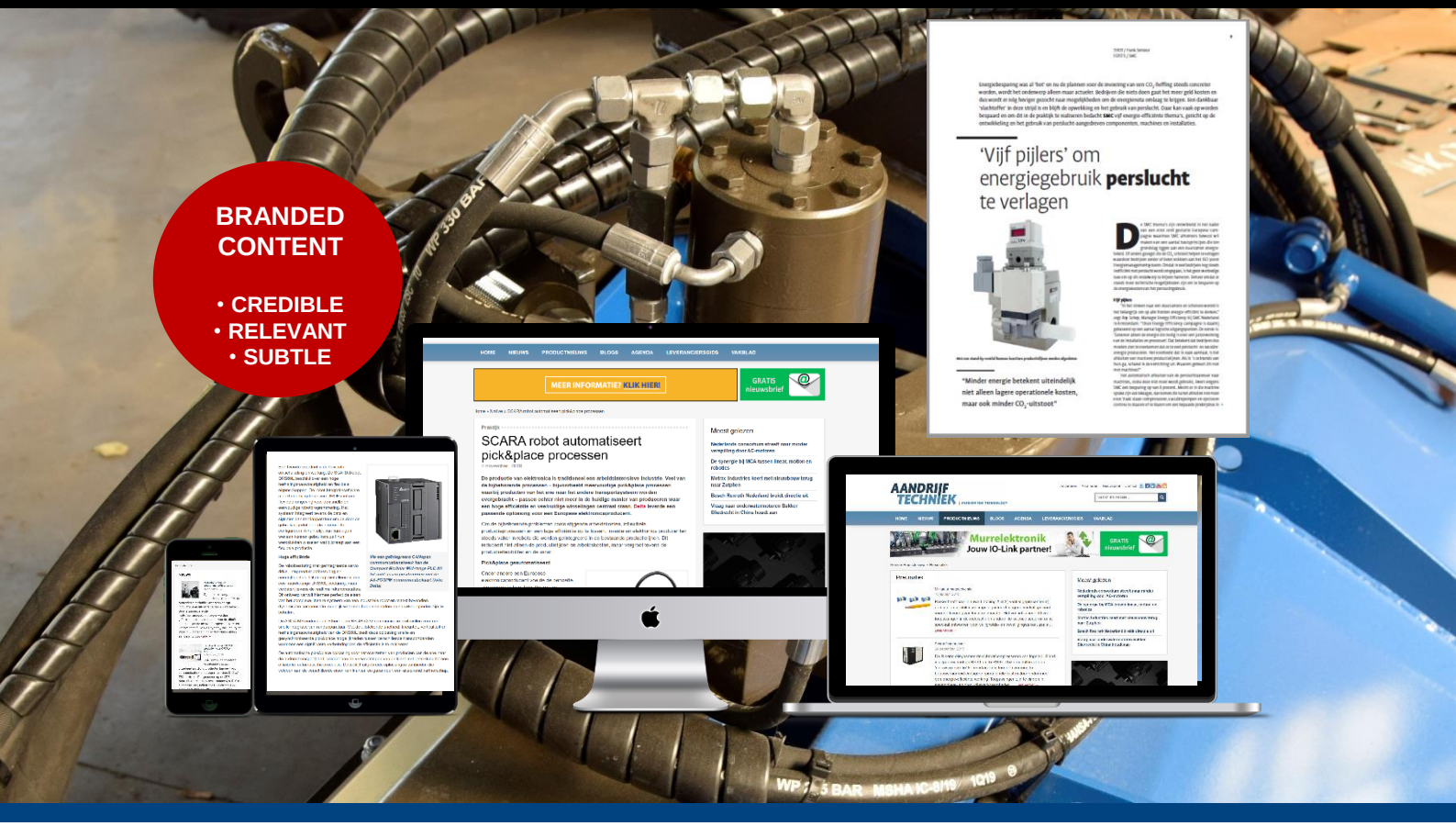
BRANDED CONTENT 2021



BRANDED CONTENT

Branded content is content that is paid or produced by the advertiser. It is designed to build brand awareness and can include video, article, blog/column, or other elements that bring value to the consumer. The content is designed to be similar to the editorial content. The message is conveyed subtly so that the reader will not experience this as promotional material. The key is to grab the attention of our customers, your target group, and to drive real engagement through this smart content.

WHY BRANDED CONTENT?

Credible. Branded Content is positioned between the editorial content on an independent (news) site. Because the company does not promote its brand directly, this is seen as credible. It leads to less resistance and ensures a high effectiveness of the message so that the consumer will remember your brand better.

Relevant. The text or video is written specifically for your target group and therefore exciting and appropriate for them.

Subtle. With effective branded content you will not immediately give away that it's about your brand, but rather package the message subtly and originally.

BRANDED CONTENT FORMATS

- Best Practice
- Product Spotlight
- Expertblog
- Video

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BRANDED CONTENT 2021

BEST PRACTICE

Best Practice contains a technique, working method or activity central thas has proven to be more effective, so that the project could be carried out with fewer problems, fewer unforeseen complications and better end results.

Package
• on the homepage of at.aandrijftechniek.nl and on a follow-up page on the website
• A press release in the at-aandrijftechniek.nl newsletter
• 2 pages in the magazine Aandrijftechniek

Specifications
• 1000 words
• 3 a 4 photos (Jpg / 1 Mb min)

Rate
• € 3.550,- (magazine + website + newsletter)

PRODUCT SPOTLIGHT

Innovative and other special products deserve to be in our “spotlight” section. The unique selling points of the product are presented attractively to the target group in a comprehensible way. This is a highly suitable medium for new product launches.

Package
• at-aandrijftechniek.nl homepage with a click-thru to a page on the website.
• an announcement on the aandrijftechniek.nl newsletter

Specifications
• Text 500 words
• 3 images up to 300 pixels wide

Rate
• € 670,- per month

Voorbeeld van het doorplaatsen van een BEST PRACTICE in de nieuwsbrief, op de website en in het vakblad.

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BRANDED CONTENT 2021

EXPERTBLOG

With an expert blog/column you can communicate personally with the customer. By bloggin as a director, consultant, manager or employee, your expertise about a specific area of metal processing is highlighted.

Package

• www.at-aandrijftechniek.nl homepage with a click-thru to a page on the website.
• An announcement in the newsletter of www.at-aandrijftechniek.nl

Specifications

• 500 words, including an introduction of up to 40 words and sub-header
• images: one photo of the expert and two relevant photos of the discussion
topic in expert blog.

Rate

• Online publication € 465,- per month, writing of the blog starts from € 430

or

1x publication of the blog on the homepage
1x in the weekly newsletter
1/1 page editorial in the magazine
} € 2995

VIDEO

It's hard to imagine why online video would be missing from your communication mix because telling stories in this format has never been more accessible and is increasingly preferred by users of digital platforms. At Eisma, we can create the video for you as we have years of experience in making a wide range of videos. We take care of the script, film, editing, voice-over and subtitling – all-in close consultation with you.

Package

- on the homepage aandrijftechniek.nl (rectangle banner position)
- an announcement in our weekly newsletter

Specifications

Available upon request

Rate

Publication on our website € 430,- per month
Layout of the Video Frame € 100,-
Production of all aspects of the video starts from € 2.195,-

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CONTENTMARKETING 2021

WHAT IS CONTENT MARKETING?

Content marketing is a strategic marketing approach focused on creating and distributing **valuable**, **relevant**, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

EISMA INDUSTRIEMEDIA

We can also help you reach your target group and, for example, generate leads. This includes the placement - distribution of case studies, white papers and videos via our channels.

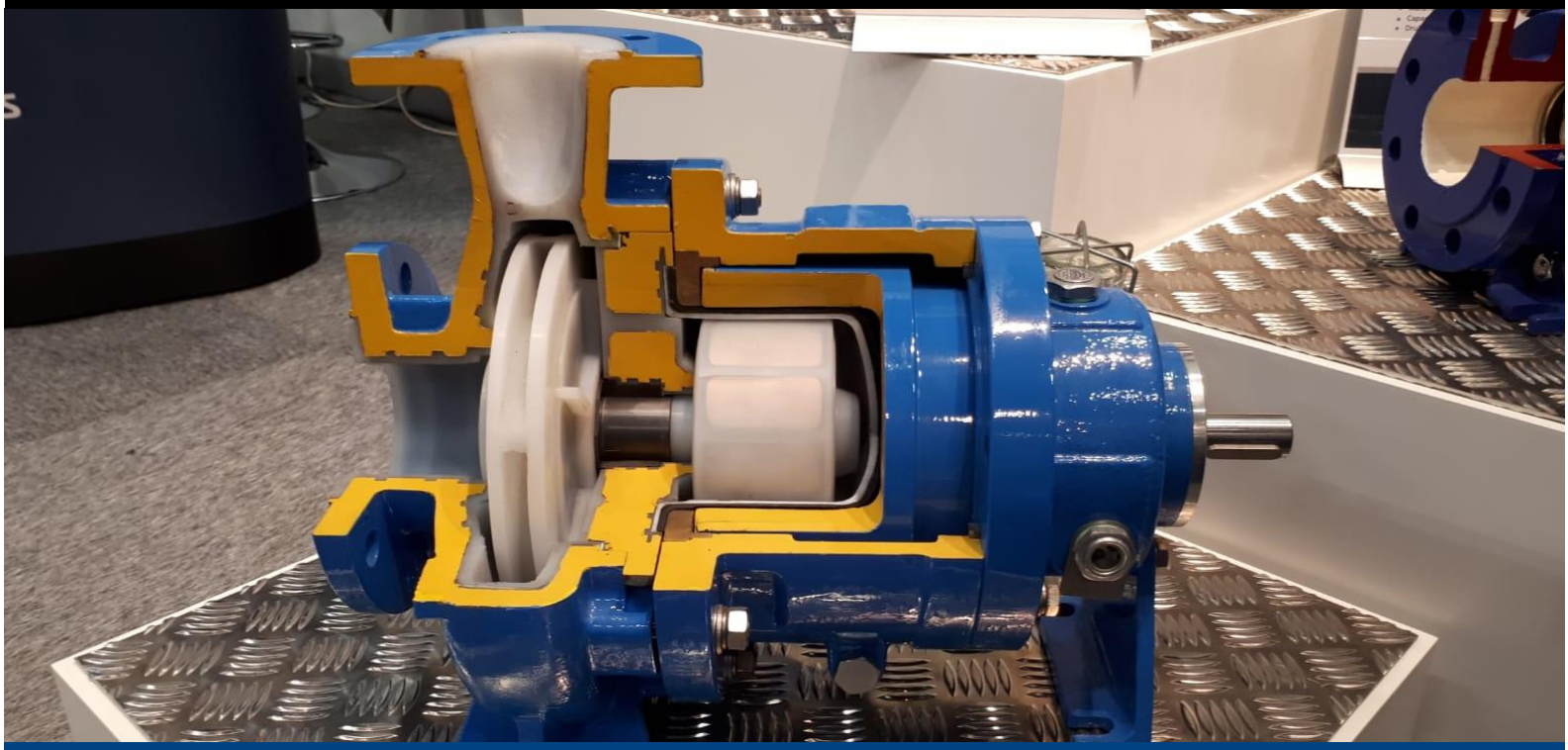
EISMA CONTENT MARKETING: MARKETING WITH A STORY.

More and more customers are asking whether Eisma can help them "with telling their story". At Eisma we know how to tell those stories. After all, we already do this for our own brands. Our publishing company employs independent editors who know how a sector is moving.

THE MOST USED CONTENT FORMATS

- Project documentation
- Infographic
- Blog
- Whitepaper
- Video
    - Animation video
    - Product video
    - Company video
    - Trade show video
    - Event registration
- Sponsored magazine
- Webinar
    - Webinar
    - Webinar 2.0

CONTENTMARKETING 2021



PROJECTDOCUMENTATION

A beautiful project has been completed, incorporating your product. A fine example of what may happen with your products and how they should be incorporated. And you want to show this to your customers and prospective customers. Our editors can make a project documentation of this for you. They will then set to work on the project chosen by you and will make a video, article and photos of it.

A project documentation consisting of a video of a minute and a half, 10 photos, an article of 2/1 page and a short project description (300 words).

INFOGRAPHIC:

An infographic is a combination of text and illustration(s). These illustrations may consist, among other things, of graphs, schemes, diagrams, icons or maps. Together with the text they tell a story. Infographics are used to convey information and knowledge quickly and clearly and are a good method to visualize complex data, events or processes.

In general, an infographic consists of six to eight ‘illustrations’ and a text of 150 words. Variation is possible, depending on the message that you want to convey.

BLOG

A blog may be used to communicate with the customer in an easily accessible manner. By blogging as a director, advisor, manager or assistant you show your expertise about a particular subject. In addition you are creating a more accessible image by telling a personal story. The relevant person shares personal experiences, thoughts, visions or tips with the public and gives the reader the possibility to respond to that.

A blog article consists of approximately 500 to 600 words, depending on the content.

WHITEPAPER

In a whitepaper the client shows what knowledge he possesses about a particular subject. A whitepaper is objective in nature and gives solutions for a particular problem

A white paper consists of approximately
4 pages / total of 1,500 words.

Photos and input originating from the client.

CONTENTMARKETING 2021

CORPORATE VIDEO

You are proud of your business and you would like to show that to your customers. By means of a corporate video we can assist you with this. By telling a story in a professional manner we ensure a lasting impression of your business.

A professional corporate video of one minute and a half, including an intro of your business and a voice-over.

PRODUCT VIDEO

Want to show your product or service to your customers in a clear and attractive manner? In a product video you can explain the advantages of the product very well in text and image

A professional product video of a minute and a half, including an intro of your business and provided with voice-over.

ANIMATION VIDEO

An animation video is an animated, drawn environment in which anything is possible. It is, for example, very suitable for a complex business process, which is difficult to explain to someone in a few words. With an animation you can also present a new product or service in an attractive and simple manner.

An animation video of a minute and a half, a professional script, written by our editor, a voice-over and royalty free music, your corporate logo in an intro and/or outro.

TRADE SHOW VIDEO

A trade show is a great way to show customers and prospects what you are doing as a company. However, such an event is also quickly over. Making one or more videos during a trade show or event ensures that all energy that is put into it is also captured in video. And this video can then be distributed to your audience afterwards.

A professional trade show video of one minute and a half, including a logo of your business and a voice-over.

CONTENTMARKETING 2021

SPONSORED MAGAZINE

A sponsored magazine is a beautiful medium to inform business contacts and to bind them to you. For relationship marketing the sponsored magazine is a particularly efficient medium.

View an example here

WEBINAR

A webinar is an interactive broadcast which can be followed live behind the computer. During a broadcast the speakers may be asked questions.

WEBINAR 2.0

In addition to the webinar itself, we offer you extra formats, such as: a press report, blog, FAQ list, several news messages and a follow-up on demand. In this way you not only get support but also assistance with the completion of the webinar.

For the webinar several variations are possible, because the total package must link up with your goals and wishes. We provide the technology, content and recruitment of viewers. Take account of the fact that a good webinar requires a preparation period of 10 to 12 weeks.

EVENTREGISTRATIE

Capturing an event in both image and text gives a company the opportunity to publicize this event in a variety of ways. Even after the event, the content can still be brought to the attention of the target group.

The production depends on your wishes. Please contact us for more information.