



Mediakit 2019

**On top of the industry..
Communicate with decision makers
in the whole of the manufacturing industry**

- **Effective**
- **Profitable**
- **Optimal attention value**

De HandelsCourant is a highly valued journalistic source of information for decision makers in the manufacturing industry. Our editors are rated as to-the-point, professionally trained and very accessible. As an advertiser you can benefit from this.

The HandelsCourant is happy to offer you a multimedia platform to help you realize your marketing communication objectives. We would like to discuss this with you in order to realize a customized proposal.

- **Papers**
- **Websites**
- **e-news letters**
- **E-magazines**



Advertentising rates

Print edition

Rates in full colour per insertion

	1x	9x
1/1 A3	€ 2.900	€ 1.900
1/2 A3	€ 1.900	€ 1.300
1/4 A3	€ 1.300	€ 800
1/6 A3	€ 700	€ 500
Page wide strip	€ 600	€ 400
Postcard	€ 450	€ 350
double block	€ 300	€ 200
block	€ 175	€ 125

Inserts

in consultation.

Website

Rates per month and format in pixels

Months	1	3	6	12
Homepage				
Leaderboard 970x90	€ 900	€ 788	€ 675	€ 450
Full banner 468x60	€ 400	€ 350	€ 300	€ 200
Block banner big 336x280	€ 500	€ 438	€ 375	€ 250

E-news letter

News letter (monthly to 10.000 contacts)

Banner (650 pixels x 70 pixels) € 300

Advertorial (500 words + picture) € 300

E-magazine

in consultation

Specifications

Readers

- 35.000 per edition

Technical data

Printing proces	Rotation coldset
Raster	70
Paper	60 gr. Kriebcoat

Frequentie

- 9 editions per year print edition
- 6 times per year e-magazine

Toeslagen

Cover 2	25%
Cover 4	25%
Cover 3	10%
Cover	200%
Technical costs:	2,8%

Art work

Digital in accordance with the specs of the publisher.

If you have questions about the material you can contact our aftersales +31(0)070 399 00 00.

When the material provided is not in accordance with the specificaton of the publisher, technical costs will be added.

Rates are valid from 1th of October 2018. Rates are subject to change.

All rates are per insertion and excluding VAT.

Dates *print edition*

Appearance	Reservation	Art work	Theme	Event
29-01-2019	04-01-2019	07-01-2019	Industrial safety	Verspanen 2019
19-03-2019	22-02-2019	25-02-2019	Precision technology	Main Industry / Automation / Empack /Logistics & Distribution
02-04-2019	08-03-2019	11-03-2019	Industrial maintenance	MaintenanceNext / Brabantse Metaaldagen
07-05-2019	12-04-2019	15-04-2019	Industrial automation	Eurofinish / Materials
04-06-2019	10-05-2019	13-05-2019	Pump technology	Vision & Robotics
10-09-2019	16-08-2019	19-08-2019	Surface treatment	TIV / Kunststoffen / EMO Hannover
24-09-2019	30-08-2019	02-09-2019	Utilities (gas, water, energy, air, hydraulics)	Pumps & Valves / Solids / Metavak
29-10-2019	04-10-2019	07-10-2019	Innovation (smart industry, 3D)	Precisiebeurs / Logistica / ICT & Logistiek
10-12-2019	15-11-2019	18-11-2019	Milling	

Dates are subject to change

Formats wide x deep in mm

	portrait			landscape		
1/1 A3	264	x	380			
1/2 A3	129	x	364	264	x	180
1/4 A3	129	x	180	264	x	88
1/6 A3	102	x	134			
Page wide strip				264	x	42
Postcard	102	x	88			
Double block	48	x	88	102	x	42
Block	48	x	42			



Contact details

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