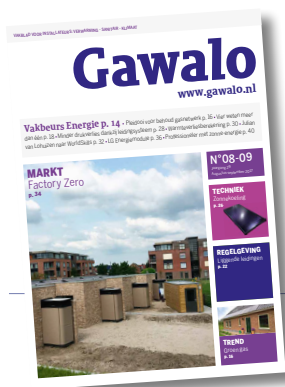


Advertising in Gawalo

The trade journal for w-installers: climate-air-energy-water-sanitary ware



Gawalo has been the best-known trade journal for w-installers (entrepreneurs) and officials responsible for buying, advice, calculation, design and project management for many years. The trade journal, the website, the e-mail newsletters and the digital pages archive help w-installers in their entrepreneurship and market orientation. Information about trends, standards, technology and products is part of this.

Gawalo.nl

Has up to date news for w-installers every day. On an annual basis approx. 150,000 pages are visited.

Gawalo e-newsletter

With the most important w-news of the week about developments for the sector every week. Every week the latest about technology, regulatory measures and the installation market. The E-mail newsletter is free for w-installers and has now over 7,000 subscribers.

Gawalo Theme package

Gawalo offers you a unique multi-media promotional package around a theme you can claim exclusively. And this for a very attractive price. **One year long directed attention with concrete results.**

Trade journal

Digimagazine

Unlimited access to www.gawalo.nl

Newsletter

GAWALO:

- ✓ The trade journal Gawalo has the highest paid circulation in the sector. Additionally, Gawalo has a very high news frequency.
Total circulation: 3,500 copies.
- ✓ Has been a leading title with a high paid reach among officials at w-installers' companies for many years.
- ✓ Is one of the few unique titles that spread news for w-installers via its website and e-mail every day.
- ✓ Collects and analyses the interest of its readers and users (profiles). As an advertiser you can target on individual readers.

Media advies

Your contact person:

• Daan de Heus

daandeheus@vakmedianet.nl | +31(0)6-51820759

Draw up your own media plan

Go to www.bereikdebouw.nl and draw up your own campaign. Vakmedianet will be pleased to assist you.

Gawalo

Gawalo 2018

No	Closing date	Publication
VSK (official) Exhibition magazine	09-01-2018	30-01-2018
1/2	23-01-2018	13-02-2018
3/4	27-02-2018	20-03-2018
5	09-04-2018	01-05-2018
6/7	29-05-2018	19-06-2018
8/9	04-09-2018	25-09-2018
Exhibition special	11-09-2018	02-10-2018
10	25-09-2018	16-10-2018
11	23-10-2018	13-11-2018
Installatie XL Special	20-11-2018	11-12-2018
12	27-11-2018	18-12-2018

subject to alterations

Formats and rates

All rates in euros, Full colour and exclusive of VAT

Advertisement	portrait	landscape	
1/1 p. slanting	210 x 297 mm	+ 3 mm slant	€ 2,570,-
1/1 page	185 x 268 mm		€ 2,570,-
1/2 page	90 x 268 mm	185 x 132 mm	€ 1,520,-
1/4 page	90 x 132 mm	185 x 64 mm	€ 970,-

Formats and rates Gawalo.nl fixed p/month

Header Leader	950 x 150 px	€ 1,250
Board XL	950 x 150 px	€ 1,450
Billboard	970 x 250 px	€ 1,350
Rectangle Half	336 x 280 px	€ 750
Page Ad	336 x 600 px	€ 1,500
Portrait Ad	336 x 1020 px	€ 1,650
Road block	950 x 150 px or 336 x 280 px	€ 1,650
Advertorial	80 x 80 px (title 35 characters, text 400 characters)	€ 750
Floorad	1020 x 300 px	€ 1,500
Wallpaper	(in consultation, always combined with other formats)	€ 1,750
Blockbuster	550 x 150 px	€ 900
Layer	(in consultation, specific template)	€ 1,500
Logotype link	60 x 30 px	€ 650

Reach all installers' companies in the Netherlands

To utilise the communication budget optimally, you need to know how your target group finds its commercial information. For example with regard to products, brands, innovations, inspiration, trends, projects. The first stage (not the least important one for the subsequent stages) in the orientation process is keeping/being informed of trends in the market. Specialist journals still play an important part in these.

In the next stages in the orientation process the importance of being online increases. Just think of search engines and websites of manufacturers. Installatie Journaal, with its trade journal, website and newsletter, is often the springboard to those websites. Therefore Installatie Journaal updates and optimizes its website (content and technology) and newsletter time and again, so that professionals will find the information they are looking for purposefully and efficiently.

Among E- and W-installers many specialist journals are still being read. Additionally, websites of manufacturers are an important source of information. To get there, our online media play an important part. Installatie Journaal has the highest reach among E-installers. Among W-installers Gawalo has the highest reach.

Other important sources of information are digital newsletters, trade exhibitions, events, whitepapers.

E-mail newsletter per edition

Full banner	468 x 60 px	€ 395,-
Advertorial		€ 750,-
Title 30 characters (incl. spaces)		
Text of max 280 characters, 7 lines, 40 characters each (incl. spaces)		
300 x 300 dpi and 1 button call to action with a max of 24 characters (incl. spaces)		