

Advertising in Installatie Journaal

The trade journal for e-installers and e-professionals in lighting, solar, access, security and home and building automation



Installatie Journaal has been the best-read and most important trade journal* for e-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, the knowledge banks and the digital pages archive help professionals in their entrepreneurship and market-orientation. Information about trends, standards, technology and products is part of this.

* Market data of Es 2017 and Communication monitor USP 2017

Installatiejournaal.nl

With topical news for e-installers and other e-professionals every day. On an annual basis approx. 185,000 pages are visited.

Installatie Journaal e-newsletter

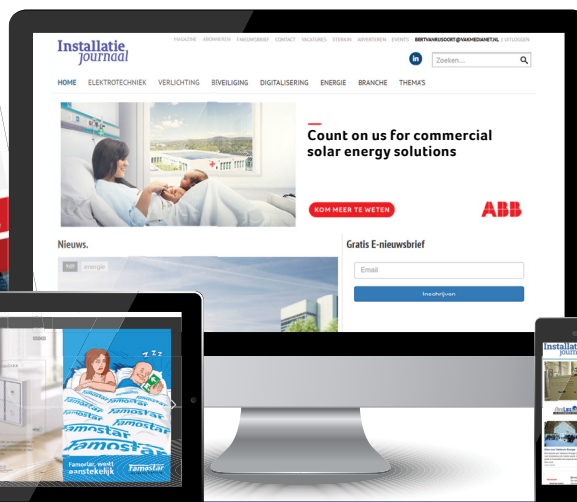
Every Monday morning the most important e-news of the week about developments for e-installers and e-specialists. The e-mail newsletter is free for e-installers and other e-specialists and has over 10,000 subscribers.

Installatie Journaal Theme package

Installatie Journaal offers you a unique, multimedia promotion package around a theme that you can claim exclusively. And this at a very attractive price.

One year long directed attention with concrete results.

Trade journal



Unlimited access to www.installatiejournaal.nl

Newsletter

Digimagazine



INSTALLATIE JOURNAAL:

- ✓ The trade journal *Installatie Journaal* is the only subscribers-title in the sector.
Installatie Journaal also has a very high news frequency.
Total circulations: 4,000 copies.
- ✓ Has by far the highest reach among officials of e-installers' companies and e-specialists and is rated as expert, practical and up to date.
- ✓ Is unique in the Netherlands in providing daily news for e-installers and other e-professionals via its website and newsletters.
- ✓ Collects and analyses the interests of its readers and users (profiles). As an advertiser you can target on individual readers.



Media advise

Your contact person:

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Installatie Journaal 2018

Nr	Closing date	Publication
1/2	30-01-2018	20-02-2018
3/4	06-03-2018	27-03-2018
5	16-04-2018	08-05-2018
6/7	29-05-2018	19-06-2018
8/9	28-08-2018	18-09-2018
Exhibition special Energy	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	20-11-2018	11-12-2018

* 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	€ 2,820,-
1/1 page	185 x 268 mm		€ 2,820,-
1/2 page	90 x 268 mm	185 x 132 mm	€ 1,720,-
1/4 page	90 x 132 mm	185 x 64 mm	€ 1,020,-

Formats and rates Installatiejournaal.nl fixed p/month

Header	950 x 150 px	€ 1,250
Leader board XL	950 x 150 px	€ 1,450
Billboard	970 x 250 px	€ 1,350
Rectangle	336 x 280 px	€ 750
Halfpage 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
Floor ad	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
Logolink	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 pertaining to products, brands, innovations, inspiration, trends, projects. The first phase (not the least important one for the subsequent stages) in the orientation process is to be and remain informed of trends in the market. Trade journals continue to play an important part in this.

In the next stages in the orientation the importance of online increases. 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 renovates and optimises its website (content and technology) and newsletter time and again, so that professionals find the information they are looking for purposefully and efficiently.

Among E- and W-installers specialist journals are still widely 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, exhibitions, events, whitepapers.

E-mail newsletter per edition

Full banner	468 x 60 px	€ 395,-
Advertorial		€ 750,-
<p>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)</p>		