

Content marketing, lead generation and advertising in Installatie Journaal

Professional media for E-installers and E-professionals in lighting, solar, access, security and home electronics

Communication possibilities in Installatie Journaal

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The leading platform Installatie Journaal is responsible for buying, consulting, calculation, design and project management for E-Installers (entrepreneurs) and officials with installation companies and helps professionals in their entrepreneurship and market orientation. Installatie Journaal offers a complete picture of the main trends and developments in installation technology.

Unlimited access to
Installatiejournaal.nl



Installatie Journaal Trade journal

The trade journal Installatie Journaal is an important source of business information. The readers are especially interested in technical information. Installatie Journaal is the most read trade journal among e-installers.*

Installatie Journaal.nl

Has topical news for w-installers every day. Every month over 35,000 pages are visited.

Installatie Journaal e-newsletter

Appears every week with the most important topical e-news. The newsletter is free of charge and has a circulation of 12,542 subscribers today.

Installatie Journaal offers you

numerous communication options round a theme of your choice, where all the available media channels are deployed.

One year long directed attention with concrete results.



INSTALLATIE JOURNAAL:

- ✓ Is the **most read trade journal** in the E-sector and has the highest paid circulation.
- ✓ **Total circulation: 4.000** copies, of which approx. 90% in print and 10% digital
- ✓ Offers various **effective opportunities** for lead generation and content marketing.
- ✓ **Collects and analyses** the interests of its readers and users (profiles). As an advertiser you can target individual readers

Reach E-Installers

The media of Installatie Journaal offer many opportunities to enlarge your organisation's brand awareness, to promote product innovation and to confirm your presence in this industry by advertising both in print and online. Did you know that, additionally, we offer more communication possibilities that can be applicable for you if your targets stretch even farther?



Media advice

Your contact person:

Gejo Flierman

gejoflierman@vakmedianet.nl

+31 (0)6-53227316

Draw up your own media plan

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

*(Source: Communication monitor/BouwKennis)

CONTENT MARKETING

Do you wish to be regarded as an authority within your professional area? Then participation via content marketing in the independent media of Installatie Journaal is extremely suitable. If you regularly present substantive and strong content to the readers of Installatie Journaal, the market will begin to regard you as a knowledgeable expert. If anyone in the target group is looking for a strategic partner in your professional field, they will immediately remember your organisation. Both in the trade journal Installatie Journaal and on Installatie Journaal.nl it is possible to insert high quality native content- and sponsored content articles in cooperation with our CM-team, under specific conditions to warrant the reader value. We are pleased to explain the various possibilities to you.

Rates: as from € 999,- exclusive of VAT

LEAD GENERATION

With Installatie Journaal you can deploy a goal-oriented lead generation campaign together with our team, using white-paper, video or webinar. Using our unique marketing automation systems we present your content to the right target group at the right moment. By offering the relevant content in a proper manner, we generate qualitative leads, which your sales department can act upon. These are prospects who are interested in your expertise and/or solutions and therefore wish to get into contact with your organization.

How does it work?

- Together with our team you decide who is a concrete lead for you;
- You supply the content or let us produce it. This can be a white paper or a video;
- The editorial staff optimizes your content for the best return;
- Together we determine the filters, for example based on position,
- We deliver push-marketing among the target group you have indicated;
- We qualify your leads, so that they comply with the target group qualification;
- You receive the qualitative leads every week, until the campaign has reached the target.

Trade journal Installatie Journaal 2019

| No | Closing date | Appearance |
|---------------------------|--------------|------------|
| 1/2 | 29-01-2019 | 19-02-2019 |
| 3/4 | 05-03-2019 | 26-03-2019 |
| 5 | 15-04-2019 | 07-05-2019 |
| 6/7 | 23-05-2019 | 18-06-2019 |
| 8/9 | 27-08-2019 | 17-09-2019 |
| Exhibition special Energy | 10-09-2019 | 01-10-2019 |
| 10 | 24-09-2019 | 15-10-2019 |
| 11 | 22-10-2019 | 12-11-2019 |
| 12 | 19-11-2019 | 10-12-2019 |
| Installation XL Special | 19-11-2019 | 10-12-2019 |

subject to alterations

Formats and rates

All rates are excl. of VAT and based on full-colour

| Advertisement | portrait | landscape | |
|------------------|--------------|--------------|-----------|
| 1/1 pg. 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,- |

| | |
|----------------------------|-----|
| Incremental discount 3 | 15% |
| Incremental discount 6 | 30% |
| Surcharge Advertoriall | 20% |
| Surcharge special position | 20% |
| Surcharge back page | 30% |

Please also enquire about other possibilities, such as instruction leaflets, incl. stapled enclosures, banderoles, fold-outs and samples to really stand out!

Formats and rates Installatie Journaal.nl fixed p/month

| | | |
|-----------------|---|---------------|
| Header leader | 950 x 150 px | € 1.250 |
| board XL | 950 x 150 px | € 1.250 |
| Billboard | 970 x 250 px | € 1.350 |
| Large rectangle | 336 x 280 px | € 750 |
| Halfpage Ad | 336 x 600 px | € 1.500 |
| Portrait Ad | 336 x 1020 px | € 1.650 |
| Roadblock | 950x150 px or 336x280 px | € 1.650 |
| Advertorial | 80 x 80 px (header 45, body 300 and pay-off 30 characters) | € 750 (p/wk.) |
| Floorad | (in consultation) | € 1.500 |
| Wallpaper | (in consultation, always combined with other formats) | € 1.750 |
| Blockbuster | 550 x 150 px | € 900 |
| Logolink | 60 x 30 px | € 650 |

Mobile advertising possibilities

Installatie Journaal.nl is more and more often visited on smartphones or other mobile devices. In this environment, too, two banner formats are available.

| | | |
|---------------------|--------------|--|
| Large mobile banner | 320 x 100 px | max 80 kB + url / Animated HTML5 or GIF banner |
| Medium rectangle | 300 x 250 px | max 80 kB + url / Animated HTML5 or GIF banner |

E-mail newsletter per edition

| | | |
|-------------|--------------|---------|
| Full banner | 468 x 60 px | € 395,- |
| Blockbuster | 550 x 150 px | € 750,- |
| Advertorial | | € 750,- |

Title: 30 characters, incl. spaces Text: max. 7 lines with 40 characters per line. Total: 280 characters including spaces. 300 x 300 dpi + button call to action, max. 24 characters (incl. spaces)

Please ask for the possibility of an exclusive Newsletter to all newsletter subscribers of Installatie Journaal