

Advertising in RCC K&L

The only platform in The Netherlands on refrigeration,
commercial cooling and climate technology (HVAC&R)

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RCC K&L is the only platform in The Netherlands on refrigeration, commercial cooling and climate technology (HVAC&R). An active platform on which professional information is exchanged between installers, advisers, wholesalers, suppliers, endusers and branch organisations.

Unlimited access to koudeenluftbehandeling.nl

Trade journal



Digital pages archive

Newsletter

RCC K&L is published

12 times a year in an edition of **4,000** copies per edition.

koudeenluftbehandeling.nl

Every day actual sectornews, innovations and stories for professionals. On an annual basis approx. **253.000** page views are realized.

RCC K&L e-newsletter

Every Thursday the newsletter is sent to **3.580** professionals. The newsletter is free of charge and features the most current trade news with references to the website. The newsletter offers several excellent advertising positions.

RCC K&L Special Issue

RCC K&L has extensive possibilities for content marketing, lead generation and sending partner and theme mailings. Truly tailor-made marketing!!

RCC K&L:

- ✓ **The official journal** of the KNVvK: Royal Dutch Society for Cold engineering.
- ✓ **RCC K&L is linked to all associations** in the field of cold, cooling, air-conditioning and ventilation (the KNVvK, NKI, NVKL, DHPA, STEK, LUKA, VLA, NEKOVRI, the Council of Cold engineering) and they continuously deliver input on the latest developments in the professional field.
- ✓ **A recent new website** for professionals in refrigeration and climate technology with more than 14,000 visits and 22,500 pageviews monthly.
- ✓ **A greatly valued source of news and knowledge**, in which technical information about cold- and cooling engineering, ventilation and air-conditioning, knowledge sharing in the field of climate control and the latest product innovations are the central point.
- ✓ **RCC K&L has existed over 110 years** and has an intensive reach among installers, advisers, wholesalers, suppliers, final users and members of branch organisations within the cold-, cooling- and climate technology.

Full range
in HVAC&R

Online is
the trend



Media advise

Your contact person:

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RCC K&L 2019

Nr	Publication	Closing date
1	29-01-2019	08-01-2019
2	26-02-2019	05-02-2019
3 / spring edition	19-03-2019	26-02-2019
4	23-04-2019	02-04-2019
5	21-05-2019	30-04-2019
6	18-06-2019	23-05-2019
7	23-07-2019	02-07-2019
8	10-09-2019	20-08-2019
9	08-10-2019	17-09-2019
10	19-11-2019	29-10-2019
11	17-12-2019	26-11-2019
Sector guide HVAC & R 2020	17-12-2019	25-11-2019

(classification HVAC & R in the Netherlands, print / online)

E-mail newsletter per edition

Full banner	468 x 60 px	€ 395,-
Blockbuster	550 x 150 px	€ 495,-
Advertorial		€ 750,-
Partnermail opt-in database		€ 2.100

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)

Themes content calendar 2019

Q1	Indoor climate	Q3	Industrial heat pumps
Q1	Refrigerants	Q3	Unit building
Q2	Cooling system components	Q4	Industrial cooling
Q2	Airconditioning, vrf/vrv and chillers	Q4	Adiabatic cooling

Bannersizes and rates fixed per month on www.koudeenluchtbehandeling.nl

Header	950 x 150 px	€ 1.250
Leaderboard XL	950 x 150 px	€ 1.450
Billboard	970 x 250 px	€ 1.350
Large rectangle	336 x 280 px	€ 750
Halfpage Ad	336 x 600 px	€ 1.250
Portrait Ad	336 x 1020 px	€ 1.650
Floor Ad	<i>(in consultation)</i>	€ 1.750
Wallpaper	<i>(In consultation, always combined with other formats)</i>	€ 1.750
Blockbuster	550 x 150 px	€ 900
Online partner for 1 year		€ 1.500

Your content on www.koudeenluchtbehandeling.nl

Advertorial	Rate per week	€ 750
Advertorial	Rate per month	€ 3.000
Partner news	450 words	€ 1.000
Partner news	1000 words	€ 1.350
Embedded video		€ 1.350

Trade magazine advertisements

Advertisement	portrait	landscape
1/1 p. slanting	210 x 297 mm	+ 3 mm slant
1/1 page	185 x 268 mm	
1/2 page	90 x 268 mm	185 x 132 mm
1/4 page	90 x 132 mm	185 x 64 mm
	Ad	Advertorial
2/1 page	€ 3.505	€ 3.825
1/1 page	€ 2.275	€ 2.825
1/2 page	€ 1.260	
1/4 page	€ 725	
1/8 page	€ 425	

(All rates per insertion)

RCC K&L Congresses

RCC K&L organizes a congress twice a year, based on current themes. Gejo Flierman is your contact person for your sponsoring and exhibition opportunities.



(Congress June 2018: 220 visitors)*