

Advertising and content marketing in RCC K&L

The Netherlands' only platform for
refrigeration, cooling and climate technology

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RCC Koude & Luchtbehandeling is the only platform in the Netherlands dedicated to refrigeration technology, cooling technology and climate technology. An active platform for the exchange of sector information between technicians, advisors, wholesalers, suppliers, end users and sector organisations.

Unlimited access to koudeenluchtbehandeling.nl



The magazine

The magazine will be issued **11** times in 2020 with a **4,000**-copy print run per edition. The RCC K&L 2021 Sector Guide will be issued as a **special edition** in December.

www.koudeenluchtbehandeling.nl

The website features daily news and draws approximately **305,000** page views annually. An average of **12,115** visitors view **25,430** pages per month.

RCC K&L e-newsletter

Each Thursday, the newsletter is sent to **more than 4,500 subscribers**. The newsletter is complimentary and features the latest HVAC&R news with links to the website.

Use of the RCC K&L database

RCCK&L offers extensive opportunities for content marketing, lead generation and issuing partner and themed direct mails.

RCC K&L:

- ✓ **The official body** of the KNVvK: Koninklijk Nederlandse Vereniging voor Koude (Royal Dutch Refrigeration Association)
- ✓ **RCC K&L is connected to all Dutch associations** in the field of refrigeration, cooling, air treatment and ventilation (KNVvK, STEK, NKI, NVKL, DHPA, LUKA, VLA, NEKOVRI). The associations provide ongoing input concerning actual developments within the sector.
- ✓ **A highly valued source of news and knowledge** highlighting technical information about refrigeration and cooling technology, ventilation and air treatment, knowledge exchange in the field of climate control and the newest product innovations.
- ✓ **RCC K&L, more than 113 years of intensive reach** amongst technicians, advisors, wholesalers, suppliers, end users and members of sector organisations within the field of refrigeration, cooling and climate technology.

Full reach in HVAC&R in The Netherlands

Online is the trend



Media advice

Your point of contact:

- Gejo Flierman
- gejoflierman@vakmedianet.nl
- 00 31 6 53 227 316
- Gejo Flierman

Lead generation

At RCC K&L, you can employ a targeted lead generation campaign together with our team using a whitepaper, video or webinar. We present your content to the right target market at the right moment by means of our unique marketing automation systems. By offering relevant content via targeted methods, we generate qualitative leads that can be followed by your sales department. These are prospects which are interested in your expertise and/or solutions and want to connect with your organisation.

How does it work?

- You work with our team to define your concrete leads;
- You provide content or have us produce it for you. This can be a whitepaper or a video.
- The editing team optimises your content for maximised return;
- Filters are determined based on factors such as feature, sector and organisation size;
- We provide push marketing amongst the identified target market;
- We qualify your leads so that they meet the target market qualification;
- You receive the qualitative leads weekly until the campaign has reached its target.

Fees

€ 50,- per lead

€ 25,- extra per filter (i.e. feature, sector, etc.)

€ 50,- extra per lead for a qualitative request

Optional additions

Whitepaper production: € 1.250,-

(Three pages incl. text, layout, photography)

White paper editing: € 250,-

E-mailnewsletter per edition

Full banner	1 st position	€ 435
Full banner	2 nd position	€ 395
Blockbuster		€ 561
Advertorial	1 st and 2 nd position	€ 765
Advertorial	3 rd position	€ 607
Advertorial	4 th position	€ 510

Advertorial

Title: 30 characters, incl. spaces. Text: max. 7 lines with 40 characters per line. Total: 280 characters incl. spaces. Image: 300x200 dpi. Call to action button: max. 24 characters, incl. spaces..

Full banner: 468 x 60 pixels

Blockbuster: 550 x 150 pixels

Partnermail opt-in file RCC K&L

Your exclusive partner email is sent to your available opt-in addresses. Sending of your partner email requires an investment of: € 2.100

Your content on www.koudeenluchtbehandeling.nl

Advertorial	Fee	€ 80 CPM
Sponsored Content	Fee	€ 1.650
<i>Sponsored content is an online article of up to 1000 words with images. The article will always remain findable on our platform, which will contribute to your findability on Google (SEO).</i>		
Sponsored Video	Fee	€ 2.750

Advertorial

Heading: max. 45 characters text. Body: max 300 characters text. Pay-off: max 30 characters text (all limits include spaces and punctuation). Image: 80 x 80 pixels. Link to landing page.

Rates and formats for magazine advertisements

	Advertisement	Sponsored content article
2/1 page	€ 3.505	€ 3.825*
1/1 page	€ 2.275	€ 2.825*
1/2 page	€ 1.260	
1/4 pagina	€ 725	

* Fees include editing and formatting and based on text and image delivery.

All fees per 1 insertion by full colour.

(Fees for a full campaign, attachments, inserts, banderoles, foldouts and samples upon request)

Advertisement	Vertical	Horizontal
1/1 page	210 x 297 mm	+ 3mm end
1/2 page	90 x 265 mm	185 x 130 mm
1/4 page	90 x 130 mm	185 x 65 mm

Webinar

A theme is presented during a webinar and your organisation is profiled as knowledge expert. We broadcast the webinar live to allow interaction with the viewers (Q&A with experts of via a poll question). The webinar is then available on demand so that your organisation remains linked to the webinar.

Cost indication: € 5.500

RCC K&L can take care of your full 2020 campaign

Contact us directly to discuss your objectives and receive a personal quote.

Fees in this mediakit are based on a single publication and include VAT. The indicated circulation and reach figures on page two apply from 6 November 2019.

Your banner on www.koudeenluchtbehandeling.nl

	Desktop	Format in pixels	Add mobile	Format	Fee in CPM
Above heading	Full banner	468 x 60	Large mobile banner	320 x 100	€ 70
	Leaderboard banner	728 x 90	Large mobile banner	320 x 100	€ 90
Under heading	Header banner	950 x 150	Large mobile banner	320 x 100	€ 125
	Billboard banner	970 x 250	Large mobile banner	320 x 100	€ 135
Middle	Block buster banner	550 x 150	Large mobile banner	320 x 100	€ 80
Right 1	Logo link	60 x 30			
Right 2	Large rectangle	336 x 280	Mobile rectangle	300 x 250	€ 113
Right 3	Half page Ad	336 x 600	Mobile rectangle	300 x 250	€ 190
Under	Floor Ad banner	100% widex90pix	Floor Ad banner	100% widex90pix	€ 150

CPM = cost per 1,000 impressions
All formats: provide: Maximum 100 kb Gif or HTML 5 file

Your other options with www.koudeenluchtbehandeling.nl

Audience extension: Fee € 35 CPM

Retargeting Fee € 35 CPM

Logolink: 60 x 30 pixels

The rate amounts to € 630 per month.
Provide: 2 lines with 40 characters + logo (Gif file).

Your online partnership with RCC K&L

The online partnership for 365 days with the RCC K&L website and newsletters requires an investment of €1,600. Your logo, company text and URL a full year on the website and in 52 email newsletters.

Round table

A face-to-face discussion, with the option of having an expert within your organisation participate. Other experts from within the sector will also join in to discuss a certain topic. The perfect setting to display your knowledge in an informative and editorial setting. Coverage of the roundtable discussion will be provided online and in print, so that your expertise will be handed over to the right target group.

Cost indication: € 4.950

Content marketing

Would you like to be viewed as an authority within your field? Participation via content marketing in the independent RCC K&L media is the perfect opportunity. By regularly presenting the RCC K&L readers with strong content, the market will view you as a knowledge expert. When your target market is searching for a strategic partner within your field, your organisation will come straight to mind. Work directly with our CM team to place high-quality native content and sponsored content articles in the RCC K&L magazine and on www.koudeenluchtbehandeling.nl in line with specific conditions to safeguard reader value. We look forward to informing you about the range of opportunities.

Audience Extension

Audience extension allows you to reach visitors who read articles on specific topics on our website via display advertisements within the Vakmedianet network. This allows you to reach a specific target market multiple times who have demonstrated their interest in your solution. You can also specify on position level rather than reading behaviour.

Retargeting

Retargeting allows you to establish new reach with visitors to your organisation's website via banners or advertorials on our website. We generate a script which is placed on your website.

A/B test

We provide the option of testing two variations. We run testing for a short period to determine which variation provides the best results. The campaign is then continued with the successful variation so that we can obtain the best results from your campaign.

2020 RCC K&L content calendar

Q1	Jan Feb Mar	The cooling system (incl. heat exchanger and compressors)
Q1	Jan Feb Mar	Air conditioning and heat pumps
Q2	Apr May Jun	Transition to low GWP refrigerants
Q2	Apr May Jun	Healthy indoor climate with improved air quality
Q2	Apr May Jun	Labour market and training
Q3	Jul Aug Sept	Industrial cooling technology and conditioning
Q3	Jul Aug Sept	Industrial heat pumps
Q3	Jul Aug Sept	Air treatment in the building environment
Q4	Oct Nov Dec	Commercial cooling
Q4	Oct Nov Dec	Chillers

Themed email newsletters

Datum	Thema
7 January	Saving energy with adiabatic cooling
4 February	Industrial cooling technology
3 March	Air conditioning and VRF/VRV
7 April	Labour market and training
5 May	The cooling system (incl. heat exchangers and compressors)
2 June	Transition to low GWP refrigerants
7 July	Healthy indoor climate with improved air quality
1 September	Air treatment in the building environment
6 October	Moving away from gas with industrial heat pumps
3 November	Commercial cooling
1 December	Chillers

(The themed newsletter is issued each 1st Tuesday of the month, with the exception of August)

RCC K&L Magazine / Themes and issue dates 2020

Nr	issue date	close date
1. VSK-Special	28-01-2020	07-01-2020
2. Mostra-Convegno special	25-02-2020	04-02-2020
3. Airconditioning and heat pumps	17-03-2020	25-02-2020
4. The cooling system (incl. heat exchangers and compressors)	21-04-2020	30-03-2020
5. Transition to low GWP refrigerants	19-05-2020	24-04-2020
6. Labour market and training	16-06-2020	25-05-2020
7. Healthy indoor climate with improved air quality	21-07-2020	30-06-2020
8. Industrial cooling technology and conditioning	08-09-2020	18-08-2020
9. Chillventa Special	06-10-2020	15-09-2020
10. Air treatment in the building environment	17-11-2020	27-10-2020
11. Chillers	15-12-2020	24-11-2020
Attachment: 15 December / Sector Guide RCC K&L 2021	15-12-2020	23-11-2020

(The Sector Guide is the HVAC&R-classification for The Netherlands in print and online)

RCC K&L Congresses

June 2020 : Transition to low GWP refrigerants

Nov 2020 : To be determined

The refrigerants congress attracted more than 200 visitors in 2019. Sponsoring and workshop opportunities upon request.



[in Gejo Flierman](#)

[in RCC K&L](#)

B+B Vakmedianet B.V.

Prinses Magrietlaan 3
2402 HA, Alphen aan den Rijn
The Netherlands

00 31 88 5840800

www.vakmedianet.nl

VAT ID: NL818439117B01