

## Sizes and prices

	full colour	all inclusief*
1/1 page	<b>2.520</b>	+ { <b>300</b>
1/2 page	<b>1.680</b>	
1/4 page	<b>1.380</b>	

\* Interactive support of your advertising campaign on [merlijndigitaal.nl](http://merlijndigitaal.nl), [installatienet.nl](http://installatienet.nl) and twitter  
Prices for our various cross media-*plus* possibilities on request (banners / advertorials on [installatienet.nl](http://installatienet.nl) and in the newsletters - limited!)

**Discount** if additional space is used within a year:

3 - 5 advertisements :	10%
6 - 9 advertisements :	30%
10 advertisements :	40%

## Leaflets / inserts

Format: 1 - 4 pages , maximum A4		
paperweight	in sealing	attached inside
120 gr.	<b>2.105</b>	<b>2.105</b>
120-150 gr.	<b>3.025</b>	<b>3.025</b>

Other sizes in consultation

**Ask us about the possibilities to have your leaflet made for a competitive prize**

## Coverpage

Purchasing the front cover is possible. This includes: photograph, logo (max. 12 mm height) + 90 words explanation on the contents page; photograph must be approved by the editor.

Photograph + logo + 100 words explanation	: <b>2.110</b>
Including 1/1 page advertisement	: <b>2.920</b>

## Appendix: IZ Neutraal

IZ Neutraal appears 3 times a year as an appendix (see above: publication dates and specials). This special issue contains information about (almost) energy-neutral installations. Providers of (almost) energy-neutral products can add an editorial, accompanied by an advertisement. The prices are as follows:

1/1 page editorial incl. 1/1 page advertisement	<b>1.435</b>
1/2 page editorial incl. 1/2 page advertisement	<b>795</b>

We try to fulfill as much as possible all your wishes concerning your advertisement. However, a 10% surcharge applies to guaranteed preferential placements.

All prices in euro's and excl. VAT. All mentioned discounts are including 15% of gross billing for recognized advertising agencies

## Publication dates and specials

Nr.	Publ. date	Advertising	Specials
1	29 january	7 january	Sustainable installations
2	26 february	4 february	Ventilation and air handling
<i>Appendix IZ Neutraal: New building projects</i>			
3	26 march	4 march	Smart installation
4	23 april	1 april	Heat pumps/Airco
5	28 may	6 may	Trade fair ISH
<i>Appendix IZ Neutraal: New products</i>			
6/7	25 june	3 june	Water and sanitation
8/9	3 september	12 august	Trade fair Hardenberg
10	1 october	9 september	Heating
11	5 november	14 october	The future installer
<i>Appendix IZ Neutraal: Renovation projects</i>			
12	3 december	11 november	Projects

## Technical data

Printing proces	: offset
Papier cover	: 170 gr. hv mc
Papier inside	: 90 gr. light wood-containing satin mc
Raster fc and b/w	: 60
Spot colour	: in fc structure
Material	: According to the standard 'Certified PDF Tijdschriften Nederland'. Visit: <a href="http://www.certifiedpdf.net">www.certifiedpdf.net</a> . To ensure proper handling and color reproduction, all ads must have contract-quality proofs.
Finishing off	: attached bound

## Sizes

<i>Page area (w x h)</i>		
1/1 page	210 x 297	+ 3 mm around if bleed page
<i>Type area (w x h) portrait landscape</i>		
1/1 page	185 x 268	-
1/2 page	90 x 268	185 x 132
1/4 page	90 x 132	185 x 64

## Circulation

The circulation of IZ is 8.000 copies. More than 7.000 addresses have been classified according to the SBI code of the chamber of commerce in the Netherlands.

%	Code	Type of company	Employees
68	45331	plumbers, fitters, installers of sanitation	4.800
32	45332	installers of heating and air handling units	2.200

The remaining addresses have not been more closely subdivided.