

Sizes and prices

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

* Interactive support of your advertising campaign on merlijndigitaal.nl, installatienet.nl and twitter
Prices for our various cross media-*plus* possibilities on request (banners / advertorials on 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.	2.105	2.105
120-150 gr.	3.025	3.025

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	: 2.110
Including 1/1 page advertisement	: 2.920

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	1.435
1/2 page editorial incl. 1/2 page advertisement	795

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	28 january	6 january	VSK trade fair preview
2	26 february	3 february	Ventilation and air handling
<i>Appendix IZ Neutraal: New building projects</i>			
3	24 march	2 march	Tools and materials
4	21 april	30 march	VSK trade fair
5	26 may	4 may	Heat pumps/Airco
<i>Appendix IZ Neutraal: New products</i>			
6/7	23 june	1 june	Smart installation
8/9	1 september	10 august	Trade fair Hardenberg
10	6 october	14 september	Heating
11	3 november	12 october	Sustainability
<i>Appendix IZ Neutraal: Renovation projects</i>			
12	1 december	9 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: www.certifiedpdf.net . 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.

%	Type of company	Employees
68	self-employed and installers (<20 employees)	4.800
32	installers (>20 employees)	2.200