

Sizes and prices

| | |
|----------|--------------|
| | full colour |
| 1/1 page | 2.520 |
| 1/2 page | 1.680 |
| 1/4 page | 1.380 |

This includes: interactive support of your advertising campaign on installateurszaken.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 + 90 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 | 26 january | 4 january | All electric |
| 2 | 22 february | 31 january | Ventilation and air handling |
| Appendix IZ Neutraal: New projects | | | |
| 3 | 30 march | 8 march | Sanitation and healthness |
| 4 | 27 april | 5 april | Trade fair ISH |
| 5 | 25 may | 3 may | Heat pumps/Airco |
| Appendix IZ Neutraal: Product innovation | | | |
| 6/7 | 29 june | 7 june | Smart installation |
| 8/9 | 7 september | 16 august | Innovation/Trade fair Hardenberg |
| 10 | 5 october | 13 september | Heating |
| 11 | 2 november | 11 october | Energy and comfort |
| Appendix IZ Neutraal: Project renovation | | | |
| 12 | 7 december | 15 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

| | | |
|-------------------|---------------------------------------|-----------|
| Page area (w x h) | | |
| 1/1 page | 210 x 297 + 3 mm around if bleed page | |
| Type area (w x h) | portrait | landscape |
| 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 |