

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 <i>Appendix IZ Neutraal: New projects</i>
3	30 march	8 march	Sanitation and healthness
4	27 april	5 april	Measuring and balancing
5	25 may	3 may	Heat pumps/Airco <i>Appendix IZ Neutraal: Product innovation</i>
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 <i>Appendix IZ Neutraal: Project renovation</i>
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