

## Sizes and prices

	full colour
1/1 page	<b>2.520</b>
1/2 page	<b>1.680</b>
1/4 page	<b>1.380</b>

This includes: interactive support of your advertising campaign on [installateurszaken.nl](http://installateurszaken.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 + 90 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>1.535</b>
1/2 page editorial incl. 1/2 page advertisement	<b>895</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.	Publication	Deadline	Specials
1	28 january	7 january	Plug & Play
2	25 february	4 february	Ventilation and Air handling
3	25 march	4 march	All-Electric
Appendix IZ Neutraal: New Projects			
4	29 april	8 april	Materials
5	27 may	6 may	Heat pumps/Airco
6/7	24 june	3 june	Water
Appendix IZ Neutraal: New products			
8/9	9 september	19 august	Innovation
10	7 october	16 september	Heating
11	6 november	16 october	Smart installation
Appendix IZ Neutraal: Renovation			
12	9 december	18 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

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 6.000 printed copies (in addition, more than 4000 visitors to our website [www.Installateurszaken.nl](http://www.Installateurszaken.nl)). Over 5.000 addresses of the print edition have been classified according to the SBI code of the chamber of commerce in the Netherlands.

%	Type of company	Employees
69	self-employed and installers (<20 employees)	3.450
31	installers (>20 employees)	1.550