

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	1.535
1/2 page editorial incl. 1/2 page advertisement	895

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
2/3	11 march	18 february	Ventilation and Air handling/ 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
11/12	25 november	4 november	Smart installation/Projects
Appendix IZ Neutraal: Renovation			

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 6.000 printed copies (in addition, more than 4000 visitors to our website 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