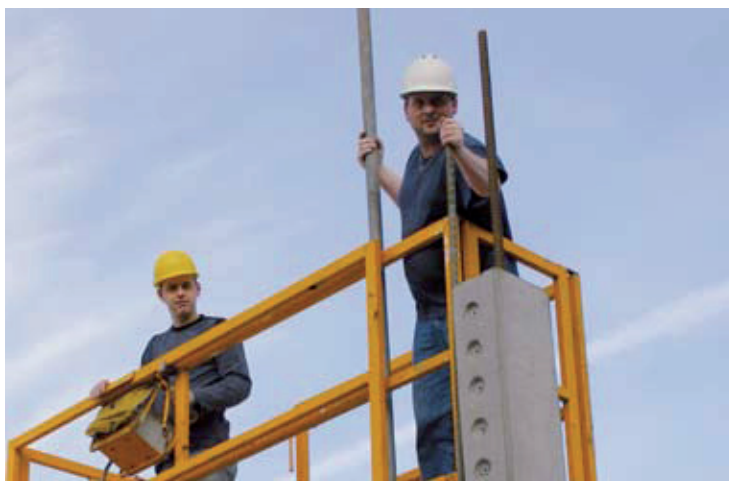


2012 rates



vraag & aanbod

The trade paper for successful trading and delivery

vraag en aanbod

The trade paper for successful trading and delivery.

Would you like more information?

Telephone: 00 31 (0)10 289 40 63 or
00 31 (0)10 289 40 36
Fax: 00 31 (0)10 - 289 22 44
E-mail: verkoop@vraagenaanbod.nl
Internet: www.vraagenaanbod.nl

Vraag en Aanbod is a
MYbusinessmedia publication
MYbusinessmedia,
Postbus 58, 7400 AB Deventer.
www.mybusinessmedia.nl

GENERAL INFORMATION

Frequency: weekly
Publication day: Thursday

Submission deadline: Monday, before
10.00 hrs

Cancellation deadline: Friday, before
10.00 hrs

EDITORIAL INFORMATION

Practical, entrepreneurial trade information
for SME businesses, trade, construction, crafts
and business services sector. News and back-
ground information on the sector, market and
product developments, technology, economy
and management.

TECHNICAL DETAILS

Printing process: **offset rotation**
Paper type: **set rotation**
Raster: **set rotation**
Advertisement format: **full colour (cmyk)**
Preferred delivery of
material/information: **digital format**
For order support
please call: **0031 (0)570 504 351**

Vraag en Aanbod is a HOI-registered
(Institute for Media Auditing) publication;
this guarantees you reliable circulation and
publication figures.
Vraag en Aanbod is a weekly publication,
with a circulation of 18,500 copies.



All rates are excluding Dutch VAT (BTW).
Contract period: 1 year

CONTRACT IN SECTIONS

	Features opening page +top corner of page	Cover page	Next-to-matter advertising
SEPARATE	€ 190,-	€ 437,-	€ 270,-
from 12	€ 144,-	€ 328,-	€ 203,-
from 24	€ 125,-	€ 286,-	€ 177,-
from 48	€ 106,-	€ 244,-	€ 151,-
from 100	€ 95,-	€ 218,-	€ 135,-
from 200	€ 76,-	€ 177,-	€ 104,-
from 300	€ 68,-	€ 156,-	€ 94,-

prices are per section

CONTRACT IN MILLIMETRES

	Regular advertisement page Discount	mm rate
SEPARATE		€ 2,12
1.000 mm	30%	€ 1,49
2.500 mm	50%	€ 1,06
5.000 mm	55%	€ 0,95
10.000 mm	57%	€ 0,91
25.000 mm	60%	€ 0,86
50.000 mm	63%	€ 0,78
100.000 mm	65%	€ 0,74

COLUMN WIDTH IN MM

Advertisement page
1 column = 38
2 column = 78
3 column = 118
4 column = 158
5 column = 198
6 column = 238
7 column = 278

HEIGHT IN MM

Advertisement page
Height is variable, with a
maximum height of 348 mm
3 mm white border space is
allocated per column.

TOP CORNER AD SIZE TYPE AREA

110 mm wide x 25 mm high
118 mm wide x 25 mm high

WIDTH IN MM BOXES

Editorial page
1 column = 48
2 column = 100
3 column = 152
4 column = 204
5 column = 256

HEIGHT IN MM BOXES

Editorial page
1 section = 40
2 sections = 84
3 sections = 128
4 sections = 172
5 sections = 216
6 sections = 260
7 sections = 304
8 sections = 348

AREA

Type area
1/1 advertisement page
278 mm wide x 386 mm high
Type area 1/1 editorial page
256 mm wide x 348 mm high
Type page
303 mm wide x 420 mm high

CONTACT

Are you interested in what the best combination is for your company?
Call Marinka Bernard 00 31 (0)10 289 40 12, Barbara de Vries 00 31 (0)10 289 40 36 or
Radjen Sahtie 00 31 (0)10 289 40 63. We look forward to hearing from you.

Would you like to advertise your business further?

Make the most of our multi-media offer: via a combined advertisement on the website vraagenaanbod.nl
in the newsletter and in the Vraag en Aanbod paper. This is guaranteed to increase your brand recognition,
generate direct contact with prospects and increase the power of your brand message!

2012 RATES CHART

EDITORIAL INFORMATION

Vraag en Aanbod regularly publishes special features and trade papers with the latest information on developments within specific sectors, and information on important trade fairs and events. These publications are avidly read by more than 75,000 procurement decision makers! Moreover, reader appreciation is exceptionally high; 91% of readers say they highly value these special features and trade papers.

VRAAG EN AANBOD PUBLICATION TABLE OF FEATURES AND THEMES

Week	Date	Topic
2	13-01-12	Feature: TIV (Gorinchem, 17 - 19 Jan)
3	20-01-12	Theme: Rapid Pro (Veldhoven, 25 - 26 Jan)
7	17-02-12	Feature: ESEF visitor's paper
8	24-02-12	Feature: Techni Show visitor's paper // Theme: 2nd hand machines, Usetech (Cologne, 5 - 7 Mar)
9	02-03-12	Feature: METAV (Düsseldorf, 28 feb - 3 Mar) // Theme: Renovation (Den Bosch, 6 - 8 Mar)
10	09-03-12	Feature: Techni Show (Utrecht, 13 - 16 Mar) // Feature: ESEF (13 - 19 Mar)
11	16-03-12	Theme: VNU Construction & ICT (Utrecht, 21 - 22 Mar)
12	23-03-12	Feature: Techni Show review /ESEF // Theme: Tube & Wire (Düsseldorf, 26 - 30 Mar) Feature: Transport & Logistics (Rotterdam, 28 - 29 Mar)
13	30-03-12	Theme: Empack (Den Bosch, 4 -5 Apr)
15	13-04-12	Theme: LAC laser event 17 (TU Enschede, 17 Apr)
16	20-04-12	Feature: Hanover Messe in conjunction with Doing business in Germany, NEVAT and DNHK (Hanover, 23 - 27 Apr)
21	25-05-12	Feature: Welding, cutting and metal removal
35	31-08-12	Feature: TIV (Hardenberg, 4 - 6 Sept)
38	21-09-12	Feature: : Synthetics trade fair in conjunction with the Synthetics segment (Veldhoven, 26 - 27 Sept) Surface trade fair (Den Bosch, 9 - 11 Oct)
39	28-09-12	Feature: VNU Industrial Week (Rotterdam, 2 - 5 Oct) Feature: VNU Timber (Rotterdam, 1 - 5 Oct)
42	19-10-12	Feature: Euroblech in conjunction with the Sheet-metal working (Hanover, 23 - 27 Oct)
44	02-11-12	Feature: Metavak & NIL welding and glue week (Gorinchem, 6 - 8 Nov)
45	09-11-12	Feature: Feature: TIV (Venray, 13 - 15 Nov) Theme: Logistica ICT & Logistics (Utrecht, 13 - 16 Nov)
46	16-11-12	Feature: EKH in conjunction with the Internal Transport segment
47	23-11-12	Feature: Precision Technology trade fair in conjunction with the DPT Metal Union (Veldhoven, 30 Nov - 1 Dec)
50	14-12-12	Feature: Oliebollen (Dutch pastry)

ADVERTISEMENT RATES

	1x	5% discount with 3x	10% discount with 5x
1/1 page	€ 2550,-	€ 2420,-	€ 2295,-
1/2 page	€ 1420,-	€ 1350,-	€ 1280,-
1/4 page	€ 760,-	€ 720,-	€ 685,-
1/8 page	€ 420,-	€ 400,-	€ 380,-

SURCHARGES

Numbered advertisement	€ 2,50
Preferential placement	50%
Back cover	on request
Additional colour	20%
Full colour	35%
Next-to-matter advertising	150%
Information leaflet/insert	on request
Single posting, administration costs	€ 3,50
	per placement
Advertiser contract, administration costs	€ 3,50
	(one-off)

ADVERTISEMENT FORMATS

Type page	303 x 420 (w x h in mm)				256 x 386 (w x h in mm)				Cover page
	1/8 landscape	1/8 portrait	1/4 landscape	1/4 portrait	1/2 landscape	1/2 portrait	1/1 portrait		
Width (mm)	126	n/a	256	126	256	126	256	256	
Height (mm)	93,5	n/a	93,5	191	191	386	386	128	

WOULD YOU LIKE MORE INFORMATION ON THE FEATURES?

For further information please contact:
Radjen Sahtie,
 Telephone 00 31 0(10) 289 40 63
 E-mail: r.sahtie@vraagenaanbod.nl

Other publications within the Industry sector that may also be of interest:

- Aandrijven & Besturen
- Elektro-Data
- Constructeur
- Het Houtblad
- Metaal & Techniek
- Product

The trade paper for successful trading and delivery

January

wk	ma	di	wo	do	vr	za	zo
52							01
01	02	03	04	05	06	07	08
02	09	10	11	12	13	14	15
03	16	17	18	19	20	21	22
04	23	24	25	26	27	28	29
05	30	31					

May

wk	ma	di	wo	do	vr	za	zo
18		01	02	03	04	05	06
19	07	08	09	10	11	12	13
20	14	15	16	17	18	19	20
21	21	22	23	24	25	26	27
22	28	29	30	31			

February

wk	ma	di	wo	do	vr	za	zo
05			01	02	03	04	05
06	06	07	08	09	10	11	12
07	13	14	15	16	17	18	19
08	20	21	22	23	24	25	26
09	27	28	29				

June

wk	ma	di	wo	do	vr	za	zo
22					01	02	03
23	04	05	06	07	08	09	10
24	11	12	13	14	15	16	17
25	18	19	20	21	22	23	24
26	25	26	27	28	29	30	

March

wk	ma	di	wo	do	vr	za	zo
09					01	02	03
10	05	06	07	08	09	10	11
11	12	13	14	15	16	17	18
12	19	20	21	22	23	24	25
13	26	27	28	29	30	31	

July

wk	ma	di	wo	do	vr	za	zo
26							01
27	02	03	04	05	06	07	08
28	09	10	11	12	13	14	15
29	16	17	18	19	20	21	22
30	23	24	25	26	27	28	29
31	30	31					

April

wk	ma	di	wo	do	vr	za	zo
13							01
14	02	03	04	05	06	07	08
15	09	10	11	12	13	14	15
16	16	17	18	19	20	21	22
17	23	24	25	26	27	28	29
18	30						

August

wk	ma	di	wo	do	vr	za	zo
31					01	02	03
32	06	07	08	09	10	11	12
33	13	14	15	16	17	18	19
34	20	21	22	23	24	25	26
35	27	28	29	30	31		

September

wk	ma	di	wo	do	vr	za	zo
35							01
36	03	04	05	06	07	08	09
37	10	11	12	13	14	15	16
38	17	18	19	20	21	22	23
39	24	25	26	27	28	29	30

October

wk	ma	di	wo	do	vr	za	zo
39	01	02	03	04	05	06	07
40	08	09	10	11	12	13	14
41	15	16	17	18	19	20	21
42	22	23	24	25	26	27	28
43	29	30	31				

November

wk	ma	di	wo	do	vr	za	zo
44							01
45	05	06	07	08	09	10	11
46	12	13	14	15	16	17	18
47	19	20	21	22	23	24	25
48	26	27	28	29	30		

December

wk	ma	di	wo	do	vr	za	zo
48							01
49	03	04	05	06	07	08	09
50	10	11	12	13	14	15	16
51	17	18	19	20	21	22	23
52	24	25	26	27	28	29	30
1	31						

Public Holidays (NL):
 New Year: 1 January
 Easter: 8 & 9 April
 Queen's Day: 30 April

Ascension Day: 17 May
 Whitsun: 27 & 28 May
 Christmas: 25 & 26 December

Construction industry holidays:
 Northern region: 30-07-12 t/m 17-08-12
 Central region: 23-07-12 t/m 10-08-12
 Southern region: 16-07-12 t/m 03-08-12

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