



GENERAL INFORMATION JACHTBOUW NEDERLAND

Trade magazine for entrepreneurs in the Dutch yachtbuilding sector

Publisher:

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Publication frequency:

6 x per year, in print and online

Circulation:

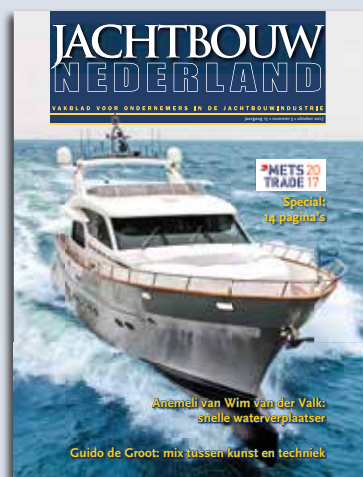
2,500 in print. Also, the Jachtbouw Nederland e-zine reaches 3,500+ yacht sector professionals. Annual subscription and App-reading €26,50 incl. VAT in Netherlands, JachtbouwNL (iOS/Android)

Online media partners:

www.jachtbouwactueel.nl: news, job openings, corporate index.
 Dutch newsletter "Jachtbouw Actueel"
 International newsletter "Dutch Yacht Building"

Online information trade magazine and digital editions:

www.jachtbouwnederland.nl



2018 MEDIA DATA

JACHTBOUW NEDERLAND IS THE TRADE MAGAZINE FOR ENTREPRENEURS IN THE DUTCH YACHTBUILDING SECTOR. B2B COMMUNICATION WITH YACHTBUILDERS, SUPPLIERS AND SECTOR-RELATED COMPANIES. THE BIMONTHLY PRINT MAGAZINE IS PART OF AN EXTENSIVE ONLINE MEDIA PLATFORM.

Editorial formula and content

Jachtbouw Nederland offers readers news about _ and interviews with _ entrepreneurs, articles about yards, designers and suppliers. By adding sector information (also yours) and knowledgeable expertise from guest authors, including the NJI and HISWA trade groups, Jachtbouw Nederland strives to be that independent platform that shares knowledge and news with the yachtbuilding sector. Add to that a dedicated news team and ample visuals and you have a trade publication that is highly appreciated and widely read across the Dutch yachtbuilding sector.

Off and online

Jachtbouw Nederland is published in printed and digital formats. Many readers still prefer a tangible print version with a glossy cover. The trade magazine's digital edition offers readers and advertisers extra possibilities. Online content contains links to sources of background information that provide readers with much extra content. Also, clickable ads enable advertisers to connect directly and interactively with readers.

Circulation and distribution

The Jachtbouw Nederland trade magazine is published 6x a year. It has a 2,500-print circulation and an online edition. The printed magazine reaches corporate subscribers and people, companies or authorities selected as target group members with often more than one reader per address. Also, corporate subscribers can access the digital magazine through the JachtbouwNL app (iOS/Android). With read-suggestions in the biweekly newsletter of media partner Jachtbouw Actueel, the digital edition of Jachtbouw Nederland reaches an additional 3,500+ Dutch yacht sector professionals.

Media platform with Dutch-language and international newsletters (English & German)

With a revamped website, the AcquiMedia publishing house creates a digital media platform for 2018. It features the latest yachtbuilding news through newsletters in Dutch, English and German. B2B newsletter "JachtbouwActueel" and "DutchYachtbuilding" provide readers in the Netherlands and abroad with the latest news about the Dutch yachtbuilding sector, products and suppliers. This connects readers directly with the online edition of the Jachtbouw Nederland trade magazine, job openings and the online index of companies in the Dutch yachtbuilding industry.

PUBLICATION DATES	DEADLINE	TOPICS
Issue 1 – Febr. 13	Jan. 22	paint, coating & inspection / spring boat shows
Issue 2 - Apr. 10	Mar.19	
Issue 3 – Jun. 13	May 22	
Issue 4 - Aug. 14	Jul. 23	HISWA in-water boat show
Issue 5 - Oct. 16	Sep. 24	Product presentations, METSTRADE
Issue 6 - Dec. 11	Nov. 19	Company presentations, BOOT Düsseldorf

ADVERTISING RATES

2/1	€ 2,300
1/1	€ 1,475
1/2	€ 825
1/4	€ 475

Rates exclusive of VAT and based on delivery of camera-ready content
Advertising art work available at €100 / ½ page
Inserts, stapled-in content: upon request

Corporate index classified ad or presentation

includes 1-year listing of name in print + online
corporate index

1/8 PAGE CLASSIFIED AD €305

Size: 75mm wide x 56mm high, design included.

CONTENT: corporate logo/photo/slogan/contact and/ or www **ONLINE:** corporate name with logo and contact details

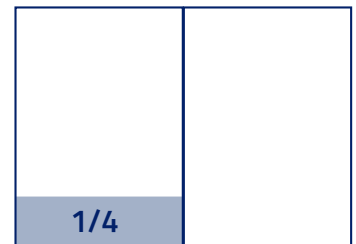
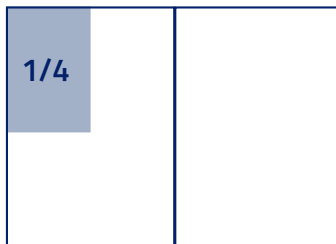
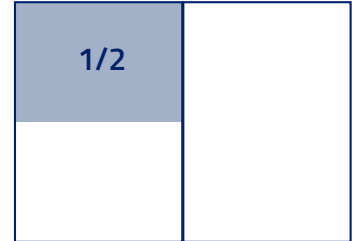
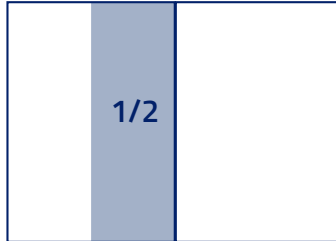
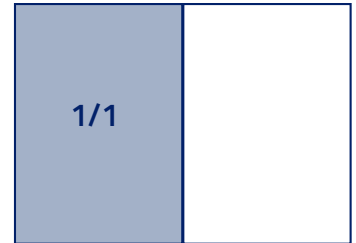
1/2 PAGE CORPORATE PRESENTATION €605

CONTENT: corporate photo/name/slogan/150 words text/logo/ contact details and www, design included **ONLINE:** extensive corporate profile page + message service

1/1 PAGE CORPORATE PRESENTATION, DECEMBER ONLY €825

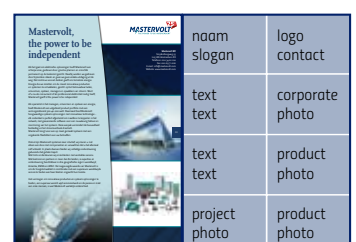
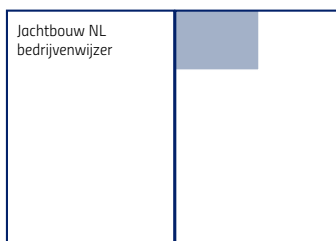
CONTENT: corporate photo/name/slogan/300 words text/logo/ contact details and www + 2-3 product photos, design included. **ONLINE:** broad corporate profile page + message service

Rates excl. of VAT. Design costs included. Visual and text content must be sent in separate files. Design of presentations by Jachtbouw Nederland only.



Page size	220mm wide x 285mm high
Text size	184mm wide x 237mm high
1/1 page *	220mm wide x 285mm high
1/2 page horizontal	184mm wide x 115mm high
1/2 page portrait	88mm wide x 237mm high
1/4 page horizontal	184mm wide x 56mm high
1/4 page portrait	88mm wide x 115mm high

Preferred delivery via Certified PDF, thila@acquimedia.nl
Oversized ads (full page only) must have 3mm overlap on all page edges



Online advertising

Digital media partners Jachtbouw Actueel.nl & DutchYachtbuilding.com now comprise a single platform for current yachtbuilding news and information; a bundling of visitors.

The Jachtbouw Actueel newsletter starts 2018 with 3,500 readers. The international DutchYachtbuilding newsletter has 4,800, of whom more than 900 get a German-language version. With 1 to 2 monthly newsletters and a 25% click rate, 2,000 visitors are each month actively led to the website containing editorially sound yachtbuilding news, the corporate index, job openings, video and read suggestions that, in turn, connect to digital editions of the Jachtbouw Nederland trade magazine.

JACHTBOUW ACTUEEL WEBSITE

1	Banner op homepage	1 month	6 months	12 months
	360 x 90 px	€150	€675	€1,250

2	'In de spotlight' ad amid current news on home page
	340 x 220 px
	€300
	Exclusive. Only 1 available location

3	Website & newsletter job postings
	Show your job openings to more than 3,500 professionals in the Dutch yachtbuilding sector via website and newsletter.
	Rate details available on request.

JACHTBOUW ACTUEEL NEWSLETTER

Newsletter banner	1 month	6 months	12 months **
750 x 250 px	€195,-	€875,-	€1,500

** Incl. publishing 3 advertorials or vacancies

Exclusive 'masthead banner'
750 x 250 px
€300/publication
Exclusive. Only 1 ad available

Newsletter advertorial
Tekst, visual, link/URL
€250/publication

Banner example:



INTERNATIONAL DUTCH YACHTBUILDING NEWSLETTER

Newsletter banner	1 month	6 months	12 months **
750 x 250 px	€195	€875	€1,500

* includes publication 3 advertorials/articles in consultation with editor

Newsletter advertorial
Text, visual, link/URL
€250/publication
English and German versions

Online management & sales

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