Leaders in Engineering

Media Brochure Engineering 2020
Communicate with the whole Engineering branche!

The cluster Engineering is the leading platform for the engineering branch. Through professional magazines, e-zines, events, websites and e-newsletters, engineering professionals keep in touch with all the market developments, innovations, relevant legislations, product news and information. In short, all the information an engineering professional needs in order to do his job.

Optimum media exposure for your company?

Profit by MYbusinessmedia’s cross-media approach. Combine the engineering websites, the target group-focused e-newsletters, events and our professional magazines in order to get your message through to the market in an effective, multi-media way! The Engineering cluster consists of:

The websites:
- Engineersonline.nl
- Aandrijvenenbesturen.nl
- Kunststofenrubber.nl

The e-newsletters
- Engineersonline Update
- Aandrijvenenbesturen.nl
- Kunststofenrubber.nl
- Engineersonline Video Update
- Nieuwsbrief Product
- Safety Update

Four leading professional magazines from the engineering branch:
- AB (aandrijven&besturen)
- Elektro-Data
- Constructeur
- Kunststof & Rubber

Specific engineering events:
- Safety event
- Efficiënt Aandrijven
By combining the various promotion opportunities within these publications and/or products, you will be able to communicate forcefully and cross-media-wise with your target group.
As from 1997, EngineersOnline.nl is the largest online platform for Dutch-speaking engineers.

The website offers a wide range of contact possibilities for communicating your message: from display advertising to sponsored content, from standard to custom-made.

**Website advertising**

<table>
<thead>
<tr>
<th>Format</th>
<th>1 - 5</th>
<th>6 - 11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>€ 900</td>
<td>€ 850</td>
<td>€ 775</td>
</tr>
<tr>
<td>Large rectangle 1</td>
<td>€ 875</td>
<td>€ 825</td>
<td>€ 750</td>
</tr>
<tr>
<td>Large rectangle 2</td>
<td>€ 800</td>
<td>€ 775</td>
<td>€ 725</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>€ 475</td>
<td>€ 425</td>
<td>€ 375</td>
</tr>
<tr>
<td>Logolink</td>
<td>--</td>
<td>€ 1,800</td>
<td>€ 3,000</td>
</tr>
</tbody>
</table>

VAT not included, per month.

Rich Media Banner Campaigns on request.

**Sponsored content**

**Minisite, Remarketing en Focus on...**

Improve your online accessibility with your own minisite on Engineersonline.nl. Included will be your logo plus a brief description in the section ‘Focus on’ with a link to your minisite.

€ 5,525 per year

**Product of the month**

Your product in the multimedia spotlight for a whole month, on the website and 8 times in the newsletter engineersonline.nl and also in an engineering print title.

€ 3,525

**Techvertorials**

Your Techvertorial in AB, Constructeur, Elektro Data or Elektronica will be placed on the website as a download at least during 12 months.

€ 3,525

**Video presentation**

You can introduce your business in a video presentation.

€ 1,825 per year

Package of 5 videos (production not included)

As a boost, you are offered two advertorial sections for each video on the newsletter (1st + 2nd month of placing). You may expand this to several entries during the current year for € 150 a time.
EngineersOnline – online statistics

**E-newsletters**

- Director/Owner: 23%
- Project engineer/Manager: 14%
- Research and Development: 9%
- Technical service: 5%
- Technical designer: 5%
- Software Engineer: 3%
- Purchasing department: 2%
- Planning employee: 2%
- Quality Engineer: 2%
- Production: 1%
- Marketing manager/employee: 4%
- Sales manager/employee: 8%
- Teacher: 3%
- Student: 6%
- Various technical positions: 14%

**Position**

**Site visitors**

- Online facts per month:
  - 41,000 sessions
  - 62,000 pageviews
  - 20,000 newsletter subscribers

- Director/Owner: 23%
- Project engineer/Manager: 14%
- Research and Development: 9%
- Technical service: 5%
- Technical designer: 5%
- Software Engineer: 3%
- Purchasing department: 2%
- Planning employee: 2%
- Quality Engineer: 2%
- Production: 1%
- Marketing manager/employee: 4%
- Sales manager/employee: 8%
- Teacher: 3%
- Student: 6%
- Various technical positions: 14%

**Business type**

- Electrical Engineering and Electronics: 28%
- Drive technology: 23%
- Machine and equipment construction: 7%
- Industrial automation: 6%
- Research and Development: 6%
- Technical consultancy services: 4%
- Mechanical Engineering: 2%
- ICT: 3%
- Industrial data processing: 2%
- Testing and measuring technology: 2%
- Data- and telecommunication: 1%
- Other: 16%

Further reading
Expert partner and Content marketing

Maximum exposure and reach of your high-quality content. As a specialist within an expert section, you have plenty of opportunities to present yourself as an expert partner for an entire year here. Engineers are in search of relevant information and useful content. Text, images and videos help them on and arouse their interest. Either through a whitepaper, a case study, an expert blog or an expert article, the starting point is to offer added value.

Being an expert partner offers you opportunities.

It provides you with a type of content marketing which shows you a leader in your branch.

With content marketing you will attain several aims, for instance:
• customer relations
• renown and reach
• leads

In short: by regularly placing high-quality publications on the independent platform Engineersonline.nl, such as articles, blogs, videos et cetera, you will attain an expert status within a relevant target group.

Whitepaper

Your whitepapers placed on the expert page, combined with a booster section in the expert newsletter.

Placement, 1× per month for 3 subsequent months. You will automatically receive the data of those requesting your whitepaper.

€ 500 per whitepaper or € 1,950 for a package of 5. Duration 12 months

Blog

With a Blog at Engineersonline.nl, any business can conduct its external communication in a modern, effective and efficient manner.

A Blog offers excellent opportunities to engage in a highly efficient dialogue with your target audiences, to increase your brand recognition and to develop and strengthen your corporate image. They also appear higher in Google’s search results.

A Blog is published as part of the knowledge sections on the website Engineersonline.nl and promoted three times in the Knowledge and weekly newsletters published by Engineersonline.nl

Costs of a Blog (with a maximum of 600 words):
€ 650 per blog
€ 1,850 for 3 blogs
€ 3,600 for 6 blogs
Business directory

A paid entry in the business directory will offer you the following advantages:

**Company profile (complete)**

- Company description in 1000 characters
- Brands survey
- All contact data
- Contact button

**Specific exposure (if available)**

- Screenshot minisite
- Techvertorials
- Company news
- Product of the month
- Video
- Product news

**Preferred positions**

- Product news contains elaborate contact information.
- First exposure in the survey: ‘more suppliers of’

Rate: € 395 per year

The Engineersonline.nl business directory offers an overall survey of the suppliers of products and services within the engineering market, who have branches in the Netherlands and Belgium.

By means of a paid entry, your clients and prospects are able to find you straight away, and you will benefit from the high Google-indexation of Engineersonline.nl.
Aandrijvenenbesturen.nl

Online facts per maand:
• 7,500 sessies
• 10,000 pageviews
• 7,000 newsletter subscribers

Website advertising

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<tr>
<td>Fullbanner</td>
<td>€ 325</td>
<td>€ 300</td>
<td>€ 250</td>
</tr>
<tr>
<td>Logolink</td>
<td>--</td>
<td>€ 1,400</td>
<td>€ 2,400</td>
</tr>
</tbody>
</table>

VAT not included, per month.
Rich Media Banner Campaigns on request.

Sponsored content

Package for a month in the spotlight
Would you like to put your product, website, webshop event or service in the spotlight, for a whole month? And exactly as you like it?

What do you get?
• In the section ‘In the spotlight’, on the homepage of Aandrijvenenbesturen.nl, you will get a through link to the complete article on the site. This article will not disappear after ‘your month’ has expired, but remains retrievable through Google.
• During a whole month, you will get an eye-catching news section in the news letter, in the right hand upper corner, with a short ‘teaser text’ linking through to the complete article on www.aandrijvenenbesturen.nl.
• Your article will also appear in the month’s AB magazine (maximum 125 words)

Minisite
With a minisite, you will create your own personal website within the Aandrijvenenbesturen.nl environment. You are the one to decide upon the content (text) and we will take care of placement on the site. Your minisite will be shown or clickable on every page in the section ‘From our partner’. You can benefit from of the high-visitor frequency and the time one stays on Aandrijvenenbesturen.nl.
A minisite is ideal for link building, because you will enhance your findability, combined with landing pages optimized for Google. Hence, your Google ranking will increase.

€ 4,950 per year.

Video presentation
Introduce your company or product through images and sound in a video presentation.

€ 1,500 per year for a package of 5 videos (production not included).

As a boost you will twice get an advertorial section in the news letter (1st and 2nd month of placement). You may extend this to several mentionings in the current year at € 150 a time.
Kunststofenrubber.nl

Kunststofenrubber.nl is the site for the plastics-processing industry. With the latest news, product information, raw material prices, vacancies and a comprehensive branch directory.

Website advertising

- Leaderboard: € 300 per month
- Large rectangle: € 275 per month
- Fullbanner: € 225 per month
- Logolink: € 175 per month

VAT not included, step tariffs on request.

Kunststof & Rubber Online Branch directory

For many years now, the Kunststof & Rubber Online Branch Directory has been the comprehensive survey of the plastics-processing sector in the Netherlands and Belgium on the Internet. A paid mention in the Online Branch Directory will provide you with the following advantages:

Company profile (complete)
- Company description (75 words)
- All contact data
- Product survey
- Brand survey
- Contact button
- Link to your website

Specific rendering (if available)
- Screenshot minisite
- Techvertorials
- Video

Online facts per maand:
- 8,500 sessies
- 13,000 pageviews
- 2,800 newsletter subscribers

Sponsored content

Minisite / Focus on...
Increase your online findability with your own minisite on Kunststofenrubber.nl. This includes your logo and a brief description in the section ‘Focus on’, with a link to your minisite.

€ 2,950 per year

Techvertorials
Your Techvertorial in the magazine Kunststof & Rubber will also be repeated on Kunststofenrubber.nl, as a download, for at least 12 months.

Video presentation
Introduce your company or product through images and sound in a video presentation.

€ 300 per year per video package
€ 1200 per 5 packages
(production not included)

As a boost you will twice receive an advertorial section on the newsletter (1st and 2nd month of placement). You may extend this to several announcements in the current year at € 125 a time.
e-Newsletters

Engineersonline.nl
Twice a week, the newsletter Engineersonline-Update reaches more than 20,000 engineering professionals! With product innovations, need to know and nice to know news, comprehensive agenda and many vacancies.

Engineersonline Kennis Update
Appears once a month and gives an update of the last published articles in the popular categories of knowledge on engineersonline.nl

Engineersonline Video Update
Appears once a month and contains interesting, relevant and surprising videos from the international world of the engineering.

Newsletter advertising + formats

Every newsletter offers you a mix of possibilities in order to directly contact your target group.

• **Full Banner**  
  Formaat: 468 x 60 px*  
  € 450  

• **Image Advertorial**  
  Formaat: 235 x 195 px*  
  € 350

• **Text Advertorial**  
  A text advertorial has a news item’s layout. With on the left side a picture (75 x 75 px), a running head and a brief text. Headline max. 45 characters, message max. 200 characters (spaces included), to be provided in Word. File 50 KB max.  
  € 350

Partner mailings
A unique way of mailing your message to a select (opt-in) database of your target group.

Partner mailing
Your message with your own look & feel, sent to a selected (opt-in) database.  
**Specification:** Delivered in HTML in accordance with specifications MYbusinessmedia. If no HTML available, we can create this for you at an extra charge.

Safety update
Since 2007, the very successful Safety update has been appearing monthly. In this newsletter, all aspects of industrial safety in the broadest sense are looked into. The newsletter is sent monthly to 3,000 direct stakeholders within the entire industry.

Product.nl
For decision makers and decision makers in the industrial product development.

Aandrijvenenbesturen.nl
Twice a week, this newsletter, is sent to more than 7,000 professionals in the entire Motion & Control market.

Kunststofenrubber.nl
Once a week the newsletter Kunststofenrubber, this one informs professionals in the plastics and rubber industry about the latest news and vacancies from the industry.

Partner mailing XL
This has the appearance of the regular newsletter, with 50% for your own text between the editorial. You will benefit from the newsletter’s independent character and will receive maximum exposure since the entire edition of the newsletter is inserted.

In this newsletter only your banners are included. All your messages link up with the landing pages on your site.

**Specifications:**
- Your content should be related to the newsletter’s environment.
- 5 articles incl. photo (header max. 10 words).  
  Text max. 40 words and including a link to your landing page.
- 2 to max. 5 Full banners (different ones) with a link.
- 2 Text Advertorials (different ones) with a link.
- Opening article, always a message laid out by our editorial board in order to achieve an optimum opening ratio.

**Rates:**

<table>
<thead>
<tr>
<th></th>
<th>Engineersonline.nl</th>
<th>Aandrijvenenbesturen.nl</th>
<th>Safety update</th>
<th>Kunststofenrubber.nl</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Banner</strong></td>
<td>€ 450</td>
<td>€ 350</td>
<td>€ 300</td>
<td>€ 200</td>
</tr>
<tr>
<td><strong>Image Advertorial</strong></td>
<td>€ 500</td>
<td>€ 350</td>
<td>€ 350</td>
<td>€ 250</td>
</tr>
<tr>
<td><strong>Text Advertorial</strong></td>
<td>€ 500</td>
<td>€ 350</td>
<td>€ 300</td>
<td>€ 250</td>
</tr>
<tr>
<td><strong>Partnermailing</strong></td>
<td>€ 2,350</td>
<td>€ 2,025</td>
<td>€ 1,250</td>
<td>on request</td>
</tr>
<tr>
<td><strong>Partnermailing XL</strong></td>
<td>€ 4,950</td>
<td>€ 3,950</td>
<td>€ 2,750</td>
<td>€ 2,250</td>
</tr>
</tbody>
</table>

Price per placement
Your vacancy on Engineersonline.nl, Aandrijvenenbesturen.nl or Kunststofenrubber.nl

If your search for a suitable person, internally or within your network and social media, does not achieve any results, the next step is advertising. And of course the best place to do so is right within the desired target group where possible candidates are to be found. Below you will find a range of opportunities to bring your vacancy ads to the attention!

Standard vacancy ad placement
• Within the vacancy ad, your company logo is neatly designed in the vacancy
• 60 days online right away
• Every vacancy will at least be included once in the digital newsletter.

Do you want more attention and be more prominently shown in the search results?
Choose a TOP vacancy ad.

Prices:

<table>
<thead>
<tr>
<th></th>
<th>Engineersonline.nl update</th>
<th>Aandrijvenenbesturen.nl</th>
<th>Kunststofenrubber.nl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard vacancy ad</td>
<td>€ 299</td>
<td>€ 200</td>
<td>€ 200</td>
</tr>
<tr>
<td>Top vacancy ad</td>
<td>€ 384</td>
<td>€ 245</td>
<td>€ 295</td>
</tr>
</tbody>
</table>

VACANCY AD PACKAGES
If you have a lot vacancies yearly, it will be profitable to buy a vacancy ad package. In that case, you order the number of vacancy ad placements you think you might need that year.
• The vacancy ad placements remain valid until 1 year after the purchase date.
• All packages are based upon selfservice and placement during 60 days.

Package prices:

<table>
<thead>
<tr>
<th></th>
<th>Engineersonline.nl Price per package</th>
<th>Aandrijvenenbesturen.nl Price per package</th>
<th>Kunststofenrubber.nl Price per package</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 placement</td>
<td>€ 299</td>
<td>€ 199</td>
<td>€ 199</td>
</tr>
<tr>
<td>5 placements</td>
<td>€ 1,245</td>
<td>€ 745</td>
<td>€ 745</td>
</tr>
<tr>
<td>10 placements</td>
<td>€ 1,990</td>
<td>€ 1,190</td>
<td>€ 1,190</td>
</tr>
</tbody>
</table>

No time to do your own ad placements through the selfservice portal?
No problem! You may use our vacancy ad placement service for only € 50.

Top vacancy ad placement
• Your vacancy ad will be prominently placed on the vacancy website.
• With a striking background colour, your vacancy ad will draw extra attention.
• Logo within your vacancy ad.
• 30 days online immediately.
• The regular vacancy ad in this package will be online for 30 days.
• Every vacancy ad is at least included once in the digital newsletter.

Would you like more information?
Please contact René Wibbelink
Telephone: +31 (0)570 504343
E-mail: r.wibbelink@mybusinessmedia.nl
Engineering Events

Each year, on behalf of the various target groups, the Engineering cluster organises much talked-about and inspiring events in the Netherlands.

Safety event 2020

The event for machine manufacturers, designers and design engineers, HSE managers/engineers, project managers, technical managers, technical services, machinery managers, maintenance and service personnel, maintenance managers/engineers, mechanical and Electrical engineers, quality engineers, machine builders, installation companies and users.

Every year, many top speakers – the SAFETY DOCTORS answering all safety-related questions – and the six learnshops attract an increasing number of very motivated visitors from Dutch and Flemish industries. Here, the focus is 100% on Safety. Completed with a choice selection of directly involved service organizations, manufacturers and suppliers, all gathering on the Safety market.

Tuesday, the 19th of May 2020, the Safety event will be organized in the 1931 Congrescentrum Den Bosch.

Efficiënt Aandrijven 2020

This event has arisen from the results of two successful IE motors events (2015 and 2016). But goes deeper on all energy-saving solutions that manufacturers of drives etc. and what will be in the near future expected. IE motors - controllers - transmissions - fans - pumps - compressors - cooling - environmental aspects - predictive maintenance software.

This event is for Machine builders, OEM, Industrial installers, Designers / constructors, Clients from the Industry, Buyers, Head of Technical Service, Technical Framework and Managers / Consultants of consultancy firms.

Date of event: October 2020.
AB deals with the development, modification and maintenance of machines, installations and production lines, where motion control as well as drive and control technology are applied.

The editorial board combines application articles and company reports with interviews on fixed subjects within the field of drive technology, control technology, motion control, industrial networks, maintenance and production automation.

AB focuses on users and designers of drive and control components/systems and software, CEOs/owners, heads and employees of Technical Services, Technical managers, Machine builders, Project managers, Purchasers, Sales engineers and Maintenance engineers.

Edition 6,400 copies in the Netherlands and Belgium.

### Publication dates and themes in 2020

<table>
<thead>
<tr>
<th>Edition</th>
<th>Publication</th>
<th>Closing date</th>
<th>Theme 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>11 February</td>
<td>15 January</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>17 March</td>
<td>19 February</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>14 April</td>
<td>16 March</td>
<td>Hannover Messe</td>
</tr>
<tr>
<td>5</td>
<td>12 May</td>
<td>14 April</td>
<td>Engineering event SAFETY</td>
</tr>
<tr>
<td>6/7</td>
<td>09 June</td>
<td>08 May</td>
<td>Automotica</td>
</tr>
<tr>
<td>8/9</td>
<td>15 September</td>
<td>19 August</td>
<td>WOTS</td>
</tr>
<tr>
<td>10</td>
<td>13 October</td>
<td>16 September</td>
<td>Engineering event Efficiënt Aandrijven</td>
</tr>
<tr>
<td>11/12</td>
<td>17 November</td>
<td>21 October</td>
<td>Mechanical engineering event (FHI)</td>
</tr>
</tbody>
</table>

### Sizes (width x height in mm)

| Type page: | 210 x 297 mm |
| Type area: | portrait | landscape |
| 1/1 page   | 185 x 259 mm | n.a. |
| 1/2 page   | 90 x 259 mm  | 185 x 123 mm |
| 1/4 page   | 90 x 123 mm  | 185 x 60 mm |
| 1/8 page   | 90 x 60 mm   | 185 x 30 mm |
| Loose insert | max. 205 x 297 mm |

### Advertisement’s product profile or company profile

Size: 1/2 page portrait in full colour. All-in, incl. layout and printed with a background in your company colour € 975

### Rates (VAT not included)

<table>
<thead>
<tr>
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<th>5x</th>
<th>8x</th>
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<tbody>
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<td>€ 2,135</td>
<td>€ 1,870</td>
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<td>€ 2,535</td>
<td>€ 2,400</td>
<td>€ 2,135</td>
<td>€ 1,870</td>
</tr>
<tr>
<td>1/4 page full colour</td>
<td>€ 1,500</td>
<td>€ 1,375</td>
<td>€ 1,300</td>
<td>€ 1,230</td>
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<tr>
<td>1/8 page full colour</td>
<td>€ 900</td>
<td>€ 760</td>
<td>€ 720</td>
<td>€ 670</td>
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**Special position: +25%**

### Techvertorials*

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<tr>
<th></th>
<th>1 page</th>
<th>2 pages</th>
<th>4 pages</th>
<th>8 pages</th>
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</thead>
<tbody>
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### Meedrukkers*

<table>
<thead>
<tr>
<th></th>
<th>2 pages</th>
<th>4 pages</th>
<th>8 pages</th>
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<tbody>
<tr>
<td>2 pages</td>
<td>€ 2,444</td>
<td>€ 3,262</td>
<td>€ 5,437</td>
</tr>
</tbody>
</table>

* No agency commission
For more than 55 years now, Constructeur focuses on mechanical engineers, designers and engineering management.

Constructeur deals with the professional field and the areas of interest which are important for this professional group, such as machine building, materials science, plastics, drive technology, industrial automation, CAD/CAM and PLM, connection technology and environment-friendly designing.

Edition 4,000 copies in the Netherlands and Belgium.

Publication dates and themes in 2020

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<td>29 January</td>
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<td>3</td>
<td>24 March</td>
<td>03 March</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>21 April</td>
<td>27 March</td>
<td>Engineering event SAFETY</td>
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<tr>
<td>5</td>
<td>19 May</td>
<td>28 April</td>
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<td>16 June</td>
<td>25 May</td>
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<td>02 September</td>
<td>WOTS</td>
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<td>27 October</td>
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<td>Engineering event Efficiënt Aandrijven</td>
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<tr>
<td>11/12</td>
<td>24 November</td>
<td>04 November</td>
<td>Mechanical engineering event (FHI)</td>
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</tbody>
</table>

Sizes (width × height in mm)
Type page: 210 x 297 mm

Type area:
- portrait: 185 x 259 mm
- landscape: 185 x 123 mm

Product-profile or company-profile advertisement
Size: 1/2 page portrait in full colour. All-in, incl. lay-out and printed with a background in your company colour € 975

Rates (VAT not included)

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<tr>
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<td>€450</td>
<td>€400</td>
<td>€350</td>
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</tbody>
</table>

Special position: +25%

Techvertorials*

| 1 page | €2,880 |
| 2 pages | €3,535 |
| 4 pages | €5,950 |
| 8 pages | €5,437 |

Meeedrukkers*

| 2 pages | €2,444 |
| 4 pages | €3,262 |
| 8 pages | €5,437 |

* No agency commission

For questions and reservations please contact:

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  E. r.wibbelink@mybusinessmedia.nl

- Robin Zander
  Editor in chief
  T. +31(0)6 - 22208034
  E. r.zander@mybusinessmedia.nl
## Publication dates and themes in 2020

<table>
<thead>
<tr>
<th>Edition</th>
<th>Publication</th>
<th>Closing date</th>
<th>Theme 2020</th>
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<td>31 August</td>
<td>Electronica München / D&amp;E (FHI)</td>
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<td>€ 2,970</td>
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<tr>
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<td>€ 3,095</td>
<td>€ 2,970</td>
<td>€ 2,810</td>
<td>€ 2,580</td>
</tr>
<tr>
<td>1/4 page full colour</td>
<td>€ 3,295</td>
<td>€ 3,095</td>
<td>€ 2,970</td>
<td>€ 2,810</td>
<td>€ 2,580</td>
</tr>
<tr>
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<td>€ 3,095</td>
<td>€ 2,970</td>
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### Techvertisorials*  

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### Meeblikkers*  

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<tr>
<td>8 pages</td>
<td>€ 7,657</td>
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* No agency commission
Kunststof & Rubber is the multi-medial professional medium for the plastics-processing industry. De Kunststof & Rubber's content offers a mix of business-strategic, economic and technical professional information both for and on all parties in the plastics chain. Supplemented by its yearly company directory, a weekly newsletter and its comprehensive website and data bank www.kunststofenrubber.nl.

For more than 65 years, Kunststof & Rubber has been a reliable source of information for entrepreneurs, managers, purchasing agents, salesmen, designers and processors within the plastics and rubber industry. Also advisory parties, such as banks, government agencies and consultancy firms avail themselves of the information in Kunststof & Rubber.

Edition: 1,520 copies.
Readers: 4,560 (the pass-along factor is 4)

Publication dates and themes in 2020

<table>
<thead>
<tr>
<th>Edition</th>
<th>Publication</th>
<th>Closing date</th>
<th>Theme 2020</th>
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<tr>
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<td>17 January</td>
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<td>3</td>
<td>06 March</td>
<td>13 February</td>
<td>PRSE / Material District / ESEF</td>
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<td>10 April</td>
<td>18 March</td>
<td>Materials: New / replacement Composite</td>
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<td>5/6</td>
<td>29 May</td>
<td>06 May</td>
<td>Developments + Interaction</td>
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<td>7/8</td>
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<td>28 August</td>
<td>Kunststoffenbeurs: The companies The market</td>
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<td>9/10</td>
<td>13 November</td>
<td>23 October</td>
<td>Machines: Specifications, developments and automation</td>
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Sizes (width × height in mm)

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</table>

Brancheregister* |
| 40 x 50 | € 1.120 | 8 placements |
| 40 x 70 | € 1.320 | 6 placements |

For questions and reservations please contact:

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+31 (0)6- 83332045
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Robin Zander
Editor in chief
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Rates (VAT not included)

<table>
<thead>
<tr>
<th>1x</th>
<th>3x</th>
<th>8x</th>
<th>10x</th>
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<tbody>
<tr>
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<td>€ 2,400</td>
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<tr>
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<td>1/1 page</td>
<td>full colour</td>
<td>€ 2,400</td>
<td>€ 2,135</td>
</tr>
</tbody>
</table>

Special position: + 25% / A-nummers: + 50%
Online marketing Services

We know your target group and can help you to reach it.
And this we can do by using a multi-channel online marketing strategy. Do you want your website to be found more easily? Do you often see your competitor right at the top with your own services/products? Do you hardly get any contact requests through your website? With our expertise and services, we can help you!

Website optimizer (SEO and conversions)
In order to be easily accessed through Google and other search engines, it is essential that your website is optimized. The Website Optimizer package will make it simpler to find your website, providing both design and redesign for more leads and/or sales.

Among other things, the package includes:

- In-depth Website Analysis (SEO)
- Both plan of approach and planning
- Optimizing content on ascertained themes / main keywords
- Optimizing SEO components (headings, links, urls, redirects, etc.)
- Implementing Google Analytics
- Implementing Google Tag Manager
- Installing Google Search Console
- Monthly reporting on the ascertained KPIs
- Guidance and directing by a dedicated Online Marketeer

Online advertising
Do you want to become accessible for your (new) customers today? Then, what you need to get is Online Advertising! Together with you, we will determine where your target group is located, in what way these people are looking for you, and what distinguishes you from both your colleagues and your competition. On this info, the layout of your online campaign will be based. You can advertise through various online channels: Google Ads, Facebook, Twitter, LinkedIn, Instagram, Bing, etc.

Among other things, the package includes:

- Intake conversation with our online marketeer
- Ascertaining the target group
- Keyword analysis
- Setting up the campaign(s)
- Content creation for the ads
- Setting up Google Analytics
- Monitoring, adjusting and optimizing the campaign(s)
- Monthly report on the Key Performance Indicators

Prices

**Website optimizer (SEO and conversions)**

| Set-up fee | € 375 once |
| Management | € 225 per month* |
|            | (3 hours per month) |

* at least 12 months, then a 3 months notice period

**Online advertising**

| Set-up fee | € 375 once |
| Management | € 225 per month* |
|            | (3 hours per month) |

* not including Adspend, a minimum of 3 months, then 3 months notice period
Mybusinessmedia is a Google Partner. This means that we have passed the certification exams for Google ads and are familiar with the latest product knowledge.

**Minisite on strong portals + remarketing**

Reach your potential customers on one of our websites/portals. Market your product, service and/or brand through a separate web page on our portal, in combination with a remarketing banner campaign. Use the portal’s link power to improve your website’s findability.

Among other things, the package includes:

- Minisite on our portal(s)
- Mention in the business directory
- Remarketing with banners, guaranteed 250,000 exhibitings / 1,250 clicks per year
- Guaranteed: 250,000 exhibitings / 1,250 clicks per year!
- Monthly report on key performance indicators

**Prices**

Management: € 425 per month*

* at least 3 months, then a 1 month notice period

---

**Website Restyling**

Starting from € 1,995, one-off

*New look for your present website, in line with the latest requirements*

**Content marketing**

€ 450 a piece per year

*Place your article or whitepaper on one of our portals for extra attention*

**A/B testing**

€ 225 per month*

*Increase your conversions by having our conversion specialists testing and customizing your website*

**Conversion+ page**

€ 400 per month*

*Your event, product and/or service will be placed on an explicit conversion page and driven via Google Ads*

**Google Shopping**

€ 225 per month*

*More online sales through Google Shopping*

**Remarketing**

€ 150 per month*

*Google / Facebook / LinkedIn remarketing*

**D.A.P.**

(Data Analyse Pakket) € 150 per month*

*Know which companies are visiting your website in order to create lead lists for your sales*

**Video Advertising**

€ 150 per month*

*Promote your business via Youtube Marketing*

* at least 3 months, then a 1 month notice period
Contact info

If you are curious to know your optimum combination or would like to receive more information, please contact:

Dennis Wielheesen
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E. u.hoek@mybusinessmedia.nl

René Wibbelink
Sales office duty
T. +31(0)570 - 504343
E. r.wibbelink@mybusinessmedia.nl

MYbusinessmedia

MYbusinessmedia is your communication partner at the:

- Writing and/or editing your press release
- Creating your advertisements
- Creating your banner and online expressions
- Developing a (company) film
- Developing your website
- Drawing up and sending out newsletters
- Drawing up your whitepapers
- Developing your relations magazine
- Organising your event
- Content service for your website

Other MBM titels:
- Metaal & Techniek
- Vraag&Aanbod Nederland
- Vraag&Aanbod België
- Wie levert

Delivering advertisement material

Advertisement material for printed publications, websites and newsletters: orders.engineering@mybusinessmedia.nl
Telephone: +31 (0)570 – 50 43 52

MYbusinessmedia Holding BV

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7411 CG Deventer

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Telephone: +31 (0)570 50 43 00
E-mail: info@mybusinessmedia.nl
Website: www.mybusinessmedia.nl