

BOUWPRODUCTEN PREMIUM

Bouwproducten informs and inspires builders, constructors and architects of tomorrow and connects them with leading suppliers of smart construction products. Bouwproducten is the largest product platform for the construction industry and vital in the transformation of the industry of tomorrow.

On Bouwproducten, construction professionals search for, find, compare, and select more than 17,000 smart solutions at more than 1,000 industry manufacturers.

Connecting your products and brands to Bouwproducten - the most valued product platform for the construction industry - not only raises product awareness but also increases the number of direct leads for your organization.



INCREASE PRODUCT & BRAND AWARENESS



RECEIVE INQUIRIES DIRECTLY IN YOUR INBOX



MONITOR YOUR PERFORMANCE USING THE STATISTICS IN YOUR OWN DASHBOARD



IMPROVE YOUR SEARCH ENGINE RESULT PAGE



UNLOCK NEW POTENTIAL BUYERS

	BASIC FREE	PREMIUM 1,500 per year
Add unlimited products to your Bouwproducten account	✓	✓
Product performance dashboard	✓	✓
Direct lead generation & website traffic	LIMITED	✓
Priority ranking in search results		5 PRODUCTS
Newsletter highlights*		✓
Comprehensive company profile		✓
Add videos, blogs and case studies		✓
Add vacancies, courses, events & webinars		✓
Featured products in Bouwproducten magazine		1 PER EDITION
Advanced market- and buyer insights and benchmark reporting		✓

* Multiple product highlights, video highlights, case studies or article promotions in the Bouwproducten newsletters

WWW.BOUWPRODUCTEN.NL



NEWSLETTER

rate per newsletter

> 20,000 subscribers

E-BLAST	Your HTML to our database	1,500
DEDICATED EMAIL	Custom made Bouwproducten email send to our database. Including your company profile, your products, videos, vacancies, blogs or webinar content	1,000
PRODUCT OF THE MONTH*	Your product highlighted for one month	1,000
VIDEO	Your video highlighted as opening item	500
FULL BANNER	648 x 80 pixels (w x h)	600
ADVERTORIAL	400 characters	500

* The product of the month will be highlighted in all newsletters for one month. Your product will also be highlighted on the homepage and shown on relevant category pages on Bouwproducten.nl



WEBSITE

rate per month

> 50,000 pageviews per month
> 20,000 unique visitors per month

LEADERBOARD	Desktop: 728 x 90 pixels (w x h) Mobile: 234 x 60 pixels (w x h)	900
MEDIUM RECTANGLE	300 x 250 pixels (w x h)	650
SPONSORED ARTICLE	450 words (Promoted on the homepage + 2x in the newsletter)	1,100

Minimum exposure per creative is 10,000 impressions run of site per month

WWW.BOUWPRODUCTEN.NL



DYNAMIC DISPLAY REMARKETING

rate per month

CUSTOM MADE REMARKETING CAMPAIGN

Targeted on Bouwproducten audience and focused on your goals. Including campaign management and reporting

750



MAGAZINE

rate by insertion

COVER IMAGE*	Product image 132 x 188 mm	3,500
FULL-PAGE AD**	210 x 297 mm	2,500
HALF-PAGE AD	90 x 268 mm	1,750
THIRD-PAGE AD	189 x 86 mm	1,350

All sizes are w x h. In a full-page ad (210 x 297 mm) bleeds must extend at least 3mm beyond the trim edge on all sides

* Promote your product on the magazine cover! Large product image plus full-page sponsored article (magazine and website)

** Inside front/back and back cover availability on request

SPONSORED ARTICLE

Full-page or Two-page sponsored article (450 or 1000 words, multiple images, contact details and logo) in one of our Bouwproducten magazines. Including one month promotion of your content across our digital channels for optimal reach

2,750 / 3,500

COVER PRODUCT HIGHLIGHT

70 words, product image, contact details and logo on the cover of one of our Bouwproducten magazines. Only available for 2 suppliers

750