



## PRINT MAGAZINE

6 bimonthly magazines + yearly Business Guide (November / December). Sizes (mm): w x h.

PREMIUM AD POSITIONS	HORIZONTAL AD SPACES	VERTICAL AD SPACES
<b>INSIDE FRONT COVER</b>	<b>1/1 PAGE,</b> 210.0 x 297.0	<b>2/3 PAGE,</b> 124.0 x 260.0
<b>INSIDE BACK COVER</b>	<b>1/2 PAGE,</b> 189.0 x 125.5	<b>1/2 PAGE,</b> 90.0 x 260.0
<b>BACK COVER</b>	<b>1/3 PAGE,</b> 189.0 x 80.5	<b>1/1 PAGE,</b> 59.0 x 260.0
Sizes: 1/1 page, 210.0 x 297.0 mm	<b>1/4 PAGE,</b> 189.0 x 58.5	<b>1/1 PAGE,</b> 90.0 x 125.5

## CONTENT MARKETING

### 2-PAGE SPONSORED ARTICLE / CASE STUDY

1,000 words, 3-4 images with captions. Article placed in issue of choice.

### 3-PAGE SPONSORED ARTICLE / CASE STUDY

1,500 words, 5-6 images with captions. Article placed in issue of choice.

### PRODUCT SPOTLIGHT

1/6 page, 50 words, 1 image with captions. Article placed in issue of choice (theme related).

## BUSINESS GUIDE PACKAGES

### 1/1 PAGE AD PACKAGE

1/1 page ad + 1/3 page company profile + online company profile.

### 1/2 PAGE AD PACKAGE

1/2 page ad + 1/3 page company profile + online company profile.

## ADVANCED TARGETED MARKETING

Across all our channels we track website behaviour. We can target these people outside of our own channels on both interest and geographical location. With these targeted marketing campaigns we offer a guaranteed result.

## DISPLAY OPTIONS

### TARGETED GOOGLE DISPLAY CAMPAIGN

Promote your banner to our targeted group of professionals based on interest and/or location through the Google Display Network.

### TARGETED FACEBOOK CAMPAIGN

Promote your post to our targeted group of professionals based on interest and/or location through Facebook.

### TARGETED YOUTUBE CAMPAIGN

Promote your video to our targeted group of professionals based on interest and/or location through YouTube.

## WEBSITE

Daily updated website with over 1,000 in-depth articles published. The leaderboard and rectangle banners may rotate with other banners with an average of 8,000 impressions per month.

## DISPLAY OPTIONS

<b>LEADERBOARD BANNER</b>	728 X 90 px
<b>RECTANGLE BANNER</b>	300 x 250 px

## CONTENT MARKETING

### FEATURED CASE STUDY PACKAGE

Placement on case study page, 2x newsletter feature, 2x social media feature + Google Display Campaign.

### FEATURED VIDEO PACKAGE

Placement on video page, 2x newsletter feature, 2x social media feature + Google Display Campaign.

## LISTINGS

### UPGRADED COMPANY PROFILE IN COMPANIES DIRECTORY (1 YEAR)

Profile promoted on digital channels, upgrade profile with marketing materials like logo, video, etc.

### FEATURED JOB AD

Job listed on dedicated jobs page for 1 or 2 months + promotion on homepage and in newsletter.

### UPGRADED EVENT LISTING

Event highlight on homepage and in newsletter for 3 months.

## NEWSLETTERS

We can include your banner or advertorial in our weekly digital newsletter sent out every Tuesday or in our bimonthly magazine newsletter.

## DISPLAY OPTIONS

<b>FULL BANNER</b>	468 x 60 px
<b>BOX BANNER</b>	120 x 90 px

## CONTENT MARKETING

### ADVERTORIAL

Text of 150 words + image / logo OR 1 large image.

### E-BLAST

Send your email directly to our e-blast subscribers (+10.000).