Hydro INTERNATIONAL

Rate Card for 2022

Prices quoted in EUR excluding VAT (if applicable)

Print Display

RATE PER INSERTION

> 20,000 readers	1x	2x	3x
Full-page Print Ad*	3,700	3,400	3,000
Half-page Print Ad	2,400	2,100	1,900
Quarter-page Print Ad	1,500	1,300	1,200

* Surcharges for inside front/back and back cover are available on request

Print & Online

	RATE
2 Page Partner Article or Case Study (max 1,000 words) Content published in the print issue of your choice and on our website. One month of promotion of your content across our digital channels for optimal reach.	2,900
3 Page Partner Article or Case Study (max 1,500 words) Content published in the print issue of your choice and on our website. One month of promotion of your content across our digital channels for optimal reach.	3,500
Business Guide Package 2023 Full-page print ad & company profile published in the Business Guide One year of Premium Company Membership.	2,500

Online Display

RATE PER MONTH

> 55,000 pageviews	1x	3x	6x
Billboard (970x250 px)	1,800	1,600	1,400
Leaderboard (728x90 or 970x90 px)	1,200	1,100	950
Half Page Ad (300x600 px)	1,500	1,300	1,200
Medium Rectangle (300x250 px)	1,000	900	750

Minimum exposure per placement is 10,000 impressions (ROS)

Online Content

	RATE
Online Partner Article Package Your article or case study published on our website + 1 month of promotion across our digital channels. Your article will be noticed!	2,000
Theme Weeks Sponsorship (per theme) Your logo and rectangle ad published on our theme page and in four theme newsletters + one month of remarketing to theme weeks visitors.	2,000
Featured Event, Video or Webinar Package Homepage feature, dedicated event page, event listing + one month of promotion across our digital channels.	1,500
Premium Company Membership (one-year subscription) Online company profile and 2x company highlight in newsletter. All your content on our website can be connected via your company profile.	1,000

Newsletter

>18,000 subscribers	RATE
Block Banner (600x300 px)	1,000
Full Banner (468x60 px)	700
Advertorial (600x160 px, max. 150 words)	900
E-Blast Send a dedicated mail to over 15,000 subscribers	2,000
Follow-up Email Send an email to openers or clickers of initial E-Blast	900

Retargeting

2,000 > 200,000 audience size	PER MONTH
Standard Targeting A Standard Retargeting Campaign is ideal for boosting website visitors with a clear call to action.	800
Advanced Targeting An advanced retargeting campaign is ideal for marketing campaigns that target a specific geolocation or niche within the industry.	1,000

Additional Services

	RATE
Copywriting per Article or Case Study Benefit from our experience in technical writing for the geospatial industry.	950
Banner Creation	100
Banner Kit Creation Medium rectangle, leaderboard, billboard and block banner.	300
Print Ad Creation	250
Building HTML for E-Blast Based on campaign goal, style guide and additional input.	150

NEW in 2022! Advanced market and buyer insights and benchmark reporting.
Contact us for more information about our print and online marketing options.

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