

### P4E PREMIUM

Products4Engineers informs and inspires technical professionals and connects them with leading product manufacturers from the Netherlands and the rest of Europe. It is the largest product platform for the technical and engineering industry and vital in the transformation of the industry of tomorrow.

On Products4Engineers, professionals search for, find, compare, and select more than 15,000 smart solutions in 60 categories at more than 1,000 industry manufacturers.

Connecting your products and brands to Products4Engineers – the most highly valued product platform for technology and engineering – 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 1,000 per year	PREMIUM PLUS 1,750 per year	PREMIUM UNLIMITED 3,000 per year
Add unlimited products to your Products4Engineers account	✓	✓	✓	✓
Product performance dashboard	✓	✓	✓	✓
Direct lead generation & website traffic		✓	✓	✓
Priority ranking in search results		10 PRODUCTS	15 PRODUCTS	✓
Newsletter highlights*		✓	✓	✓
Comprehensive company profile		✓	✓	✓
Add videos, blogs and case studies		✓	✓	✓
Add vacancies, courses, events & webinars		✓	✓	✓
Featured products in Products4Engineers Buyers Guide (magazine)		1 PER EDITION	2 PER EDITION	4 PER EDITION
<b>NEW in 2022!</b> Advanced market- and buyer insights and benchmark reporting		✓	✓	✓

\* Multiple product highlights, video highlights, case studies or article promotions in the Products4Engineers newsletters

[www.products4engineers.nl](http://www.products4engineers.nl)



### NEWSLETTER

rate per newsletter

> 8,000 subscribers

<b>E-BLAST</b>	Your HTML to our database	<b>1,750</b>
<b>DEDICATED EMAIL</b>	Custom made P4E email send to our database. Including your company profile, your products, videos, vacancies, blogs or webinar content	<b>1,500</b>
<b>PRODUCT OF THE MONTH*</b>	Your product highlighted for one month	<b>1,000</b>
<b>VIDEO</b>	Your video highlighted as opening item	<b>500</b>
<b>FULL BANNER</b>	648 x 80 pixels (w x h)	<b>500</b>
<b>ADVERTORIAL</b>	400 characters	<b>500</b>

\* 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 Products4Engineers.nl



### WEBSITE

rate per month

> 18,000 pageviews per month  
> 10,000 unique visitors per month

<b>BILLBOARD</b>	970 x 250 pixels (w x h)	<b>1,200</b>
<b>LEADERBOARD</b>	728 x 90 pixels (w x h)	<b>1,000</b>
<b>HALF PAGE AD</b>	300 x 600 pixels (w x h)	<b>750</b>
<b>MEDIUM RECTANGLE</b>	300 x 250 pixels (w x h)	<b>650</b>
<b>CATEGORY SPONSORSHIP*</b>	785 x 271 pixels (w x h)	<b>700</b>
<b>SPONSORED ARTICLE **</b>	Online article of 450 words	<b>1,100</b>

\* A category sponsorship is a fixed display banner on top of a product category, which offers a solution to outsmart your competitors and claim category or product leadership. Beware of the limited availability. Bookings per month and optional for a whole year

\*\* Online article of 450 words, including videos, product images, company profile and web links. Article is promoted on our homepage for a month and sent 2x to our database via the newsletter



### DYNAMIC DISPLAY REMARKETING

rate per month

#### CUSTOM MADE REMARKETING CAMPAIGN

Targeted on Products4Engineers audience and focused on your goals  
Including campaign management and reporting

**750**



### MAGAZINE

rate by insertion

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

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 on request

#### SPONSORED ARTICLE

Full-page or two-page sponsored article (450 or 1,000 words, multiple images, contact details and logo) in P4E magazine. 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 the Products4Engineers magazine. Only available for 2 suppliers

**750**

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