

GAWALO

Trade journal for installers:
heating - sanitary ware - climate



GAWALO

With a circulation of approximately 4,500 copies GAWALO reaches everybody who is engaged in activities in the field of gas, water, sanitary ware, sewerage inside dwelling, heating, ventilation, air treatment, climate control and buildings management.

Editorial formula

GAWALO provides the w-installers with practical support in the practice of their profession. GAWALO also pays extensive attention to new product- and market developments for the installation trade. Every edition of GAWALO has a topic section. In this section a technical topic is worked out.

GAWALO...

... has by far the highest total and average reach among mechanic installers

...reaches 65% of all brand deciders.

Topics and publication dates 2012

No	Topic	Publication date	Reserve	Material
1	Fair VSK 2012	26 - 01 - 2012	10 - 01 - 2012	12 - 01 - 2012
1A	Fair magazine VSK 2012	26 - 01 - 2012	03 - 01 - 2012	05 - 01 - 2012
2	Heating	29 - 02 - 2012	14 - 02 - 2012	16 - 02 - 2012
3	Sewage system and pumps	29 - 03 - 2012	13 - 03 - 2012	15 - 03 - 2012
4	Climate control	26 - 04 - 2012	10 - 04 - 2012	12 - 04 - 2012
5	Sanitary ware	24 - 05 - 2012	08 - 05 - 2012	10 - 05 - 2012
6/7	Ventilation	28 - 06 - 2012	12 - 06 - 2012	14 - 06 - 2012
8/9	Durable installation	20 - 09 - 2012	04 - 09 - 2012	06 - 09 - 2012
10	Heating	25 - 10 - 2012	09 - 10 - 2012	11 - 10 - 2012
11	Sanitary ware	22 - 11 - 2012	06 - 11 - 2012	08 - 11 - 2012
12	Pipes and accessories	13 - 12 - 2012	27 - 11 - 2012	29 - 11 - 2012



Rates

All rates in Euros, exclusive of VAT

Advertisement

	black/white	1 supporting colour	full colour
2/1 page	€ 2,170.-	€ 2,920.-	€ 3,670.-
1/1 page	€ 1,570.-	€ 2,070.-	€ 2,570.-
1/2 page	€ 970.-	€ 1,270.-	€ 1,570.-
1/4 page	€ 570.-	€ 770.-	€ 970.-

Advertorials, cover photograph and joint prints upon request

Contract discount

3x	6x	9x	11x
5%	10%	15%	20%

Surcharges

Special place	25%
Descending	10%
Back margin	10%
Cover pages	50%
Commercial enclosures upon request	

Formats

Formats (width x height)

Type page	210 x 297 mm
Type area	185 x 268 mm
Descending (incl. 5 mm clipping)	220 x 307 mm
Spread (incl. 5 mm clipping)	430 x 307 mm

1/1 page	185 x 268 mm
1/2 page portrait	90 x 268 mm
1/2 page landscape	185 x 132 mm
1/4 page portrait	90 x 132 mm
1/4 page landscape	185 x 64 mm

GAWALO Digital

Your advertisements are also inserted in the digital browsing version and archive. The perfect way to reach your target group with your digital advertisement.

Extra possibilities:

Adding a link to the website:	€ 75.-
Adding film made by suppliers themselves:	€450.-

For more information please visit
<http://www.cobouw.nl/vakgebieden/w-installatie>



GAWALO

Recently survey held by USP Marketing Consultancy shows that, of all specialist journals, GAWALO has the highest total and average reach among decision makers in various product groups.

- Central heating boilers 65%
- Radiators and floor heating 68%
- Sanitary ware and appurtenances 72%
- Air-conditioning and climate control 63%
- Sewage system and pumps 65%
- Measuring and control devices 60%
- Buildings management systems 54%
- Company cars 65%
- Tools 64%
- Software programs 59%
- Pipes and pipe systems 64%



More information?

For more information about advertising possibilities and the rates, please contact
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Or visit www.bereikdebouw.nl

Delivery material:

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