

Installatie Journaal

Trade journal for the electrotechnical installer and professionals in lighting, security and building automation



Installatie Journaal

With a circulation of approximately 5,500 copies you reach everybody who is active in the electrotechnical trade: installers, technical wholesalers, suppliers, larger consultancy agencies and education.

Licht section

Besides the electrotechnical trade you will reach the light professional as well. In the heart of Installatie Journaal room has been reserved for a light section. With an advertisement in this light section you will reach the light professional: designers and architects BNA and BNI, light installers, light advisers, municipalities, national and provincial water boards and technical wholesalers.

Appendix Beveiligings Techniek

In a circulation of approx 3,500 copies Beveiligings Techniek appears 4x a year in combination with Installatie Journaal. With this you reach all the important parties who are responsible for the technical security of buildings and grounds: installers, technical security companies, engineers- and consultancy agencies, architects' agencies and technical wholesalers.

Installatie Journaal...

*... of all specialist journals it has the best reach among the e-installers.
... reaches 67% of all the brand decision makers.
... is assessed as professional, practical and topical.*

Licht section...

*... deals with all light solutions, where also daylight illumination in buildings gets attention.
... brings your solutions to the attention of all the important decision makers and influencers for light and light systems.*

Beveiligings Techniek appendix ...

*... reaches the right security professionals
... deals with the technique behind providing security of buildings and grounds against both fire and burglary.*



Editorial formula Installatie Journaal

Installatie Journaal is leading and independent.

Electrotechnical installers read in Installatie Journaal about new products, standards, technology and installation methods. Additionally, there is ample attention for current developments in the trade.

Installatie Journaal provides solutions for the short term and food for reflection for the long term.

Every edition comprises a theme, in which technical subjects are worked out by the experienced editorial staff.

Editorial formula Licht

The light section keeps the subscribers informed of trends and developments in the light branch of trade. The editorial staff not only has an eye for project lighting and industrial lighting, but also for public lighting in buildings and chosen daylight solutions.

Editorial formula Appendix Beveiligings Techniek

Beveiligings Techniek contains current subjects and practical articles about security technology for buildings and grounds against fire and crime. Beveiligings Techniek keeps the subscriber informed of topical news, new security products and -systems and changed regulatory measures.

Installatie Journaal

Recent tests carried out by USP Marketing Consultancy show that, of all specialist journals, Installatie Journaal has the highest total and average reach among decision makers of various product groups.

- Switching appliances 72%
- Measuring and control devices 60%
- Lighting appliances 69%
- Emergency power installations 74%
- Tools 59%
- Company cars 61%
- Security appliances 74%
- Cables 67%
- ICT and telematics 74%
- Buildings management systems/Home automation 64%

Installatie Journaal Online

Your advertisements will also be inserted in the digital browsing version and the digital archive. The perfect way to reach your target group with your digital advertisement. This also applies to the advertisements that are inserted in the light section and Beveiligings Techniek.

Extra possibilities:

Adding a link to website of advertiser: € 75,-

Adding film made by suppliers themselves: € 450,-

For more information, please visit www.cobouw.nl/vakgebieden/e-installatie



Topics and publication dates 2012 Installatie Journaal and Licht

No		Publication date	Reserve	Material
1		19 - 01 - 12	03 - 01 - 12	05 - 01 - 12
2		09 - 02 - 12	24 - 01 - 12	26 - 01 - 12
3		08 - 03 - 12	21 - 02 - 12	23 - 02 - 12
4	With annex Light XL	12 - 04 - 12	27 - 03 - 12	29 - 03 - 12
5		10 - 05 - 12	24 - 04 - 12	26 - 04 - 12
6/7		14 - 06 - 12	29 - 05 - 12	31 - 05 - 12
8/9	With annex Beveiliging XL	06 - 09 - 12	21 - 08 - 12	23 - 08 - 12
10		11 - 10 - 12	24 - 09 - 12	26 - 09 - 12
11		08 - 11 - 12	23 - 10 - 12	25 - 10 - 12
12	With Installatie XL	06 - 12 - 12	20 - 11 - 12	22 - 11 - 12



Topics and publication dates 2012 Beveiligings Techniek

No	Topic	Publication date	Reserve	Material
1	Camera systems	12 - 04 - 12	27 - 03 - 12	29 - 03 - 12
2	Access control	14 - 06 - 12	29 - 05 - 12	31 - 05 - 12
3	Fire protection	11 - 10 - 12	24 - 09 - 12	26 - 09 - 12
4	Intrusion security	06 - 12 - 12	20 - 11 - 12	22 - 11 - 12



Formats Installatie Journaal, Licht, Beveiligings Techniek

Formats (width x height)

Type page	210 x 297 mm
Type area	185 x 268 mm
Sloping (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



All rates in Euros, exclusive of VAT

Rates Installatie Journaal / Licht

Advertisement

	black/white	1 colour	full colour
2/1 page	€ 2,620.-	€ 3,370.-	€ 4,120.-
1/1 page	€ 1,820.-	€ 2,320.-	€ 2,820.-
1/2 page	€ 1,120.-	€ 1,420.-	€ 1,720.-
1/4 page	€ 620.-	€ 820.-	€ 1,020.-

Advertorials, cover photograph and joint prints upon request

Contract discount

3x	5x	7x	14x
5%	10%	15%	20%

Surcharges

Special place	25%
Sloping	10%
Back margin	10%
Cover pages	50%

Commercial enclosures upon request

Rates Beveiligings Techniek

Advertisement

	black/white	1 colour	full colour
2/1 page	€ 2,050.-	€ 2,800.-	€ 3,550.-
1/1 page	€ 1,550.-	€ 1,950.-	€ 2,450.-
1/2 page	€ 950.-	€ 1,250.-	€ 1,550.-
1/4 page	€ 600.-	€ 800.-	€ 1,000.-

Advertorials, cover photograph and joint prints upon request

Contract discount

3x	5x	7x	14x
5%	10%	15%	20%

Surcharges

Special place	25%
Cover pages	50%

Commercial enclosures upon request



More information?

For more information about advertising possibilities and the rates, please contact
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