

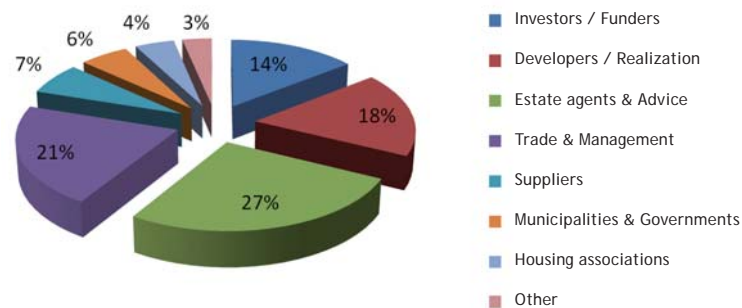
Vastgoedmarkt

For purposive communication in the real estate sector

Vastgoedmarkt has been a valuable and distinguishing communication player in the real estate sector for almost 40 years. Do you wish to present yourself in a professional manner in this international branch? Then get acquainted with the multimedial possibilities of communication of Vastgoedmarkt.

Editorial formula Vastgoedmarkt

Vastgoedmarkt gives current information about trends and developments in the field of commercial real estate. Besides general real estate news Vastgoedmarkt writes about project development, legal and financial information and the transactions and the supply of real estate objects. Every month Vastgoedmarkt reaches over 22,000 decision-taking persons in the national real estate sector.



Themes and publication dates Vastgoedmarkt 2012

wijzigingen voorbehouden

No	Theme	Appears	Reserve	Material
1	Supply & Estate agents	26 - 01 - 2012	16 - 01 - 2012	18 - 01 - 2012
2	Social property (care and real estate corporations)	23 - 02 - 2012	13 - 02 - 2012	15 - 02 - 2012
3	Retail Real estate and trends	29 - 03 - 2012	19 - 03 - 2012	21 - 03 - 2012
4	Trends Congress	26 - 04 - 2012	16 - 04 - 2012	18 - 04 - 2012
5	Real estate funds	18 - 05 - 2012	07 - 05 - 2012	09 - 05 - 2012
6	PROVADA	02 - 06 - 2012	23 - 05 - 2012	25 - 05 - 2012
7	Urban redevelopment and Offices	28 - 06 - 2012	18 - 06 - 2012	20 - 06 - 2012
8	Vacancy and building management	23 - 08 - 2012	13 - 08 - 2012	15 - 08 - 2012
9	Investors	27 - 09 - 2012	17 - 09 - 2012	19 - 09 - 2012
10	Municipalities and Governments/Public Private Partnership	25 - 10 - 2012	15 - 10 - 2012	17 - 10 - 2012
11	Shop investigation	29 - 11 - 2012	19 - 11 - 2012	21 - 11 - 2012
12	Houses / Salary Survey / Vastgoedmarkt XL	20 - 12 - 2012	10 - 12 - 2012	12 - 12 - 2012

New in 2012:

- Each theme in Vastgoedmarkt will be developed as a file online.
- On vastgoedmarkt.nl you'll find video. For example spoken columns of our journalists.

Ask your account manager for alle sponsorship opportunities.



Rates Vastgoedmarkt

All rates in Euros, exclusive of VAT

Advertisement € 3,23 per mm

Editorial page € 6,46 per mm

Contract discount

> 1.000 mm	10%
> 2.500 mm	15%
> 5.000 mm	20%
> 10.000 mm	25%
> 15.000 mm	30%
> 25.000 mm	35%

Larger contracts upon request.

Surcharges

Editorial, front page	1 mm = 2 mm
Editorial, front page second section	1 mm = 1,25 mm
Special place	30%
1 supporting color	€ 580,-
2 supporting colors	€ 1.515,-
Full color	€ 2.350,-
Commercial inserts	upon request

Rates Online Adverting

www.vastgoedmarkt.nl

Leaderboard (728x90) and Large Rectangle (336x280)	€ 1.950,- per 30.000 views
Full size banner (468x60)	€ 1.250,- per 30.000 views

Partnership with vastgoedmarkt.nl Please contact us

E-mail newsletter

Full size banner (468x60)	
Top position	€ 1.250,- per week
Fourth row	€ 750,- per month
Sky scraper (120x600)	€ 1.250,- per week
Mini rectangle (173x133)	€ 950,- per 2 weeks
Button banner (150x60)	
First row	€ 950,- per month
Second row	€ 725,- per month
Third row	€ 500,- per month
Advertorial	€ 450,- per day

Formats Vastgoedmarkt

Formats	(width x height)
Type page	300 x 420 1/1 page calculation 2.800 mm
Type area	278 x 397 mm
Advertisements	278 x 397 mm (Declining not possible)

Column width Vastgoedmarkt

Number	1	2	3	4	5	6	7
Advertisement	38	78	118	158	198	238	278

www.vastgoedmarkt.nl

The website teeming with news, background information and links to useful Internet addresses. Present yourself on this website with a banner.

* 40.000 unique visitors per month

* 200.000 page views per month

E-mail newsletter

Subscribers to the edition Vastgoedmarkt receive an e-mail newsletter every day. This e-mail newsletter is read by 20,000 real estate professionals every day.

More information?

For more information about advertising and rates, please contact

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Note E-mail newsletter:

Animated banners are not displayed properly in Outlook 2007 and 2010. It is recommended to supply static banners instead. Do you still want to place an animated banner, please be sure that the most important message is in the first frame.



Vastgoedmarkt is a member of HOI, Institute for Media Auditing. We are committed to publication of reliable circulation figures. We distinguish ourselves from other publishers in commercial real estate.