

Materials journal



The largest construction material technical journal of the Netherlands

The trade journal informs about new developments in building equipment. Gives tips for the purchase of new machines, parts and accessories. Registers new trends in operational management and deployment and maintenance of the machinery. In each edition an extensive interview with fine photographs catches the eye. The feature People & Machine and the wonderful poster in the heart of the publication make the Materials journal into a vital and much read edition for the whole earthwork- and construction transport trade.

Editorial formula

Every month the Materials journal brings the current news about building equipment in fixed columns. In this manner all aspects that are important for the world of building equipment are brought up in a structured manner. In all this you may think of columns such as a earthwork, building transport, pulling down & recycling, pavement, (light) business cars and hoisting equipment.

With an edition of over 6,000 copies the Materials journal reaches

- (Sub)contractors GWW [Earth, road and water engineering] & B&U [Building of new houses and public utilities]
- Buyers and owners of earthwork- and construction transport machines, vertical transport.
- Construction transport companies, pavers, pulling down- and recycling companies, contracting- and hire firms
- Suppliers and trade construction site material
- Earth moving machinists/HZC-members [Professional association of machinists]
- Ministry of Waterways and Public Works, district water boards, OBN [Dutch employers' organization of pavers]

Specials Materials journal

No	Theme	Publication dates	Closing date
1	Letting	21 - 01 - 2010	05 - 01 - 2010
2	Earthwork	18 - 02 - 2010	02 - 02 - 2010
3	Pavement	18 - 03 - 2010	02 - 03 - 2010
4	Equipment	15 - 04 - 2010	30 - 03 - 2010
5	TKD-special [Technical Contact Days]	27 - 05 - 2010	04 - 05 - 2010
6/7	Repairs, revision, parts, accessories	24 - 06 - 2010	08 - 06 - 2010
8	Earthwork	26 - 08 - 2010	03 - 08 - 2010
9	Road construction	23 - 09 - 2010	07 - 09 - 2010
10	Market Supply Surveys	23 - 09 - 2010	25 - 08 - 2010
11	Wheel- and caterpillar loaders	21 - 10 - 2010	05 - 10 - 2010
12	Minidiggers	25 - 11 - 2010	02 - 11 - 2010

subject to alterations

Rates

All rates in euros, exclusive of VAT

Advertentie	b/w	sup colour	full colour
1/1 page des.	€ 3.315,-	€ 4.145,-	€ 4.475,-
1/2 page	€ 1.675,-	€ 2.090,-	€ 2.260,-
1/4 page	€ 840,-	€ 1.050,-	€ 1.135,-
1/8 page	€ 425,-	€ 530,-	€ 575,-
Front page 60 x 60	-	-	€ 595,-
	3x	6x	9x 12x
Contract discount	20%	25%	30% 35%

Photosession in Market supply Surveys € 435,-

Surcharges

Special place plus Inserts plus 25% upon request

Formats (wxh)

1/1 page descending	296 x 420 mm
1/1 page	262 x 338 mm
1/2 page portrait	128 x 338 mm
1/2 page landscape	262 x 167 mm
1/4 page portrait	128 x 167 mm
1/4 page landscape	262 x 82 mm
1/8 page landscape	128 x 82 mm

Market Supply Surveys

Every summer the only complete survey of all the building equipment in the Netherlands appears: Market Supply Surveys. This edition contains a complete and current survey of all the supply of building equipment. All the brands, models and technical specifications of all the types, bundled in a manageable, much consulted book.

For buyers in the contracting trade and engineers this edition is vital when selecting new equipment and suppliers of types of equipment. Receivers keep this edition at least one year. Therefore Market Supply Surveys is a unique possibility to show your entire package of products.

Advertising is already possible as from 1/8 page.

www.materieelmarkt.nl

The most complete survey of building equipment is also online on www.materieelmarkt.nl. Suppliers of building equipment advertise on this site and remain one step ahead of their competitors.

Advertising on www.materieelmarkt.nl

- Access to over 11,000 buyers of building equipment.
- Many new visitors at your site by active hyperlinks.
- High-quality and qualified leads.
- You can show your most topical supply at any moment.

Slide show	10 photographs	€ 795,- per year
Leader board	728 x 90 px	€ 1.800,- p/6 mnd
Skyscraper	120 x 600 px	€ 1.200,- p/6 mnd
Full banner	468 x 60 px	€ 600,- p/6 mnd
Button	120 x 60 px	€ 600,- p/6 mnd

All banner types, except the button, are placed in a carousel.

E-mail newsletter Materials journal

On a weekly basis extensive messaging about building-equipment in your mailbox; entirely for free. An excellent option to bring your advertisement-message to the attention.

Leader board	728 x 90 px	€ 750,-	for 4 weeks
Full banner	468 x 60 px	€ 500,-	for 4 weeks
Advertorial		€ 600,-	
Fixed manifestation of 180 x 350 px (wxh)			
Or single text with 500 characters, image and 1 hyperlink			

More information?

For more information about advertising and the rates, please contact

Willem Oortwijn:

Telephone: +31 (0)70 - 378 96 37

mobile: +31 (0)6 - 23 22 78 58,

E-mail: w.oortwijn@sdu.nl

Anja Berwers

Telephone: +31(0)70 - 378 05 92,

E-mail: a.berwers@sdu.nl

Delivery material:

Sdu Uitgevers BV, Media Order Services,
P.O. Box 34, 2501 CA The Hague,
E-mail loop@sdu.nl: +31 (0)70 - 799 98 81