

# MARITIEM NEDERLAND

News and  
trade platform  
for the entire  
maritime  
cluster



[maritiemnederland.com](https://maritiemnederland.com)

**Specs and data 2020**

## Maritiem Nederland

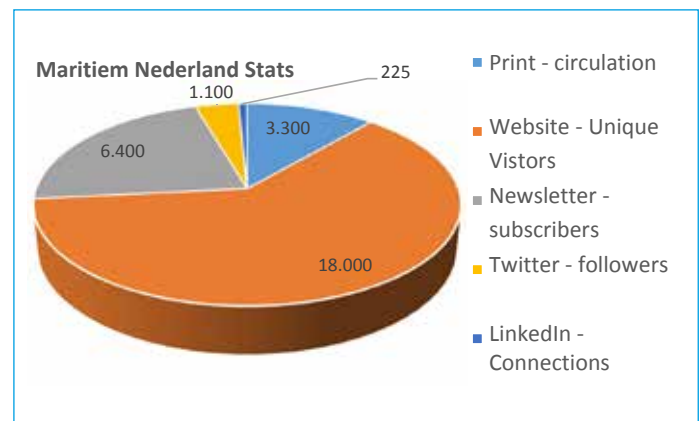
Maritiem Nederland is the independent trade magazine about shipping, shipbuilding and repair, maritime suppliers, dredging, offshore, ports and the Royal Dutch Marine. Ten times a year Maritiem Nederland offers a print edition and daily online news about economy, political and social developments, news about innovation, technology, ICT and the labor market. With also interviews, remarkable reports, portraits and columns.

## Reader profile

Maritime Netherlands focuses on the higher educated professionals and decision makers in the maritime sector. Through cooperation with various associations and trade associations, such as Stichting Nederland Maritiem Land, the reach of Maritime Netherlands is in the middle of the target audience. Receive members of the following associations Maritime Netherlands: Royal Dutch Association "Onze Vloot", HISWA and the Royal Society of Dutch shipowners. Members of the Royal Society Marine officers receive the annual Marine Special. Maritime Netherlands achieves a great deal at administrative level part of the relevant members of the First and Second Chamber. Finally, Maritime Netherlands also cooperates with the maritime training in the Netherlands and therefore has a high reach among students and starters.

## Multimedia campaign

Maritiem Nederland offers various options for online and to advertise offline. For example advertisement, branded content, online bannering or online advertorials. This one media card offers you an overview of the standard opportunities. Customization is of course also possible. Our Media Advisor is happy to help you determine one appropriate (multimedia) campaign to your achieve marketing objectives.



## Calendar 2020 Maritiem Nederland magazine

	Theme	Deadline advertisement	Issue date
1	Maritime Energy Transition	11 February	25 February
2	Dredging	10 March	24 March
3	Sea shipping / Maritime Industry 2020	6 April	21 April
4	Smart Maritime technology / Maintenance	4 May	19 May
5	Electrical and hybride propulsion	2 June	16 June
6	Marine / SMM 2020	30 June	14 July
7	Offshore / Offshore Energy 2020	8 September	22 September
8	Ship building (MET 2020)	6 October	20 October
9	Maritime business services	3 November	17 November
10	Vision 2021	1 December	15 December

## Advertising Print

Size	Specifications w x h (mm)	Rates €
2/1 page	420 x 297	4,375
1/1 page	210 x 297	2,200
1/2 page portrait	93 x 275	1,325
1/2 page landscape	190 x 135	1,325
1/4 page portrait	93 x 135	795
1/4 page landscape	190 x 65	795
Surcharge branded content*		+750 per page
Leaflet enclosed		please ask your Media Advisor

\* Including editing

## Maritiemnederland.com & e-mail newsletter

Maximize your exposure: use our website and the digital newsletter. The e-mail newsletter is published weekly, sent on Wednesday.

## Advertisement e-mail newsletter

Format	Specs	Rate €
Banner	468 x 60	575
Branded Content	Text 200 characters + visual 100 x 100 pixels	575

## Adverteren website

Format	Specs (pixels)	Rate € per month
Branded Content (online)		575
Leaderboard Header*	728 x 90 and 468 x 60 and 320 x 50	750
Medium Rectangle	300 x 250	650
Partnercontent		775

\* in the case of a Leaderboard or Large Rectangle, you must provide a so-called banner set for a correct view on the various devices



### ● **Bannering**

Your banner is displayed on the homepage and / or underlying pages. Your banner can be displayed in a carousel of up to 3 banners.

### ● **Branded Content**

Branded Content is a short message about your company or product that is commissioned by you are written and placed after approval. Maximum 200 characters. The content is placed between editorial messages.

## Maritiem Nederland Events

SMarT Event (Smart Maritime Technology)

4 June 2020, VNAB Gebouw Rotterdam

SMarT is all about smart and disruptive technology in the maritime sector.

MET Event (Maritime Energy Transition)

November 19th 2020, Stadion Galgenwaard Utrecht

During this networking event we will discuss the role of the maritime sector during the energy transition.

We offer various sponsor packages for these events. Contact the media adviser for this.

## Vacancies also on Betabanen

Is your ad a job posting? Then you can do this for free post on Betabanen.nl, the job vacancy site for engineers. If you post your vacancy on Betabanen.nl, it will be included in the weekly Betabanen newsletter (based on your profile) and your vacancy is displayed on maritiemnederland.nl and in the Maritime Netderland newsletter.

## Specs banners

	e-mail news letter	Website
Type	jpg	animated gif, jpg, gif, html5, png
Color	RGB	RGB
Resolution	72 dpi	72 dpi
Maximal size	99 kB	99 kB
Landings page	URL	URL

## Where to send your advert

Please use Ad | Portal to send your advertising material for print. You will receive a request from Ad | Portal to do so. Please be aware of emails going to the spam folder.

Please send advertising material for online purposes (website and newsletters) to [traffic@archermedia.nl](mailto:traffic@archermedia.nl). You will receive a request to do so from the Traffic department.

Our graphic studio is happy to take care of advertising design for you. Feel free to contact your media advisor for further details



### Publisher

Vakbladen.com  
Enthovenplein 1 (5e etage)  
2521 DA Den Haag

### Editor

Lennart Kik  
[l.kik@vakbladen.com](mailto:l.kik@vakbladen.com)  
++31(0) 88 644 06 04

### Editor in Chief

Jan Spoelstra, MSc  
[j.spoelstra@vakbladen.com](mailto:j.spoelstra@vakbladen.com)



### Advertising

Archer Media  
Frits Duffie  
[f.duffie@archermedia.nl](mailto:f.duffie@archermedia.nl)  
++31(0)88 226 66 52  
Jos Raaphorst  
[j.raaphorst@archermedia.nl](mailto:j.raaphorst@archermedia.nl)  
++31(0)88 226 66 82  
Marco Blijswijk  
[m.blijswijk@archermedia.nl](mailto:m.blijswijk@archermedia.nl)  
++31(0)88 226 66 67

### Ad material

Traffic department  
[traffic@archermedia.nl](mailto:traffic@archermedia.nl)  
++31(0)88 226 66 90

### Subscriptions

[abbonementen@vakbladen.com](mailto:abbonementen@vakbladen.com)  
++31(0)88 226 66 80

All rates and amounts mentioned are in euros, excluding VAT