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## MEDIAKIT 2023

BOUW EN UITVOERING

PLATFORM FOR CONSTRUCTION, INFRASTRUCTURE & ENGINEERING

BETROKKEN  
BOUWEN  
OVER 73.000 READERS

A PUBLICATION OF  
APR Media

+31 (0)33 - 456 70 50

[info@aprmediagroep.nl](mailto:info@aprmediagroep.nl)

[www.bouwenuitvoering.nl](http://www.bouwenuitvoering.nl)





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 CONSTRUCTION,  
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## MARKET RANGE

Bouw en Uitvoering (B+U) is the leading Dutch source of information and trade magazine for decision makers and suppliers of and within the construction industry, and heads of service and employees of the state, provinces, municipalities, water authorities and housing associations. These include: company boards, public and municipal works, publicly traded companies, architecture and urban development firms, building inspectors and zoning commissions, utility companies, public-private partnerships, polytechnic schools and universities, public transport companies, contractors for new (residential and non-residential) buildings, civil engineers and infrastructure.

## A PUBLICATION OF

APR Media  
 PO Box 125  
 7890 AC Klazienaveen  
 The Netherlands  
 +31 (0)33 - 456 70 50  
[www.bouwenuitvoering.nl](http://www.bouwenuitvoering.nl)  
[info@aprmediagroep.nl](mailto:info@aprmediagroep.nl)



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## MEDIA CONTACT

[sales@aprmediagroep.nl](mailto:sales@aprmediagroep.nl)  
 +31 (0)33 - 456 70 50

## SUBSCRIPTIONS

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 Abroad (annually)..... € 130,00  
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Printing procedure.....sheetfed  
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 Cover.....300 g/m<sup>2</sup>, glossy laminated  
 Inner pages.....135 g/m<sup>2</sup>

## PUBLISHER

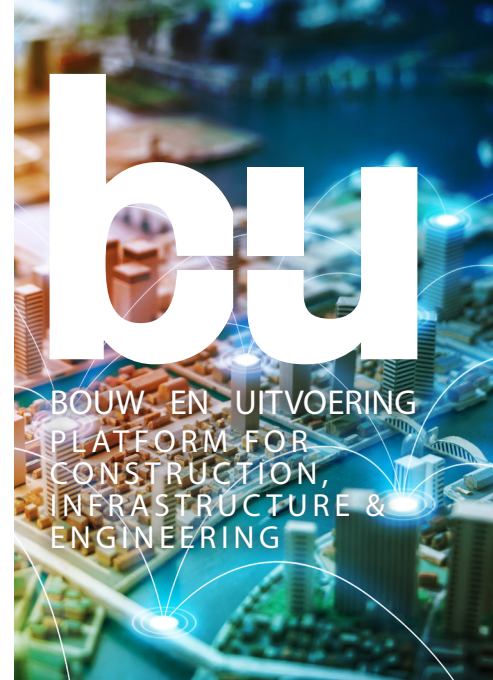
Jaco Otto

## EDITORIAL STAFF, PR AND REALISATION

Ronald van Bochove, Hilbert Buhrs, Erik de Jong, Tilly van Dongen, Emile Koeman, Jolanda Linschoten, Daan Otto, Jørgen Postma, Betty Rombout, Erik Steegman, Jan-Kees Verschuure and various guest editors.

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5	13th of November	December

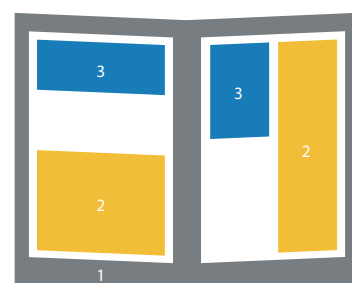
# RATES 2023



## ADVERTISING RATES MAGAZINE (All prices in euro, excluding VAT, per ad placement)

	FULL COLOUR	1 X	3 X	6 X	9 X	12 X
1	1/1	2.390	1.990	1.790	1.590	1.490
2	1/2		1.190	1.090	990	890
3	1/4			590	540	490

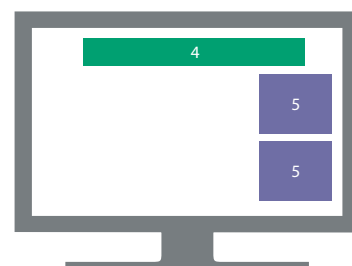
Inner cover 15% premium, outer cover 25% premium. Dimensions and further specifications to be found on the next page.



## ADVERTISING RATES ONLINE (All prices in euro, excluding VAT, per month)

BANNER	1 month		12 months	
	1 X		12 X	
4 Leaderboard	590		5.900	
5 Block	390		3.900	

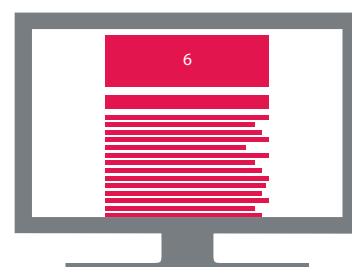
Dimensions and further specifications to be found on the next page.



## ADVERTISING RATES BRANDED DIGITAL CONTENT (All prices in euro, excluding VAT, per article)

ARTICLE	1 placement	
	1 X	
6 Branded online content	590	

Rate based on customer supplied content and images and one (1) do-follow link. Additional do-follow links available at €200 per link, with up to two (2) do-follow links per article.



# SUBMITTING ADVERTISEMENTS



APR Media

PO box 125

7890 AC Klazienaveen

033 4567050

[sales@aprmediagroep.nl](mailto:sales@aprmediagroep.nl)

[www.aprmediagroep.nl](http://www.aprmediagroep.nl)

kvk 86718460

vat NL004300572B59

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## SUBMITTING MAGAZINE ADS [1](#) [2](#) [3](#)

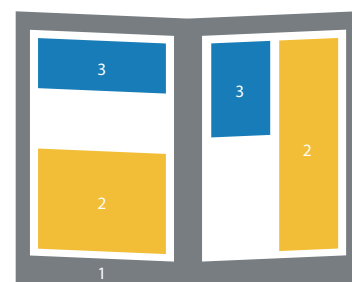
Print advertisements preferably to be submitted digitally and as Certified PDF. Spot colours (Pantone) will be converted to CMYK. Advertisements can be e-mailed to: [sales@aprmediagroep.nl](mailto:sales@aprmediagroep.nl)

## SUBMITTING BANNERS ONLINE [4](#) [5](#)

Only static (non-animated) banners are accepted. To be submitted digitally in .jpeg format via e-mail: [sales@aprmediagroep.nl](mailto:sales@aprmediagroep.nl)

### AD DIMENSIONS MAGAZINE

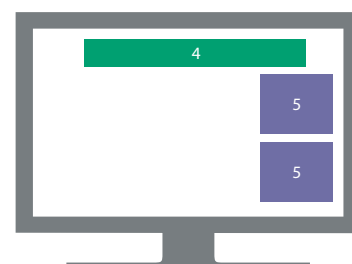
	WIDTH x HEIGHT
<a href="#">1</a> 1/1 page (excluding 3mm bleed)	210 x 297 mm
<a href="#">2</a> 1/2 page (landscape)	185 x 130 mm
<a href="#">2</a> 1/2 page (portrait)	90 x 270 mm
<a href="#">3</a> 1/4 page (landscape)	185 x 65 mm
<a href="#">3</a> 1/4 page (portrait)	90 x 130 mm



Preferably to be submitted digitally to [studio@aprmediagroep.nl](mailto:studio@aprmediagroep.nl) according to the 'Certified PDF Magazines the Netherlands' standard. Spot colours (Pantone) will be converted to CMYK colour profile.

### BANNER SIZES ONLINE WEBSITE

	WIDTH x HEIGHT
<a href="#">4</a> Leaderboard	728 x 90 px
<a href="#">5</a> Block	300 x 250 px



To be submitted in .jpeg file format. Animated banners in .gif or other file formats are not supported.