



bu

MEDIAKIT 2024

BOUW EN UITVOERING

PLATFORM FOR CONSTRUCTION, INFRASTRUCTURE & ENGINEERING

BETROKKEN
BOUW EN
OVER 73.000 READERS

A PUBLICATION OF
APR Media

+31 (0)33 - 456 70 50

info@aprmediagroep.nl

www.bouwenuitvoering.nl



BOUW EN UITVOERING
PLATFORM FOR
CONSTRUCTION,
INFRASTRUCTURE &
ENGINEERING

MEDIA KIT 2024

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
info@aprmediagroep.nl



Circulation 9.800 (p&o)
Readers 73.100
Publication frequency 6 x annually

MEDIA CONTACT

sales@aprmediagroep.nl
+31 (0)33 - 456 70 50

SUBSCRIPTIONS

Domestic (annually)..... € 85,00
Abroad (annually)..... € 130,00
Non-subscription sales..... € 15,00
Contribution for subscriptions within the
target market..... € 39,00

TECHNICAL DATA

Printing procedure..... sheetfed
Paper type..... woodfree silk
Cover..... 300 g/m², glossy laminated
Inner pages..... 135 g/m²

PUBLISHER

Jaco Otto

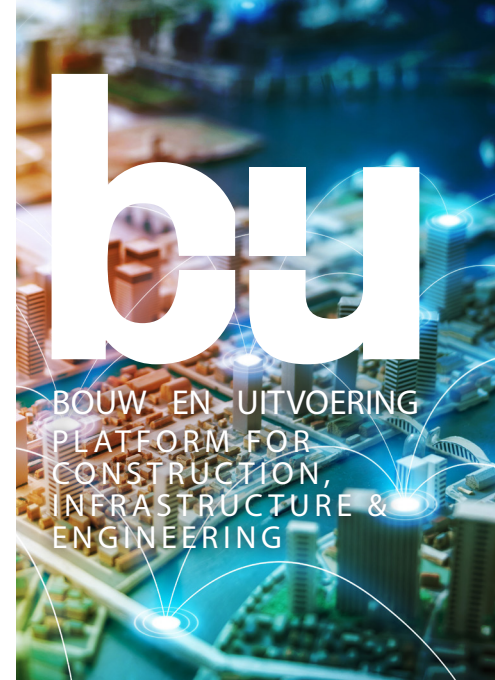
EDITORIAL STAFF, PR AND REALISATION

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

DEADLINES & PUBLICATION 2024

EDITION	FINAL SUBMISSION DATE	PUBLICATION DATE
1	30th of January	February
2	12th of March	April
3	12th of April	May
4	11th of June	July
5	20th of August	October
6	12th of November	December

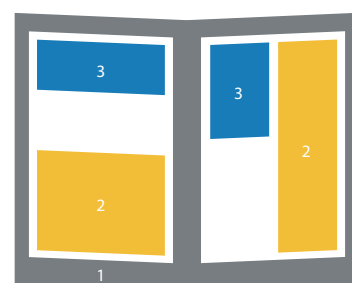
RATES 2024



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

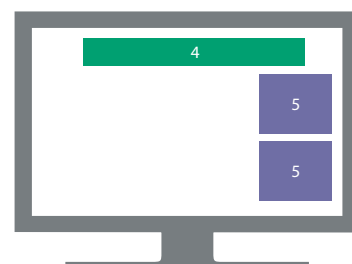
Inner cover 15% premium, outer cover 25% premium. Dimensions and further specifications to be found on the next page.



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	

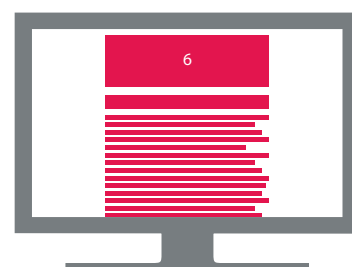
Dimensions and further specifications to be found on the next page.



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

ARTICLE	1 placement	
	1 X	
6 Branded online content	490	

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.



ADVERTISEMENT SUBMISSION



APR Media

PO box 125

7890 AC Klazienaveen

033 4567050

sales@aprmediagroep.nl

www.aprmediagroep.nl

kvk 86718460

vat NL004300572B59

bank NL83INGB0006144834

SUBMITTING MAGAZINE ADS 1 2 3

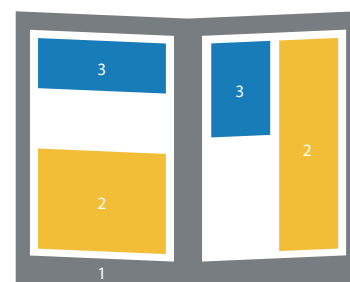
Print advertisements preferably to be submitted digitally and as Certified PDF. Spot colours (Pantone) will be converted to CMYK. Advertisements can be e-mailed to:
sales@aprmediagroep.nl

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

AD DIMENSIONS MAGAZINE

	WIDTH x HEIGHT
1 1/1 page (excluding 3mm bleed)	210 x 297 mm
2 1/2 page (landscape)	185 x 130 mm
2 1/2 page (portrait)	90 x 270 mm
3 1/4 page (landscape)	185 x 65 mm
3 1/4 page (portrait)	90 x 130 mm



Preferably to be submitted digitally to 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
4 Leaderboard	728 x 90 px
5 Block	300 x 250 px

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

