

Branch magazine for office and project decoration and (interior)architecture

Inside Information BV

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Inside Information will celebrate its twentieth anniversary in 2012. This independent magazine for office and project decoration and (interior) architecture will be published in 2012 in the months of February, March, May, August, October, November, and December.

Deadlines and publication dates 2012

	Deadlines	Publication dates
Number 1	January 23	February 14
Number 2	March 12	April 03
Number 3	May 07	May 29
Number 4	August 06	August 28
Number 5	September 10	October 02
Number 6	October 15	November 06
Number 7	November 12	December 04

Supplement pages:

Different aspects of office and project arrangement are covered in every edition of 'Inside Information'. These are covered in separate headings: Furniture, Floors, Walls, Ceilings, Design and Lighting. In addition, there is a heading 'Current' that spotlights the development within the sector, and the heading 'Product News' where companies and organisations present their products and services. Under the 'Theme Heading' the producers cover a specific design in depth.

Themes and highlights:

1. Theme: Education
Highlights: Walls, Acoustics, Fairs January 2012
2. Theme: Flexible offices, The New Office
Highlights: Custom Made Furniture, Turn Key Interiors
3. Theme: Management
Highlights: Design District, Salone del Mobile, Lounge Furniture
4. Theme: Design Interiors
Highlights: Architect@Work, Shops, Hotels, Ceilings
5. Theme: Healthcare
Highlights: Floors, Sanitary
6. Theme: Orgatec, Interieur Kortrijk 2012
Highlights: Hygiene in the interior, Lighting, Sustainability, Government institutions
7. Theme: Seating
Highlights: Ergonomics, Safety, Fairs 2013, Upholstery

Publisher:

Ton Brands

Magazine manager:

Nicolien de Groot

Editors:

Henk-Jan Hoekjen (chief editor)

Wilma Schreiber

Gerrit Tenkink

Sales:

Eli Boas Berg

Harry Frelink

Design and DTP:

Dinant Hendriksen

Secretariat:

Mieke Vandenbussche

Freelancers:

Henri van den Abeele, Françoise Bronner, Roelof

Dalhuizen, Kitty de Groot, Rob Lommerse, Wim

Sliedenbeek, Koert Stavenuiter (cartoon), Tony

Vingerhoets, Eric Weustink, Philip Willaert.



INSIDE INFORMATION RATES 2012

Advertising sizes and rates:

Size Page	Inside Raster wide x height (mm)	Prices per publication in full colour		
		1x	3x	6x
1/1	205 x 300	€ 3235	€ 3185	€ 3135
1/2	205 x 147,5 / 100 x 300	€ 2400	€ 2370	€ 2340
1/4	205 x 72,5 / 100 x 147,5	€ 1980	€ 1955	€ 1930

Additional Rates:

Spread: 440 x 300	€ 4740	€ 4590	€ 4440
Special spaces:	25% Surcharge		
Expiring ads:	15% Surcharge		
Cost for instruction leaflets, or attachments of folders, brochures, or supplement cards upon request. Repeating a placement in the Inside Information Lighting upon request.			

Addresses Section:

Printed for 1 year with:	
Address Data:	€ 325
Surcharge logo black white:	€ 175
Surcharge logo supporting color:	€ 275
Surcharge logo full color:	€ 425
Surcharge text lines per line:	€ 30
Rates are shown without VAT and are based on fully delivered, printable material.	

Annual season ticket inland:	€ 92,50
Annual season ticket abroad:	€ 105,50
Annual season ticket outside europe:	€ 113,50
Single periodicals:	€ 18 (abroad € 20,50)

INTERNET

Adblock opening page (roll banner):	€ 500 (3 months)
Adblock opening page (roll banner):	€ 1750 (12 months)
Megabanner on homepage:	€ 1000 (per month)
Company index:	€ 350 (per column per 12 months)
Product news:	€ 350 (3 months)
	€ 600 (6 months)
	€ 1000 (12 months)
Vacancies:	€ 350 (2 months)

More information on demand

NEWSLETTER (weekly)

Publishing banner	€ 2000 (12 months)
Publishing banner	€ 550 (3 months)

TECHNICAL INFORMATION INSIDE INFORMATION

Set Type Mirror:	205 x 300 mm
Sheet Mirror:	240 x 330 mm

Digital Delivery:

Software	(Adobe CS3): Adobe Acrobat (PDFX1a preferential) Photoshop.eps Illustrator.eps minimal resolution of 300 dpi.
Pictures:	.ai or .eps vector.
logo's in	
Add on	Paper or digital included: Used Pictures, fonts. (CMYK)
Retiring ad:	5 mm overlay (on all sites) with cutmarks.

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2012

Distribution Area

Inside Information appears 7 x a year in an edition of 10,000 copies in the Netherlands and Belgium.

Branche	Number
Architect Office	2.350
Interiors architects	2.854
Office and project designers	860
Business Service	1.787
(Accountant offices, legal offices, notary offices, insurance companies)	
Financial services	248
(Banks and investment companies)	
Hotels/Restaurants	255
Project development companies	201
Brokers housing for companies	150
Healthcare organizations /	616
Educational Schooling	
Districts >25.000 with commercial Real estate	189
Office copies	500
Total printed copies	10.000

Also, publication of national and international exhibitions on a regular basis.



Inside Information is also publisher of the branch magazine 'Inside Information Lighting'. For more information you can ask for the rates Verlichting.

