

VERLICHTING

Branch magazine for light professionals

Inside Information BV
Hoofdstraat 143
NL-8162 AE Epe
Postbus 334
NL-8160 AH Epe
Tel: +31 (0)578 629 061
Fax: +31 (0)578 627 392
info@insideinformation.nl
www.insideinformation.nl

'Inside Information Lighting' will be published for the fifth year in 2012. This independent magazine about light, lighting techniques, and decoration appears in 2012 in the Months of February, April, May, September, October, and December.

Publication dates 2012:

	Deadlines	Publication dates
Number 1	Januari 16	February 07
Number 2	March 05	March 27
Number 3	April 30	May 22
Number 4	August 13	September 04
Number 5	September 17	Oktober 09
Number 6	November 27	December 11

Supplement pages:

Every edition of Inside Information Lighting will cover various aspects of light, techniques of lighting and architecture of light. These will be presented in a separate supplement: Architecture & Design, Light and Health, Daylight, Indoor lighting and Outdoor lighting. In addition, there is a supplement called Current, which informs about the recent developments within the field, and the supplement Product News, which presents companies and organizations' products.

TECHNICAL INFORMATION INSIDE INFORMATION LIGHTING

Set Type Mirror: 206 x 300 mm
Sheet Mirror: 240 x 330 mm

Digital Deliverance:

Software (Adobe CS 3): Adobe Acrobat (PDFX1 a preferential) Photoshop.
eps Illustrator.eps.
Pictures: minimal resolution of 300 dpi
(logo's in .ai or .eps vector)
Add on paper or digital included:
Used pictures, fonts. (CMYK)
Retiring ad: 5 mm overlay (on all sites) with cutmars.
see also: www.insideinformation.nl/adverteren

2012

Rates

Publisher:

Ton Brands

Magazinemanager:

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



INSIDE INFORMATION LIGHTING RATES

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	€ 2950	€ 2900	€ 2850
1/2	205 x 147,5 / 100 x 300	€ 2165	€ 2135	€ 2105
1/4	205 x 72,5 / 100 x 147,5	€ 1775	€ 1750	€ 1725

Additional Rates:

Spread: 440 x 300	€ 4430	€ 4280	€ 4130
special spaces:	25% Surcharge		
Expiring ads:	15% Surcharge		
Cost for the creation of 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:	€ 285
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.

Rates for Subscriptions:

Annual subscription inland:	€ 87
Annual subscription abroad:	€ 97
Annual subscription outside Europe:	€ 105
Single periodicals:	€ 18 (abroad € 20,50)

INTERNET www.insideinformation.nl

Adblock opening page (roll banner):	€ 500 (3 months)
Adblock opening page (roll banner):	€ 1750 (12 months)
Mega banner	€ 1000 (1 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)

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



2012

Distribution Area

Inside Information Verlichting appears 6 x a year in an edition of 6.000 copies in the Netherlands and Belgium.

Branch	Number
Architects	3.247
Office- and project decorators	621
Lighting Companies	454
Light Designers	168
Light Advisors	214
Local Government	395
End Users	701
Office Copies	200
Total printed copies	6.000

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

The branch magazine Inside Information 'Lighting' is a publication in cooperation with the NSVV, the Dutch branch organisation for lighting.



Inside Information BV is also publisher of the magazine 'Inside Information'.

