

Branch magazine for office and project decoration and (interior)architecture is a publication of:  
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 will celebrate its twentieth anniversary in 2011. This independent magazine for office and project decoration and (interior) architecture will be published in 2011 in the months of February, March, May, August, October, November, and December. Size: an average of 100 pages full color.**

## Deadlines and publication dates 2011

	Deadlines	Publication dates
Number 1	January 24	February 15
Number 2	March 14	April 05
Number 3	May 09	May 31
Number 4	August 08	August 30
Number 5	September 12	October 04
Number 6	October 17	November 08
Number 7	November 14	December 06

## 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 2011
2. Theme: Management  
Highlights: Lounge Furniture, Custom Made Furniture
3. Theme: Office  
Highlights: 100% Design, Facilitair, Turn Key Interiors
4. Theme: Design interiors  
Highlights: Shops, Hotels, Retrospective 100% Design
5. Theme: Healthcare  
Highlights: Architect@Work, Floors, Sanitary
6. Theme: Sustainability  
Highlights: Hygiene in the interior, Lighting, Interior Architecture, Government institutions
7. Theme: Seating  
Highlights: High Tech Interiors, Safety, Fairs 2012

### Publisher:

Ton Brands

### Magazine manager:

Margreet Frens

### Editors:

Dennis Dekker

Henk-Jan Hoekjen (chief editor)

Wilma Schreiber

Gerrit Tenkink

### Sales:

Eli Boas Berg

Harry Frelink

John Kamp (extern)

Ronald Schuman

### Design and DTP:

Maarten de Groot

### Secretariat:

Mieke Vandenbussche

### Freelancers:

Henri van den Abeele, Roelof Dalhuizen, Esther

Duijnisveld, Aribert Guikink, Wim Sliepenbeek, Koert

Stavenuiter (cartoon), Eric Weustink, Philip Willaert.



Thema: **Beleg** **Beleg** voor **Wolfschtein** **Klassieke van de toekomst** **Architectuur** **Eligehuis** **Van kippens naar toppers** **Roos** **meer** **slapen** **Beleg** **beleg** **Productnieuws** **Architecten in het wild** **Productnieuws**

Thema: **Productnieuws** **Beleg** **meer** **slapen** **Beleg** **beleg** **Productnieuws** **Architecten in het wild** **Productnieuws**

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## INSIDE INFORMATION RATES 2011

### 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:	€ 102,50
Single periodicals:	€ 18,00 (abroad € 20,50)

### INTERNET

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

### THE ARCHITECT'S BOOK

Annual Publication (in Dutch/English)	May 2011
Appearance in the ninth edition:	€ 62,50
Single sales	
More information on demand	

### TECHNICAL INFORMATION INSIDE INFORMATION

Set Type Mirror:	205 x 300 mm
Sheet Mirror:	240 x 330 mm
Fence:	60

Digital Delivery:

Software	(Adobe CS3): Adobe Acrobat (PDFX1a 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 cutmarks.

See also: [www.insideinformation.nl/adverteren](http://www.insideinformation.nl/adverteren)

# 2011

## 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	189
commercial Real estate	
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.



Light + Building Draiper in de schijnwerpers Nieuwe methode om licht te meten Monumentale gewelfs in LED-light? Normen op de schop Hilarisch Lichtfestijn Licht en geluid, een bijzonder stel Transparante brandveiligheid



LED and beyond 'Er is behoefte aan specialisten' Gebakken licht Festeelje alsheid Buitendrum in de schijnwerpers LED: na ons de zonstond? Daglicht moet De zin en onzin van LED Nieuwe LED-richtlijnen? Productnieuws



Light + Building Draiper in de schijnwerpers Nieuwe methode om licht te meten Monumentale gewelfs in LED-light? Normen op de schop Hilarisch Lichtfestijn Licht en geluid, een bijzonder stel Transparante brandveiligheid