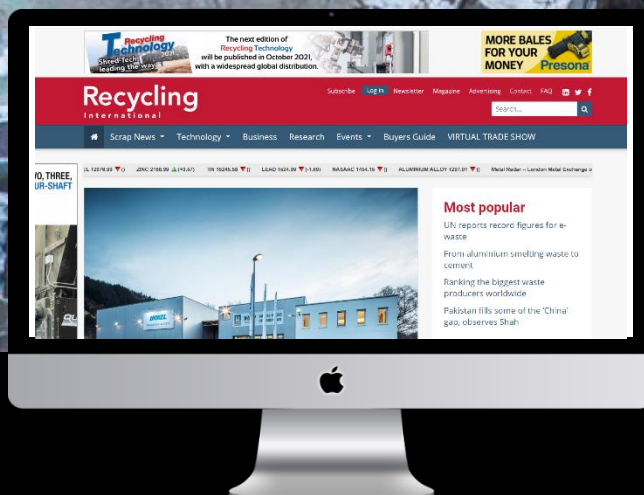


Recycling

International

**MEDIA
KIT
2023**



MEDIA KIT MAGAZINE 2023



GENERAL INFORMATION

Title	Recycling International
Published by	Eisma Industriemedia bv Informaticaweg 3 7007 CP Doetinchem The Netherlands
Publisher	Jeroen van der Molen
Account management	Judith Wanjala, International T +31 88 294 47 39 M +31 6 55 68 99 47 E judith@recyclinginternational.com Fred Balduk, Benelux T +31 88 294 47 41 M +31 6 31 76 88 29 E f.balduk@eisma.nl
Editor	Martijn Reintjes, editor-in-chief T +31 88 29 44 703 M +31 6 24 41 60 90 E martijn@recyclinginternational.nl
Printed circulation	7.000 copies
Volume	25
Frequency	6 x per year

WHO WE ARE

Established in 1998, Recycling International is the leading provider of recycling-related information and an invaluable trade publication for the global recycling industry. The publication is extremely well targeted, reaching highly-qualified decision-makers who have control over many or all aspect of company/organisation budgets, including owners, managers and other professionals.

TOTAL
CIRCULATION
WORLDWIDE
7000
COPIES

MEDIA KIT MAGAZINE 2023

DISPLAY ADVERTISING RATES

RATE CARD: EURO

Full colour	1x	2x	4x	8x
1/1 page	4 444	3 999	3 888	3 777
1/2 page	2 948	2 654	2 580	2 507
1/3 page	2 719	2 447	2 379	2 311
1/4 page	1 863	1 677	1 631	1 584
1/8 page	1 218	1 097	1 066	1 036
1/16 page	773	773	773	773

PRINTING DETAILS

Printing process	offset
Magazine size	230 x 300 mm
Cover paper	150 gsm (MC) satin finish
Inside pages	90 gsm (MC) half matte finish

INSERTS/LEAFLETS

Pricing upon request, depending on weight and size. Due to the technical specifications, please contact us on time.

DELIVERY ADDRESS FOR INSERTS, BROCHURES ETC.

Required number	7 000 copies
Delivery	Loosely packed in boxes
Deadline	Ultimately 3 weeks before publication
Delivery address	Veldhuis Media Attn. Mr. Theo Nitrau Eekhorstweg 1 7942 JC Meppel The Netherlands
Delivery info	Recycling International, issue no XX/2021

DIMENSIONS

Size	Portrait (w x h in mm)	Landscape (w x h in mm)
2/1 page		460 x 300 +3 mm bleed
1/1 page trim size	230 x 300 +3 mm bleed	--
1/1 page type area	205 x 268	--
1/2 page	100 x 268	205 x 132
1/3 page	65 x 268	205 x 85
1/4 page	100 x 132	205 x 64
1/8 page	100 x 64	205 x 30
1/16 page		100 x 30
Page size	230 x 300	Bleed: 3 mm extra all-round
Colour mode	CMYK	
Resolution	300 dpi	

DELIVERY DISPLAY ADVERTISING MATERIAL

File size up to 10 MB per email to: recyclinginternational@zeedesign.nl with reference, title, issue and publication date with a cc to: judith@recyclinginternational.com For larger files, use www.wetransfer.com.

No cancellations accepted 1 week before closing deadline.
Advertisers must pay full charges for the reserved page/ad space.

DELIVERY DIGITAL ADVERTISING MATERIAL

PDF

- Certified PDF
- All fonts included

Quark Xpress

- Include all (Macintosh) fonts, illustrations and images

Adobe Illustrator

- Convert fonts to letter contours
- *.ai, *.eps

Adobe Photoshop

- Flattened (not in layers)
- *.tiff, *.eps, *.jpg, *.psd
- No multi-channel or duotone images

Other (without formatting)

- Text only in Word, please insert images separately

MEDIA KIT MAGAZINE 2023

EDITORIAL PLANNING 2023

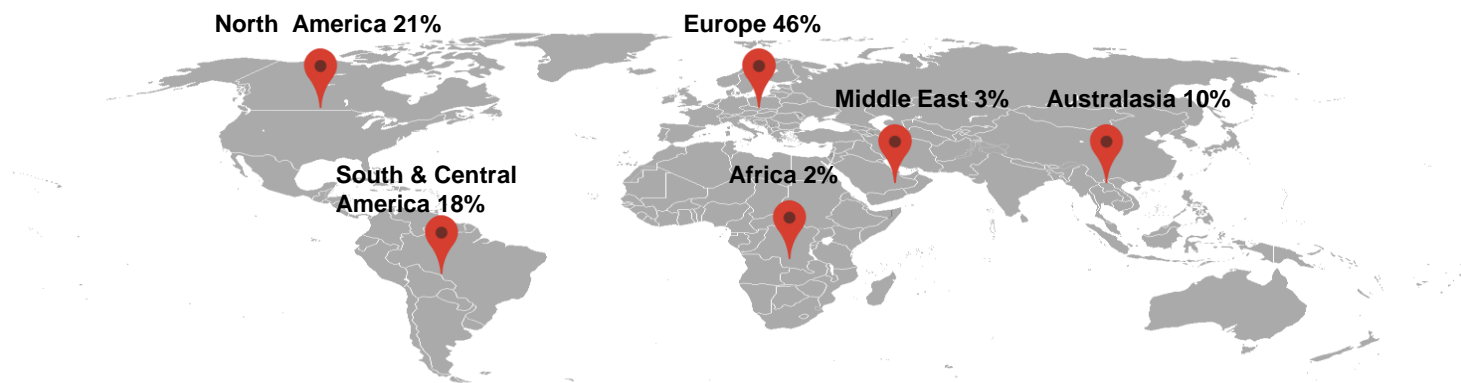
Issue	Publication date	Closing date	On display at	Dates
No. 1	17 February	20 January	Recycling Technik, Dortmund, Germany	29 - 30 March
No. 2	28 March	1 March	ISRI Convention, Nashville, Tennessee USA	17 - 20 April
			ChinaPlas 2023, Shenzhen, China	17 - 20 April
			Recycling Aktiv, Karlsruhe, Germany	27 - 29 April
No. 3	9 May	11 April	PRSE Amsterdam, Amsterdam, NL	11 - 10 May
			BIR World Recycling Convention, to be announced	21 - 24 May
			CARS 2023, Kenilworth, UK	24 - 25 May
			E-Waste World, Frankfurt, Germany	28 - 29 June
			IARC 2023, Geneva, Switzerland	21 - 23 June
			E-scrap, Orlando, Florida, USA	18 - 20 September
No. 4	18 July	21 June	ICBR battery recycling congress, to be announced	To be announced
			RWM /Lets Recycle Live 2023, Birmingham, UK	13 - 14 September
			E-scrap, Orlando, Florida, SA	18 - 20 September
Recycling Technology	12 September	16 August	Distributed throughout the year at various trade shows and to regular subscribers	
No. 5	26 September	30 August	BIR World Recycling Convention, to be announced	22 - 24 October
			Recycling Beurs Gorinchem, Gorinchem	To be announced
			Pollutec, Lyon, France	10 - 13 October
			Ecomondo, Rimini, Italy	7 - 10 November
			Fakuma, Friedrichshafen, Germany	17 - 23 December
No. 6	28 November	1 November	IERC 2024, Salzburg, Austria	January 2024

The above event dates may change, please check the organisers website for the most current dates

Circulation analysis

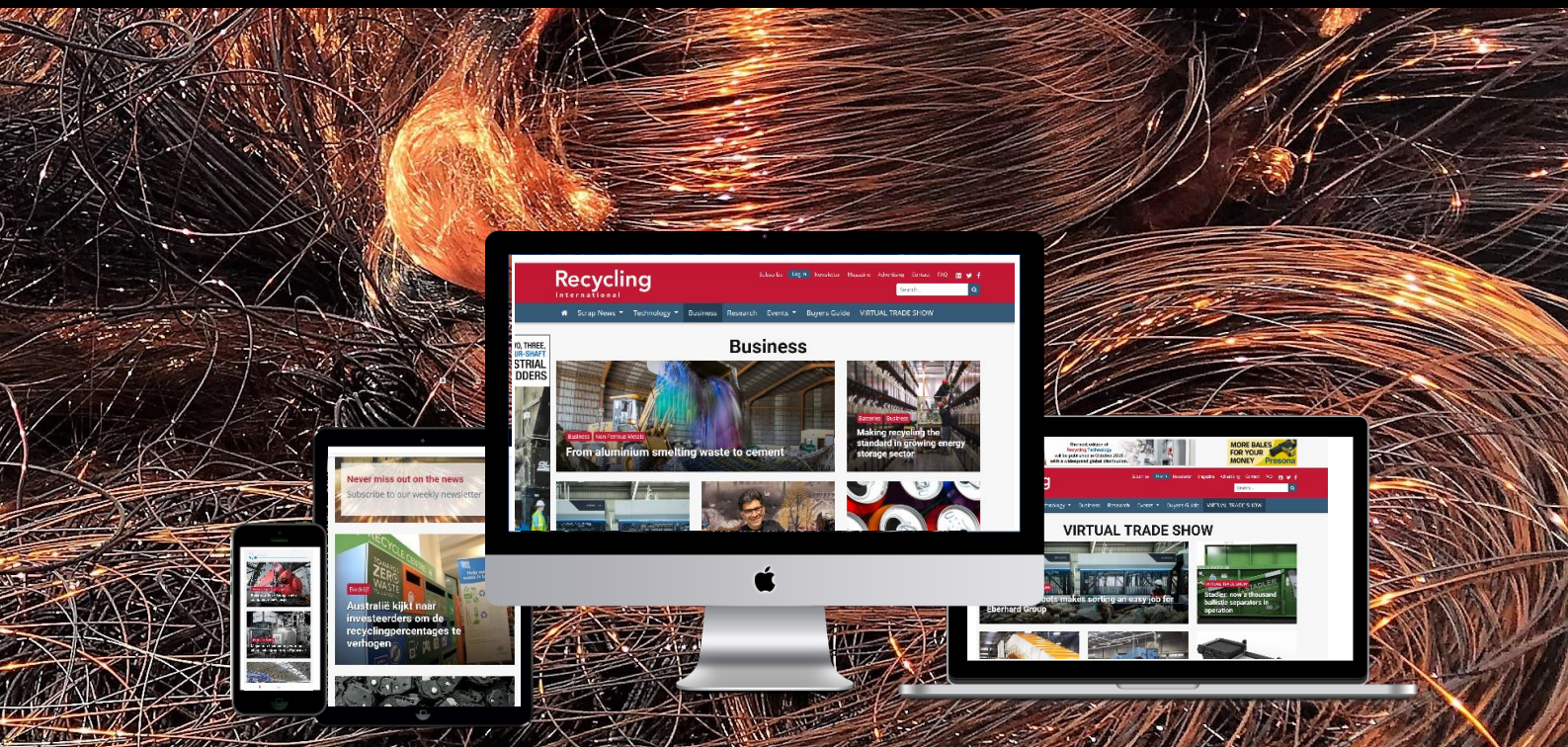
Print run	7000
Monthly circulation	5800
Distribution no. of countries	120
Annual distribution	42000 estimated
Show distribution	1000
Remaining, archive and sample copies	2000 estimated

Annual distribution breakdown by region



On all orders and deliveries, our general delivery terms are applicable, as filed with the Chamber of Commerce in Leeuwarden under number 65199030. Prices are per insertion in Euro, based on full colour insertion, excluding 21% VAT. Contract period 12 months, starting on the date of the first insertion. We reserve the right to make changes without prior notice. No rights can be derived from this media kit.

MEDIA KIT WEBSITE 2023



WWW.RECYCLINGINTERNATIONAL.COM

Every day, recyclinginternational.com reflects developments in the global recycling industries, including: business news, product news, technology trends, legislation and research. Furthermore, the website contains a comprehensive database of published articles as well as a conference and trade show calendar and photo galleries.

Target group: recycling companies/centers, recycling machinery manufacturers, brokers, dealers, scrap producers/generators/consumers, research institutes and government agencies.

Website advertising: various advertising possibilities, flexible costs to suit every budget, superior performance. Website advertising is an effective way to create brand awareness and develop measurable engagement. Recycling International offers a wide range of high-impact online advertising opportunities to meet your objectives, including leaderboards, skyscrapers, full banners, etc.

FULL BANNER

A full banner is a horizontal ad format almost over the full width of the page. Its displayed directly below the news block or the product news block.

Purpose

- Action / conversion
- Creating brand awareness
- Good position (in the heart of the content)
- Space enough for text and image (horizontal animation)

Specifications

468 x 60 pixels (computer and laptop), max. 49 kb
320 x 50 pixels (tablet and smartphone), max. 49 kb

Rate

€ 1 195 per month



LEADERBOARD

A leaderboard is a large, almost page wide ad and is one of the most common formats. A leaderboard is displayed directly below the navigation bar (the header)

Purpose

- Thematic
- Action / conversion / leads

Advantages

- High attention value because of position and format
- Creative freedom to communicate the message
- Many possibilities s.a. streaming of video

Specifications

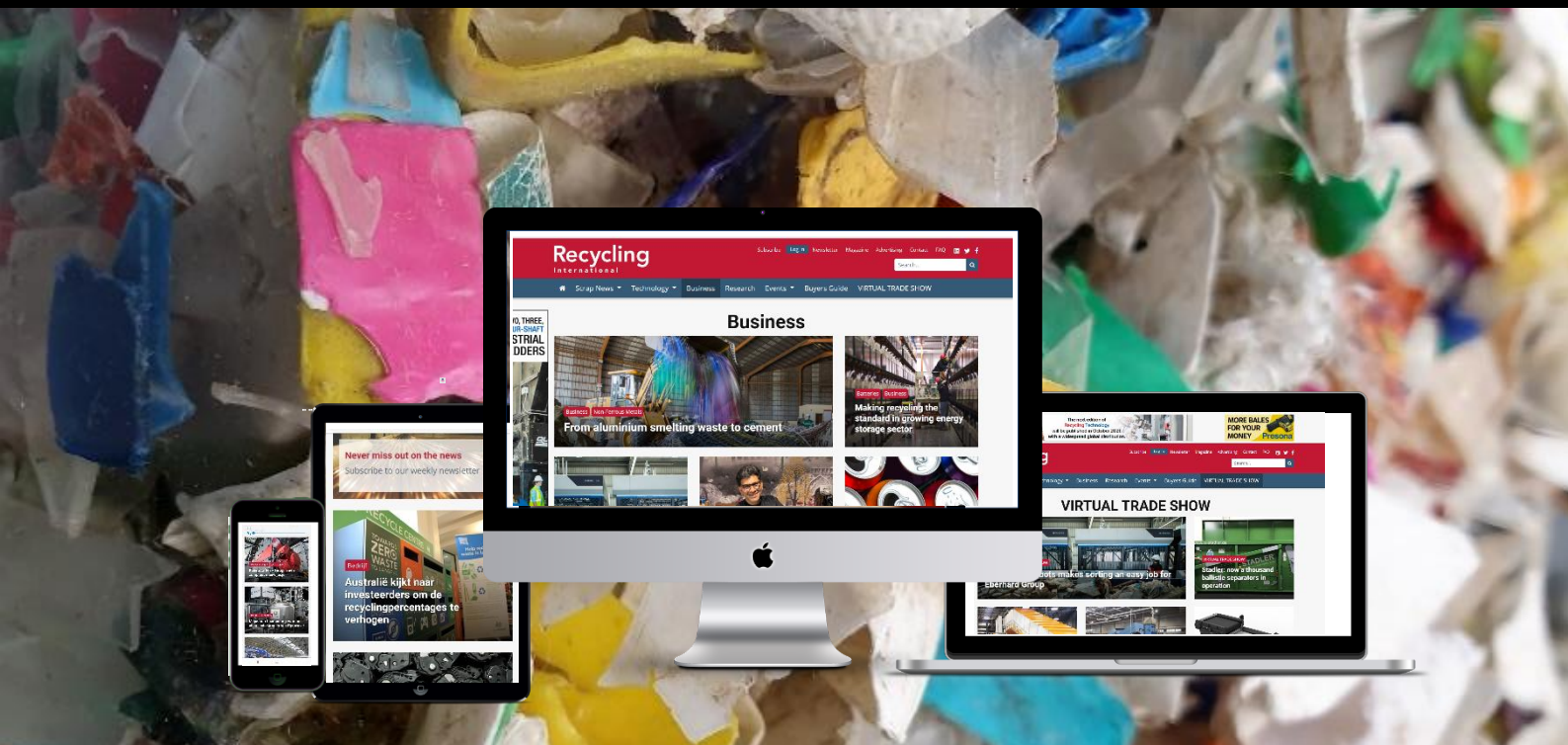
728 x 90 pixels (computer and laptop), max. 49 kb
320 x 50 pixels (tablet en smartphone), max. 49 kb

Rate

€ 1 525 per month



MEDIA KIT WEBSITE 2023



SKYSCRAPER

A skyscraper is a vertical, almost page-high banner with a relatively high attention value.

Specifications

- 160 x 600 pixels (computer and laptop), max. 49 kb
- 300 x 250 pixels (tablet and smartphone), max. 49 kb

Rate

€ 1 575 per month



ONLINE ADVERTORIAL (NATIVE ADVERTISING)

An online advertorial at recyclinginternational.com enables you to accurately communicate your advertising message using both text and images in the recyclinginternational.com editorial section. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group.

Specifications

- 500 words including punctuations
- 3 images max. 300 pixels wide

Rate

€ 1 150 per month

For more information contact:

Judith Wanjala

E judith@recyclinginternational.com M +31 6 55 68 99 47

RECTANGLE

A rectangle is a remarkably large ad format that is always positioned on the right-hand side of the website, above the "fold". The format is ideal for communicating different types of messages including video.

Specifications

- 336 x 280 pixels (computer and laptop), max. 99 kb
- 300 x 250 pixels (tablet and smartphone), max. 49 kb

Rate

€ 725 per month

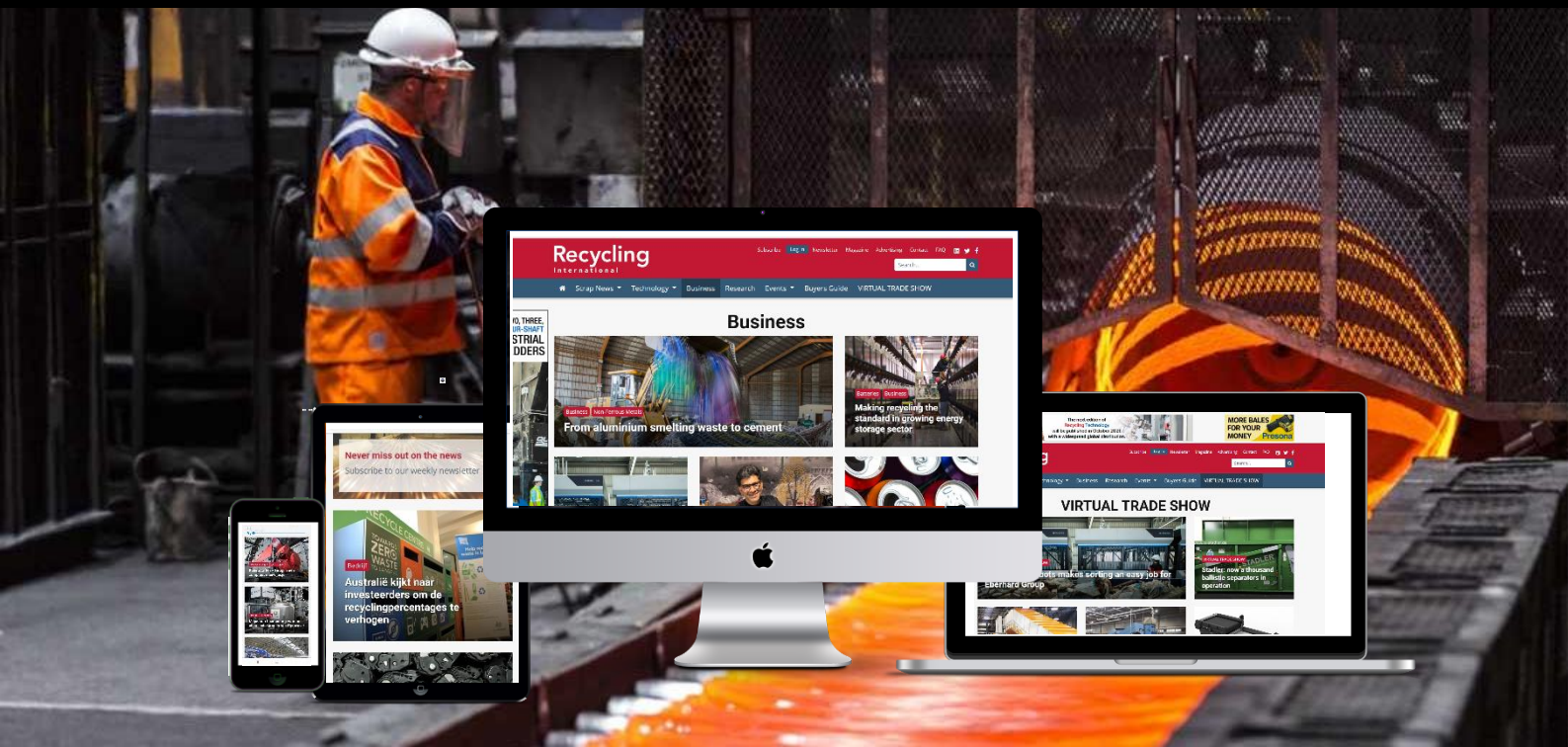


DELIVERY ONLINE MATERIAL

File formats:	JPG; GIF; animated GIF; HTML5
Color modus:	RGB
Resolution:	72 dpi
Maximum	99 Kb
Landings pagina:	URL landings pagina
Delivery address:	traffic.industrie@eisma.nl with a copy to judith@recyclinginternational.com at least 5 days before start date

Please include a regular banner as well as a banner for display on a mobile device (s). For more information visit: adverterenbijeisma.nl/specifications

MEDIA KIT WEBSITE 2023



BUYERS GUIDE PACKAGES

Reach out to your clients today

Sign up to the Recycling International Buyers' Guide (print & online) and showcase your company's details under the heading of your choice. Combine the power of print with the reach of the internet. The Buyers' Guide (print & online) is a cost-effective and efficient way for your company to make connections with the global recycling community. Order now and submit your entry, which will be printed in every issue of the Recycling International magazine and posted online at www.recyclinginternational.com

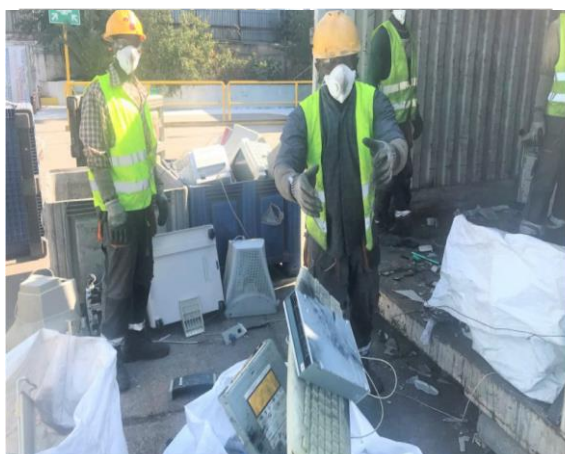
To include your company in the Buyer's Guide (print & online) or for more information, please contact Judith Wanjala at judith@recyclinginternational.com

Package	Name & address	Categories	Logo	Social media	Company profile	Price
	Telephone/Fax	Categories		Google maps	Photo	
					PDF brochure	
	Email	Keywords	Website (active)	Company tweets		
	Website	Brands		Print listing		
Basic	Yes	1x				Free
Bronze	Yes	3x	Yes			€ 575
Silver	Yes	5x	Yes	Yes	Yes	€ 1 120
Gold	Yes	10x	Yes	Yes	Yes	€ 1 458

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MEDIA KIT NEWSLETTER 2023

THE NEWSLETTER OF **RECYCLING INTERNATIONAL** IS SENT OUT TWICE A WEEK ON TUESDAYS AND THURSDAYS TO 4 400 SUBSCRIBERS



Awareness 'key' to tackle ever-growing e-scrap mountain

A record 53.6 million tonnes of e-scrap worth EUR 50 billion was generated across the planet in 2019. But less than 18% of this was officially documented as being recycled, with the rest going...

[READ STORY >>](#)



Commodity prices offer some comfort amid the global crisis

A 'brutal' year in the most severe economic crisis since the 1930s set the scene for a keynote session during...

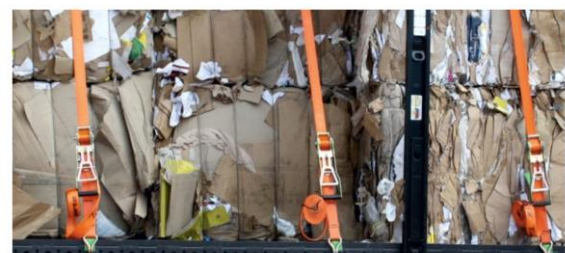
[READ MORE >>](#)



Hyundai selling car scrap fashion at Selfridges

Hyundai has launched the Re:Style 2020 collection, which is made from upcycled, repurposed car parts that would have otherwise ended up in landfill. The recycled items, which range from jewellery...

[READ MORE >>](#)



Paper sector offsets demand to cope with China's import deadline

ADVERTORIAL

An advertorial is text ad with photo, including click through links to the advertiser's website. The advertorial in a newsletter positioned between the editorial content and is therefore not be missed for the reader. The basic implementation of the advertorial consist of an image to the left or right of the text.

Specifications

- header: max. 50 characters, including spacing
- Text line: max. 350 characters, including spacing
- image/logo/illustration: 600 x 400 pixels, max. 99 kb
- URL to which the advertorial links

Rate

€ 225 per mailing
€ 2 100 per year (x12)

FULL BANNER

A full banner is a horizontal ad format, that almost runs over the full width of the page.

Specifications

- 468 x 60 pixels, max.49 Kb / mobile 320 x 50 pixels

Rate

€ 225 per mailing
€ 2 100 per year (x12)

BLOCKBUSTER

A blockbuster is at the top of the editorial content in the newsletter. This ad format is prominent in the image, across the full width of the page.

Specifications

- 550 x 150 pixels, max. 99 kb

Rate

€ 275 per mailing
€ 2 650 per year (x12)

DELIVERY SPECIFICATIONS

File formats:	JPG; GIF; HTML code
Colour mode:	RGB
Resolution:	72 dpi
Landing page:	URL of the landing pagina
Delivery address:	traffic.industrie@eisma.nl with a copy to judith@recyclinginternational.com at least 5 days before send date.

MORE INFORMATION AND POSSIBILITIES?

For more information visit www.adverterenbijeisma.nl or call your accountmanager.

MEDIA KIT SPECIAL NEWSLETTER 2023



SPECIAL NEWSLETTER

A special newsletter "partner mailing" is a special e-newsletter which can be sent out to our subscribers. The advertisement position is above editorial messages. The editors select the editorial messages, and the advertiser delivers his advertisement. This message is sent exclusively to an address database selected by the advertiser, thus ensuring a high click rate on the advertisement.

Advertising in the special partner mailing has several advantages:

- extra large advertisement space to highlight your products/ company profile
- suitable for special offers/ announcements
- a large number of readers
- direct response
- more traffic to your website

Once a month, we can send this special newsletter to the e-newsletter subscribers of :

- Recycling International
- Metaal Magazine
- Recycling Magazine Benelux
- Aandrijftechniek
- Bulk
- TTM.nl
- Warehouse Totaal
- Pomp NL
- Bestelauto

Specifications

Available upon request

Pricing

€ 3 500 per mailing (Recycling International)



Webinar Using Technology to Gain an Advantage in Metal Recycling

Technology is rapidly changing the metal recycling industry. Stay on top of innovation to gain a competitive advantage by understanding how to improve your processes and techniques as your business continues to evolve.

Watch this [Free Webinar](#) to learn more about innovation in technology for the metal recycling industry.

In this on-demand webinar we will discuss how technology can help you deal with today's challenges using innovative technologies to increase productivity, improve efficiency, and ensure compliance.

[Watch the webinar »](#)



Metal Recycling Digitalisation

In Metal Recycling new solutions and ways of thinking will be needed to succeed. Let's take a look at the industry as it currently stands and then address solutions to these challenges.

[Read more »](#)



More about AMCS

Learn more about how AMCS can support your metal recycling business. Visit our website for more information about our technology solutions for metal recycling.

[More about AMCS »](#)



AMCS is the largest provider of software dedicated to the metal recycling industry. AMCS offers a completely integrated enterprise management recycling solution.

MEDIA KIT THE PLASTICS POST 2023



THE PLASTICS POST NEWSLETTER

The Plastics Post offers the most important and impactful plastics developments delivered for free straight to your inbox.

FREQUENCY

Sent out twice per month on Wednesdays.

AD FORMATS, PRICING AND DELIVERY SPECS

The ad formats, pricing and delivery specifications are the same as the regular newsletter. For more details, please see on page 8.

MORE INFORMATION

For more information contact:

Judith Wanjala

E judith@recyclinginternational.com M +31 6 55 68 99 47



Multi-million funding for Pyrowave's chemical process

Plastics recycling pioneer Pyrowave is one of 14 Canadian tech companies to benefit from a total of EUR 32 million...

[READ MORE >>](#)



Canadian scientists on the road to recycling tyres

More than three billion tyres were sold worldwide last year and this is projected to reach nearly four billion by...

[READ MORE >>](#)



'This award will add to my passion'

'Recycling is my passion, recycling is my life,' Surenra Borad Patrawari told the latest International Electronics Recycling Congress in Salzburg...

[READ MORE >>](#)

Presona balers - perfect for plastic

Presona LP Series balers are all equipped with a prepress, making them the ideal choice for baling plastics. The prepress holds the plastic in place which eliminates the need for cutting the material. No cutting knives means lower maintenance costs for you. The LP Series balers can also bale other materials like OCC, newspaper, magazines, cardboard, print waste, RDF and SRF.

[MORE DETAILS >>](#)



RECYCLING TECHNOLOGY 2023

GENERAL INFORMATION

Recycling Technology is the annual publication powered by Recycling International

Publication date Autumn 2023
Circulation 10 000 copies

Content

Informative articles about state-of-the-art recycling technologies will be written by researchers and scientists from technical universities and R&D institutes around the world.

Additionally, Recycling Technology will contain: application stories from companies which develop their own recycling technologies; technology news articles from Recycling International, from its "in the laboratory" section and from other relevant scientific articles. (All application stories will also be published on Recycling International's website for a period of 12 months.)

Present your test centre

Recycling Technology offers suppliers the opportunity to showcase their test centres with a full 2-page photo of the facility alongside details of its specifications and capacities.

Target industries

All Recycling industries, including ferrous and non-ferrous metals, nickel and stainless, e-scrap, paper, plastics and tyres.

Target distribution

Global distribution among Recycling International readers; on display at many congresses and trade shows; technical universities and R&D institutes; relevant companies in the steel and non-ferrous industries, plus foundries; waste management companies; and selected decision-makers.

ADVERTISING RATES

2-page application story* (incl. ½ page company profile + e-paper)	€ 4 500
2-page test centre (incl. ½ page company profile + e-paper)	€ 4 500
1-page application story*	€ 3 000

Cover	€ 6 500
French gate-fold cover	price upon request
½ -page vertical split cover	price upon request

1/1-page advertisement 230 x 300 mm + 3 mm bleed	€ 4 200
--	---------

½ page advertisement 100 x 268 / 205 x 132 mm	€ 3 000
---	---------

1/3-page advertisement 65 x 268 / 205 x 85 mm	€ 2 300
---	---------

¼-page advertisement 100 x 132 / 205 x 64 mm	€ 1 700
--	---------

- All application stories will also be published on Recycling International's website for a period of 12 months.

Other sizes available upon request.



CUSTOMISED CONTENT 2023



CUSTOMISED CONTENT

Customised Content is content that is paid or produced by the advertiser. It is designed to build brand awareness and can include video's, articles, blogs/viewpoints or other elements that bring value to the customer. The content is designed to be similar to the editorial content but the message is conveyed subtly so that the reader will not experience this as promotional material. The key is to grab the attention of our customers – your target group – and to drive real engagement through this smart content.

CUSTOMISED CONTENT FORMATS

- Technology Spotlight
- Best Practice
- Special Report
- Video
- Sponsored Gallery
- Expert blog / Viewpoint

TECHNOLOGY SPOTLIGHT

In the age of storytelling, an in-depth article on recycling technology and recycling equipment draws attention. Showcase your latest piece of equipment, technical innovation or business solution in Recycling International and the attention it deserves.

WHY CUSTOMISED CONTENT?

Credible; Customised Content is positioned between the editorial content on an independent (news) site. Because the company does not promote its brand directly, this is seen as credible. It leads to less resistance and ensures a high effectiveness of the message so that the consumer will remember your brand better.

Relevant; The text or video is written specifically for your target group and therefore exciting and appropriate for them

Subtle; With effective branded content you will not immediately give away that it's about your brand, but rather package the message subtly and originally.

Package

- Recyclinginternational.com homepage with a click-thru to a page on the website
- An announcement on the recyclinginternational.com newsletter
- 2/1 spread page editorial in Recycling International magazine

Specifications

- Text: 1000 to 1200 words
- 3 - 4 photos in JPG format / each 1 MB minimum

Rate

- € 4 300 (magazine, website, newsletter)
- € 2 785 (website + newsletter)

CUSTOMISED CONTENT 2023



BEST PRACTICE

Recyclers do not rush to invest in new machinery and technology. They want the return on investment and they want it to deliver what's promised. Impress your customers in Recycling International with best practice articles featuring a user of your recycling equipment, technology or service offer.

Package

- Recyclinginternational.com homepage with a click-thru to a page on your website
- An announcement on the recyclinginternational.com newsletter
- 2 – 4 pages editorial in Recycling International magazine
- Social media posts

Specifications

- 1000 to 1500 words
- 3 – 4 photos in JPG, 1 MB minimum

Rate

€ 5 250 (magazine + website + newsletter)

EXPERT BLOG / VIEW POINT

With an expert blog/viewpoint you can communicate personally with the customer. By blogging as a director, consultant, manager or employee, your expertise about a specific area of recycling is highlighted. Your personal story creates a more accessible branding based on experiences, thoughts, visions or tips, or by addressing a practical problem that recyclers encounter. You can also suggest a subject for discussion to inform or convince (potential) customers. Publishing a new blog on a regular basis will boost publicity and help to build a committed audience.

Recycling International offers a platform - online and in the magazine – where experts in the field of business, technology can share their views and expertise. Topics: business/global market trends/innovation/technology.

Package

- Recyclinginternational.com homepage with a click-thru to a page on your website.
- An announcement in the newsletter of recyclinginternational.com

Specifications

- 700 words, including an introduction of up to 40 words and sub-header
- Images: one photo of the expert and two relevant photos of the discussion topic in expert blog.

Rate

Online publication € 500 per month, writing of the blog starts from € 450

Or

- 1 x publication of the blog on the homepage
- 1 x in the weekly newsletter
- 1/1 page editorial in the magazine

€ 3 350

CUSTOMISED CONTENT 2023

CUSTOMISED CONTENT

- GCREDIBLE
- RELEVANT
- SUBTLE

PRODUCT SPOTLIGHT

Innovative and other special products deserve to be in our “spotlight” section. The unique selling points of the product are presented attractively to the target group in a comprehensible way. This is a highly suitable medium for new product launches.

Package

- Recyclinginternational.com homepage with a click-thru to a page on the website.
- An announcement on the recyclinginternational.com newsletter

Specifications

- Text up to 600 words
- 3 images, 300 pixels wide

Rate

€ 1 000 per month

SPONSORED GALLERY

Share your memories with the recycling community with photos taken during an open day, at an exhibition or any other event. These will be included within our existing gallery.

Package

- On the homepage recyclinginternational.com (Gallery position)
- An announcement in our weekly newsletter

Specifications

- 1 x newsletter announcement
- Social media announcement
- 1 x month on the online gallery

Rate

€ 1 750

VIDEO

It's hard to imagine why online videos would be missing from your communication mix because telling stories in this format has never been more accessible and is increasingly preferred by users of digital platforms. At Recycling International, as part of Eisma media, we can create that video for you as we have years of experience in making a wide range of videos. We take care of the script, film, editing, voice-over and subtitling – all in close consultation with you.

Use Recycling International's online platform and reach to share your corporate or product video with the global recycling community.

Package

- on the homepage recyclinginternational.com (rectangle banner position)
- an announcement in our weekly newsletter

Specifications

- Video-link (You Tube) and a frame
- Frame: JPG, PNG or GIF files
- Size: 336 x 280 pixels / mobiel 300 x 250 pixels.
- URL link to the video

Rate

- Placement our website € 500 per month
- Layout support € 100
- Production of all aspects of the video starts from € 2 200

CONTENT MARKETING 2023



WHY IS CONTENT MARKETING IMPORTANT?

Content marketing is a strategic approach to marketing focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Ultimately it drives a profitable customer reaction to you and your products.

EISMA CONTENT MARKETING: WHAT'S YOUR STORY?

More and more customers are asking Eisma to help "tell their story".

At Eisma Industriemedia, we know how to tell those stories. After all, we already do this with our own brands through independent editors who know exactly what is happening in their sector.

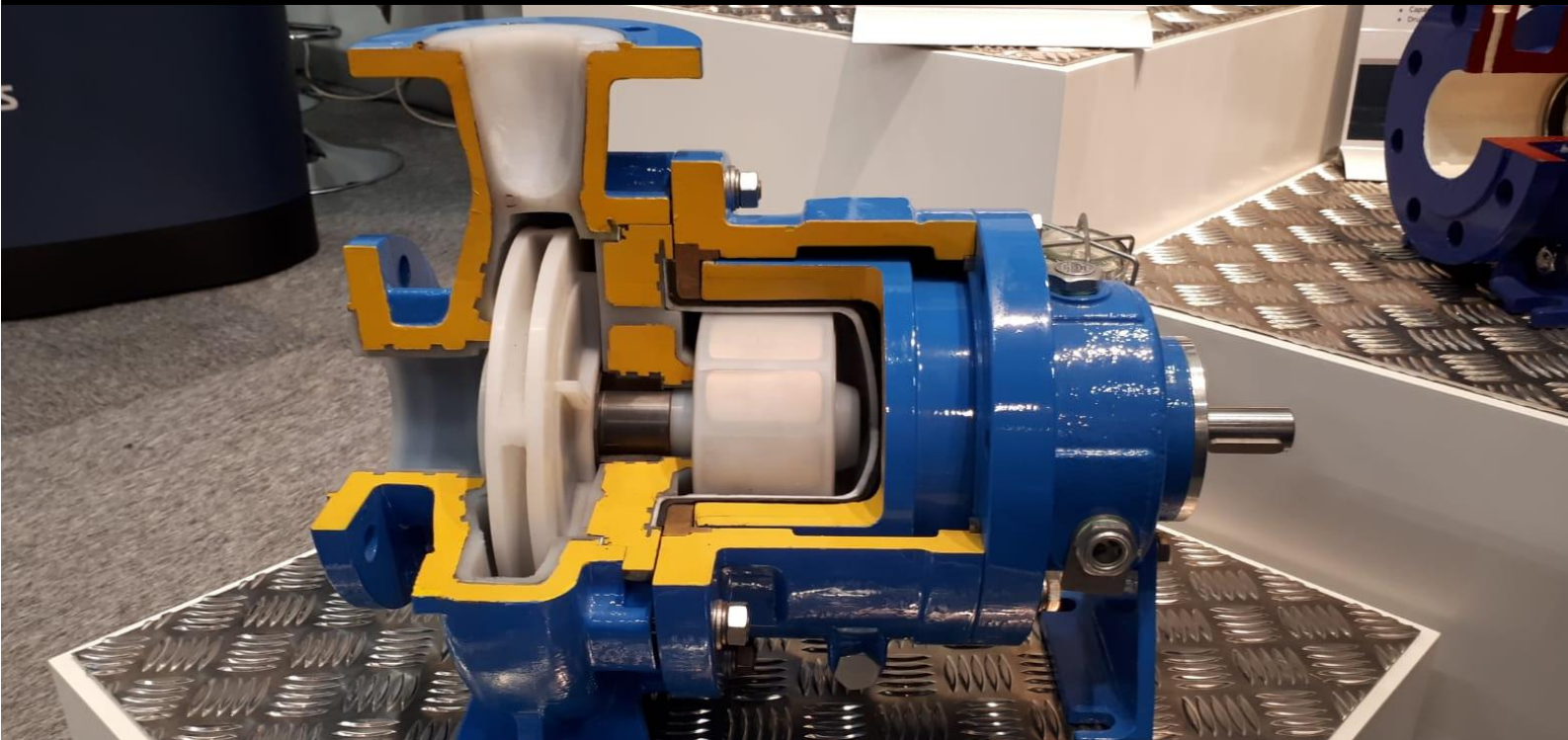
EISMA INDUSTRIEMEDIA

We can help you reach your target group and generate leads. Our approach includes the placement and distribution of case studies, white papers and videos via our different media channels.

THE MOST USED CONTENT FORMATS

- Project documentation
- Infographics
- Blogs
- Whitepapers
- Videos
 - Animation video
 - Product video
 - Company video
 - Trade show video
 - Event coverage
- Sponsored magazines
- Webinars
 - Webinar
 - Webinar 2.0

CONTENT MARKETING 2023



PROJECT DOCUMENTATION

Let's assume your product has been incorporated successfully into a superb completed project. It's a fine example of how your products can be used so you now want to get that message across smartly to your customers and prospective customers. Working closely with you, our editors can create the perfect showcase to highlight the project using video, text and photos.

We offer a video of one-and-a-half minutes, 10 photos, 2-pages article including a short project description (300 words)

Rate: Starts at € 2 950

INFOGRAPHICS

An infographic is a combination of text and illustration that tells your story simply and clearly. Illustrations can be graphs, diagrams, icons or maps. Conveying information or knowledge in this style is an excellent way to visualise complex data, events or processes.

Typically, an infographic consists of six to eight illustrations and about 150 words. These may vary depending on the message you want to get across.

Rate: Starts at € 1 850

BLOG

A blog is an excellent tool to communicate with the customer in an easy-to-access way. By blogging as a director, advisor, manager or assistant you showcase your expertise on a particular subject. And by telling a personal story, you create a more accessible reputation. The blogger shares with the reader their personal experiences, thoughts, visions or tips, given them a golden opportunity to respond.

Blogs are approximately 500 to 600 words, depending on the content.

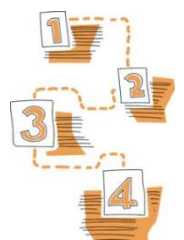
Rate: Starts at € 510

WHITEPAPER

In a whitepaper, the client showcases their expertise on a specific subject. A whitepaper is objective and offers solutions for particular problems often shared widely in the sector.

It consists of approximately 4 pages of around 1 500 words drawing together photos and text originating from the client.

Rate: Starts at € 2 215



CONTENT MARKETING 2023



CORPORATE VIDEOS

You take pride in your business and naturally you want to showcase this to your customers. A corporate video is a terrific way of doing it and we can assist you in making content to be proud of.

A professional corporate video of one-and-a-half minutes, including an introduction about your business and a voice-over, ensures a lasting impression of your company.

Rate: Starts at € 2 445

ANIMATION VIDEOS

An animation video is an animated, illustrated environment in which anything is possible. For example, it is perfect for a complex business process that is difficult to explain in conventional communications. An animation can also present a new product or service engagingly.

An animation video lasts one-and-a-half minutes and comprises a professional script written by our editor, a voice-over, royalty free music and your corporate logo as part of the opening and closing sections.

Rate: Starts at € 3 520

PRODUCT VIDEOS

Want to showcase your product or service to your customers with precision and clarity? Our crafted videos show off what you do almost as if the customer is alongside you in the showroom or factory.

A product video lasts one-and-a-half-minutes and includes an intro to your business and a professional voice-over.

Rate: Starts at € 2 445

TRADE SHOW VIDEOS

A trade show is a great way to tell your customers and prospects what you are doing – until it is all over. Filming videos during a trade show or event ensures that all of the energy you have put into it is captured. The video can then be distributed to your wider audience afterwards.

A professional trade show video lasts one-and-a-half minutes and includes your company logo, a voice-over and subtitles.

Rate: Starts at € 2 445

Rates quoted are for production, excluding distribution

CONTENT MARKETING 2023



SPONSORED MAGAZINE

A sponsored magazine is a beautiful medium to inform business contacts and to tie them into your work. For such relationship marketing, the sponsored magazine is an incredibly medium.



WEBINAR

A webinar is an interactive virtual broadcast allowing you to share your knowledge in real-time to anyone in the world. During these live broadcasts, speakers may be asked questions and can chat with the participants.

WEBINAR 2.0

In addition to the conventional webinar, we can offer you different formats such as a press report, blog, FAQ list, several news messages and a follow-up on demand. In this way, you not only get support but also assistance with the complete webinar.

A wide variety of webinar options is possible because the total package will link up with your goals and wishes. We provide the technology, content and recruitment of viewers. Please remember that a good webinar requires a preparation period of 10 to 12 weeks.

EVENT COVERAGE

Covering an event in both image and text allows us to publicise your company in a various ways. Even after the event, the content remains relevant of the target group.

The production depends on your wishes. Please contact us for more information.