

2020

inside

information

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

A publication of:

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Inside Information will celebrate its twenty-ninth anniversary in 2020. This independent magazine for office and project decoration and (interior) architecture will be published in 2020 in the months of February, April, June, September, November, and December.

Deadlines and publication dates 2020

	Deadlines	Publication dates
Number 1	January 21	February 11
Number 2	March 24	April 14
Number 3	June 02	June 23
Number 4	September 08	September 22
Number 5	October 20	November 10
Number 6	November 24	December 15

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:

1. Theme: Education/ Review Facilitair
2. Theme: Floors / Acoustics / Light + Building
3. Theme: Design District / Management Offices
4. Theme: Healthcare / Orgatec
5. Theme: Technology / Orgatec
6. Theme: Seating / Health



2020

INSIDE INFORMATION RATES 2020

Advertising sizes and rates:

Size Page	Inside raster wide x height (mm)	Prices per publication in full color		
		1x	3x	6x
1/1	190 x 267	€ 3235	€ 3185	€ 3135
1/2	190 x 130 / 92,5 x 267	€ 2400	€ 2370	€ 2340
1/4	92,5 x 130	€ 1980	€ 1965	€ 1930
1/1	Advertorial	€ 1850	€ 1835	€ 1820

Additional rates:

Spread: 430 x 267	€ 4740	€ 4590	€ 4440
Special spaces:	25% Surcharge		
Expiring ads:	15% Surcharge		

Cost for the creation of Colorlithos, 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.	

Rates for season tickets:

Annual season ticket inland:	€ 98
Annual season ticket Europe:	€ 108
Annual season ticket outside Europe:	€ 116
Single periodicals:	€ 18 (abroad € 20,50)

INTERNET

Rollbanner opening page:	€ 500 per 3 months
Rollbanner opening page:	€ 1750 per 12 months
Megabanner opening page:	€ 1000 per month
Headline photo at the top of the news	€ 250 per week
Linkage to own site:	€ 350 per column per 1 year
Product news:	€ 350 (3 months)
	€ 600 (6 months)
	€ 1000 (12 months)
Vacancies:	€ 350 (2 months)

NEWSLETTER (45x per year)

Publishing banner	€ 2000 (12 months)
Publishing banner	€ 550 (3 months)
Headline photo at the top of the news	€ 250 (per publication)
Project (with link to website)	€ 250 (per publication)

TECHNICAL INFORMATION INSIDE INFORMATION

Set Type Mirror:	190 x 267 mm
Sheet Mirror:	230 x 297 mm

Digital delivery printed matter:

Pictures: minimal resolution of 300 dpi.
Logo's in .ai or .eps vector.
Retiring ad: 3 mm overlay (on all sites) with cropmarks.

Delivery web advertisements or newsletter:

Rollbanner: wide 140 pixels x height 140 pixels / 72 dpi
Megabanner: wide 460 pixels x height 60 pixels / 72 dpi
File format: file.jpg or file.gif (animated, non-animated)
Max-file size: 300 kb

See also: www.insideinformation.nl/advertieren

Distribution

Inside Information appears 6 x a year in an edition of 8,000 copies in the Netherlands and Belgium.

Branche	Number
Architect Office	1.925
Interiors architects	1.424
Office and project designers	470
Lighting Companies	450
Light Designers	180
Light Advisors	180
Business Service	1.471
Financial services	194
Hotels/Restaurants	200
Project development companies	70
Brokers housing for companies	61
Healthcare organizations	685
Educational schooling	360
Districts >25.000 with commercial Real estate	230
Office copies	100
Total printed copies	8.000

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

