

INFO SECURITY MAGAZINE

*Independent
platform about
Information &
Cybersecurity*



infosecuritymagazine.nl

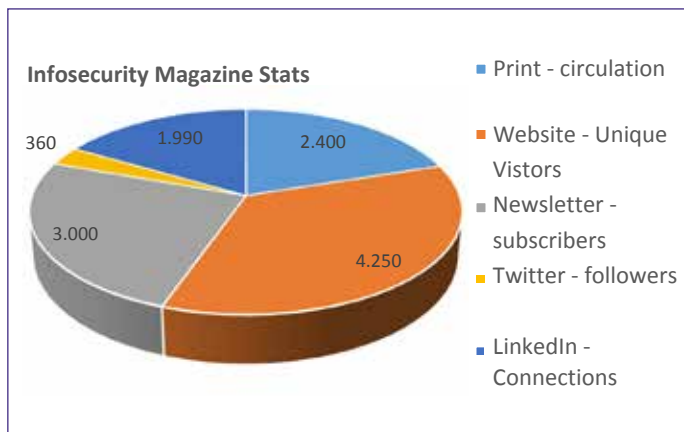
Specs 2020

Infosecurity Magazine

Infosecurity magazine is the only independent trade magazine in the Benelux that explicitly deals with information security. The magazine moves on the cutting edge of technology and policy. The technology is treated on the basis of interviews, topical case studies and background stories. Topics that are covered include cryptography, authentication solutions and security systems.

Multimedia campaign

Infosecurity Magazine offers various options for online and to advertise offline. For example advertisement, branded content, online bannering or online advertorials. This one media card offers you an overview of the standard opportunities. Customization is of course also possible. Our Media Advisor is happy to help you determine one appropriate (multimedia) campaign to your achieve marketing objectives.



Calendar 2020 Infosecurity Magazine

Issue	Theme	Deadline upload advert	Publication date
1	Industrial security	18 February	3 March
2	Identity & Access Management	4 May	19 May
3	Cybercrime	23 June	7 July
4	Special Infosecurity.nl	6 October	20 October
5	Vision & Trends	1 November	15 December

Advertising Print

Size	Specifications w x h (mm)	Rates €
2/1 page	420 x 297	4,600
1/1 page	210 x 297	2,095
1/2 page portrait	93 x 275	1,575
1/2 page landscape	190 x 135	1,575
1/4 page portrait	93 x 135	925
1/4 page landscape	190 x 65	925
Surcharge branded content*		+750 per page
Leaflet enclosed		please ask your Media Advisor

* Including editing

Infosecurity Magazine website and email newsletter

Maximize your exposure: use our website and the digital newsletter.

Advertising email newsletter

Size	Specs	Rate €
Banner	468 x 60	100
Branded Content	text 200 characters + visual 100 x 100 pixels.	150

Adverteren website

Size	Position	Specs	Rate € (per month)
Branded Content (online)			100
Leaderboard*	Header / Regular	728 x 90 and 468 x 60 and 320 x 50	500
Logolink		150 x 150	250
Large Rectangle*	Top / Middle / Bottom	336 x 280 and 300 x 250	400
Video - publication			600
Video - production			1,350

*in the case of a Leaderboard or Large Rectangle, you must provide a so-called banner set for a correct view on the various devices



● **Bannering**

Your banner is displayed on the homepage and / or underlying pages. Your banner can be displayed in a carousel of up to 3 banners.

● **Branded Content**

Branded Content is a short message about your company or product that is commissioned by you are written and placed after approval. Maximum 200 characters. The content is placed between editorial messages

Specs banners

	Newsletter	Website
Type	jpg	animated gif, jpg, gif, html5, png
Color	RGB	RGB
Resolution	72 dpi	72 dpi
Maximal size	99 kB	99 kB
Landings page	URL	URL

Where to send your advert

Please use Ad | Portal to send your advertising material for print. You will receive a request from Ad | Portal to do so. Please be aware of emails going to the spam folder.

Please send advertising material for online purposes (website and newsletters) to traffic@archermedia.nl. You will receive a request to do so from the Traffic department.

Our graphic studio is happy to take care of advertising design for you. Feel free to contact your media advisor for further details



Publisher
Vakbladen.com
Enthovenplein 1 (5e etage)
2521 DA Den Haag

Editor in Chief
Robbert Hoeffnagel
r.hoeffnagel@vakbladen.com
++31(0)6 51 28 20 40

Editor
Ab Muilwijk
a.muilwijk@vakbladen.com
++31(0)88 226 66 51



Advertising
Archer Media
Jos Raaphorst
j.raaphorst@archermedia.nl
++31(0)6 34 73 54 24

Ad material
Traffic department
Afdeling traffic
traffic@archermedia.nl
++31(0)88 226 66 90

Subscriptions
abonnementen@vakbladen.com
++31(0)88 226 66 80

All rates and amounts mentioned are in euros, excluding VAT