



JACHTBOUW NEDERLAND

Trade magazine for entrepreneurs
in the Dutch yachtbuilding sector

Mediakit 2023

Publisher:

AcquiMedia, www.acquimedia.nl
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Publication frequency:

6 x per year, in print and online
1 x per year 'INSIDE'special

Circulation:

- 2,500 in print. Also, the Jachtbouw Nederland e-zine reaches 3,500+ yacht sector professionals.
- 7,500 x 'INSIDE.' consumer-oriented special with additional distribution through participants, dealer networks, water sports stores and in-water HISWA.

Distribution

corporate subscribers and people, companies or authorities selected as target group members. NJI members are collective subscribers.

Annual subscription

€ 38,50 ex. VAT in Netherlands
Includes 1 free online job posting, valued at €175, excl. VAT.

Online media partners:

www.jachtbouwactueel.nl: news, job openings, corporate index.
Dutch newsletter "Jachtbouw Actueel."
International newsletter "Dutch Yacht Building"



MEDIAKIT 2023

JACHTBOUW NEDERLAND IS THE TRADE MAGAZINE FOR ENTREPRENEURS IN THE DUTCH YACHTBUILDING SECTOR. B2B COMMUNICATION WITH YACHTBUILDERS, SUPPLIERS AND SECTOR-RELATED COMPANIES. THE BIMONTHLY PRINT MAGAZINE IS PART OF AN EXTENSIVE ONLINE MEDIA PLATFORM. IN ADDITION TO THE 6 REGULAR TRADE MAGAZINE ISSUES, THE ONCE A YEAR 'INSIDE' SPECIAL, OFFERS OUTSIDERS A UNIQUE LOOK BEHIND THE SCENES AT YACHT BUILDERS AND SUPPLIERS THROUGH ARTICLES ON CONSTRUCTION, DESIGN, EQUIPMENT, INNOVATIONS AND FIRSTS.

Editorial formula and content

Jachtbouw Nederland offers readers news about _ and interviews with _ entrepreneurs, articles about yards, designers and suppliers. By adding sector information (also yours) and knowledgeable expertise from guest authors, including the NJI and HISWA trade groups, Jachtbouw Nederland strives to be that independent platform that shares knowledge and news with the yachtbuilding sector. Add to that a dedicated news team and ample visuals and you have a trade publication that is highly appreciated and widely read across the Dutch yachtbuilding sector.

Off and online

Jachtbouw Nederland is published in printed and digital formats. Many readers still prefer a tangible print version with a glossy cover. The trade magazine's digital edition offers readers and advertisers extra possibilities. Online content contains links to sources of background information that provide readers with much extra content. Also, clickable ads enable advertisers to connect directly and interactively with readers.

Media platform and newsletters

The digital media platform features the latest yachtbuilding news through newsletters in Dutch and English. B2B newsletter "Jacht bouwActueel" and "DutchYachtbuilding" provide readers in the Netherlands and abroad with the latest news about the Dutch yachtbuilding sector, products and suppliers. This connects readers directly with the online edition of the Jachtbouw Nederland trade magazine, job openings and the online index of companies in the Dutch yachtbuilding industry.

Jachtbouw Nederland INSIDE

The special, keepsake issue is an annual tribute to the Dutch yacht building industry and is published at the start of the water sports season, featuring 'inside' stories of yacht builders and suppliers, news and background content, innovations, beautiful photographs and well-known names from the yacht building industry. The glossy is widely distributed through the participants, dealer networks, marinas, stores and in-water HISWA. Participation in the special is possible in many different ways and represents an excellent opportunity to grab and hold the attention of yachting and equipment enthusiasts, your business contacts, potential clients and future employees in the sector.

Publication Date	Deadline	Topics
Issue 1 - Febr. 10 2023	Jan. 20	Paint, coating & inspection / spring boat shows
Issue 2 - Apr. 7 2023	Mar. 17	-
INSIDE SPECIAL - Apr. 21 2023	Mar. 22	Promotional B2C issue for the yacht building and Water sports sectors
Issue 4 - Jun. 16 2023	May 24	-
Issue 5 - Aug. 18 2023	Jul. 3	Autumn boat shows, HISWA-in-water boat show
Issue 6 - Oct. 20 2023	Sep. 29	METSTRATE, product presentations
Issue 7 - Dec. 8 2023	Nov. 10	Corporate presentations, Boot Düsseldorf

ADVERTISING RATES

2/1	€ 2.750,-
1/1	€ 1750,-
1/2	€ 1005,-
1/4	€ 565,-

Preferred delivery via Certified PDF, thila@acquimedia.nl

Outsized ads (full/double page only) must have 3mm overlap on all page edges

FORMATS

Page size	220 mm wide	285 mm high
Text size	184 mm wide	237 mm high
1/1 page*	220 mm wide	285 mm high
1/2 page horizontal	184 mm wide	115 mm high
1/2 page portrait	88 mm wide	237 mm high
1/4 page horizontal	184 mm wide	56 mm high
1/4 page portrait	88 mm wide	115 mm high

CORPORATE INDEX, CLASSIFIED AD OR PRESENTATION

includes 1-year listing of name in print + online corporate index

1/8 PAGE CLASSIFIED AD €345

Size: 75mm wide x 56mm high, design included.

CONTENT: corporate logo/photo/slogan/contact

and/or www ONLINE: corporate name with logo and contact details

Jachtbouw NL bedrijvenwijzer		Jachtbouw NL bedrijvenwijzer	bedrijfs- foto	
			naam slogan	
			tekst tekst	
			logo contact	

Jachtbouw NL Decemberspecial bedrijfs & product presentaties	bedrijfs- foto		naam slogan	logo contact
	naam slogan		tekst tekst	bedrijfs- foto
	tekst tekst		tekst tekst	product foto
	logo contact		project foto	product foto

1/2 PAGE CORPORATE PRESENTATION €665

CONTENT: corporate photo/name/slogan/150 words text/logo/
contact details and www, design included ONLINE: extensive
corporate profile page + message service

1/1 PAGE CORPORATE PRESENTATION €1005

CONTENT: corporate photo/name/slogan/300 words text/logo/
contact details and www + 2-3 product photos, design included.

ONLINE: broad corporate profile page + message service

Rates excl. of VAT. Design costs included. Visual and text content must be
sent in separate files. Design of presentations by Jachtbouw Nederland only.

EMPLOYER PROFILE & VACANCIES

Demand for personnel at yacht builders and suppliers continues to
rise. Employers face a growing challenge to find qualified people.
More than ever, they need to invest in the intake and training of
staff. Jachtbouw Nederland gives this beautiful industry an
attractive and proud face seven times a year with articles on yacht
builders, designers, suppliers and developments. It is pleased to
add to that profiles of employers. These also fit well in the special
INSIDE edition, a keepsake issue and annual tribute to the Dutch
yacht building industry that will be available to consumers through
various distribution.

Employers need to acquire a stronger profile

What image does a company project to outsiders? Is it known for
its service, its products, its perfect construction or latest
developments? A pleasant working atmosphere, skilled employees
enjoying their work, training and career opportunities are also part
of its business card. Our editorial staff creates high-quality content
and the design desk an attractive layout of articles and, if needed,
advertisements. You can use the Jachtbouw Nederland article in
your own communications, website and social media, provided
you credit the source.

1/1 PAGE EMPLOYER PROFILE €1005,-

2/1 in collaboration with Jachtbouw Nederland news desk 1750,-
Including 1 x ½ job advertisement page in the magazine.

ONLINE: extensive company profile page Including 3 online
vacancies

(within 1 year, conditions apply)

ONLINE JOB POSTING €175,-

(1 free per year for subscribers with a maximum of 60 days,
including a reference in the newsletter)

PARTICIPATION IN JACHTBOUW NEDERLAND INSIDE SPECIAL:

2/1 PAGE EDITORIAL + 1/1 PAGE ADVERTISEMENT 1950,-
written by our editorial staff, conditions apply

2/1 PHOTO SPREAD OF CURRENT DUTCH NEW BUILDING
PROJECTS, with caption 1405,- reviewed by our editors, conditions
apply

MORE POSSIBILITIES
see rates for (classified) ads,
presentations and employer
profiles.





WEBSITE ADVERTISING

Jachtbouwactueel.nl has over 7,000 unique visitors per month. Yacht construction news, job opportunities, the corporate index, magazines information and reading tips are listed here and easily shared via social media.

Bannerposition	Monthly Cost	Format
1 Header*	€ 495,-	728x90 px
2 Body 1*	€ 385,-	728x90 px
3 Body 2*	€ 275,-	728x90 px
4 Sidebar	€ 220,-	360x90 px

*1 position possible per month.
Multiple months on request.

5 JOB POSTINGS

Show your job openings to more than 3,500 professionals in the Dutch yachtbuilding sector. Costs € 175,- per publication. Subscribers (€ 38,50 excl. VAT/year) get 1 free online job posting per year. For a publication, email text, logo and URL (for behind the application button) to thila@acquimedia.nl. The vacancy will be on the website for maximum 60 days and will be included in the newsletter at least once during this period.

CORPORATE INDEX PACKAGE

Company advertisements, presentations or employer profile in the magazine (see previous page) include a year-long company listing or profile page in the online "Corporate Index"

JACHTBOUW NEDERLAND DIGITAL NEWSLETTERS

The Jachtbouw Actueel newsletter reports the latest news and vacancies to over 3,700 recipients. The Dutch Yacht Building newsletter distributes Dutch yacht building news internationally and has its own English editor. Its more than 4,500 recipients get, in addition to yacht building news, also a digest of Jachtbouw Nederland magazine articles about builders, designers and developments translated into English.

Both newsletters have an open rate of between 25 and 35% and are published every 2 or 3 weeks. To read the full articles, readers click to access the website.

Newsletter banner, format 750 x 250 px

Jachtbouw Actueel newsletter www.jachtbouwactueel.nl

1 month	6 months	12 months**
€ 275,-	€ 1095,-	€ 1.975,-

** Incl. publishing 3 advertorials or vacancies

International Dutch Yacht Building newsletter
www.dutchyachtbuilding.com

1 month	6 months	12 months**
€ 275,-	€ 1095,-	€ 1.975,-

** Incl. publishing 3 advertorials or vacancies

Exclusive 'masthead banner'

At the top of the newsletter: €385,-/publication

Newsletter advertorial € 385,-

50-100 words Text, visual, link/URL

Advertorial website + newsletter: €495,-

+300 ...Text, 1 or 2 visuals, link/URL, Als BLOG or news content published by the news desk

Online management & sales

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