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2011 English version

Date: 01-01-2011
 replaces the information of: 01-01-2010

2011

This rate card is in accordance with the rules as stated in 'Bindende Besluiten van de groep uitgevers voor Vak en Wetenschap' (Decrees from the Group Publishers for Profession and Science). This means that the objectivity of information on this card is guaranteed, as is apparent from, among other things, the controlled circulation figures on the back of this card, which were checked by external accountants. Information: Groep Uitgevers voor Vak en Wetenschap van het Nederlands Uitgeversverbond. Phone number: 0031 (0)20 430 91 65 (Group Publishers for Profession and Science of the Dutch publishers association).



Automatisering Gids



GENERAL INFORMATION

Title : Automatisering Gids
Published by : Sdu Publishers
 P.O. Box 16262, 2500 BG The Hague,
 The Netherlands
 Binckhorstlaan 403, 2516 BC The Hague
 www.sdu.nl

Publisher : Arjan Kors
Frequency : once a week on friday
Marketingmanager : Marlies Smeenk

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EDITORIAL FORMULA

: Automatisering Gids is the weekly for professionals involved with Information Communication Technology (ICT). It is not only the automation experts who decide about the purchase of your products of services. The manager's opinion is just as important. Automatisering Gids aims to unite managers and automation experts into a "decision making unit", a team which determines and implements policy with one voice. Automatisering Gids writes at management level about various computerisation issues.

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Editor in chief : Arjan Kors

CIRCULATION (survey period: Q03/2009 - Q02/2010)

AVERAGE NUMBERS PER ISSUE	TOTAL
1 Subscriptions	
1.1 Paid subscriptions at standard rates	15.736
1.2 Paid subscriptions at special rates	25
1.3 N.A.	0
1.4 Membership subscriptions	0
1.6 Unsubscribed sales at recommended rates	0
1.7 Unsubscribed sales at special rates	0
1.8 Paid plural subscriptions at recommended rates	8
1.9 Paid plural subscriptions at special rates	0
1 = TOTAL SUBSCRIPTION CIRCULATION	15.769
2.1 Controlled Circulation	0
2.2 Targeted unpaid circulation	15.271
2 = TOTAL TARGETED CIRCULATION	15.271
3.1 Other paid circulation at standard rates	0
3.2 Other paid circulation at special rates	0
3.3 Free of charge circulation	153
3 = TOTAL OTHER CIRCULATION	153
1+2+3 = TOTAL CIRCULATION	31.193

STATEMENT

Here we show the audited averages of the circulation specification in the 3rd and 4th quarter of 2009 and the first and 2nd quarter of 2010. For the most actual circulation numbers we refer to the HOI website: www.hoi-online.nl

Member of "Het Oplage Instituut"
 (The Circulation Institute)

SALE PRICES

Subscription per year (excl. VAT)
 The Netherlands
 Subscription : € 152.50
 Other countries : € 183.--
 Price per copy : € 6.85

Advertisement terms and conditions: All orders are agreed upon and executed in compliance with the advertisements terms and conditions of Sdu Uitgevers. These can be obtained by clicking the link 'advertentievoorwaarden' on the following webpage: www.sdu.nl/adverteerders.

ADVERTISING RATES AND SIZES / Commercial and recruitment / (prices in EUR, excl. VAT)**FIXED SIZES**

description	code	size (wxh)	1x	3x	6x	9x	12x	18x	24x
2/1 page spread	AG01	570 x 398 mm	€ 15.000	5%	10%	15%	18.5%	22%	23.5% discount
2/1 page mini spread	AG02	402 x 266 mm	€ 10.587	5%	10%	15%	18.5%	22%	23.5%
1/1 page	AG04	276 x 398 mm	€ 8.925	5%	10%	15%	18.5%	22%	23.5%

FIXED SIZES ON ADVERTISEMENTPAGE

description	code	size (wxh)	1x	3x	6x	9x	12x	18x	24x
1/2 page (=A4) portrait	AG07	188 x 266 mm	€ 4.409	5%	10%	15%	18.5%	22%	23.5%
1/2 page (=A4) landscape	AG08	276 x 195 mm	€ 4.409	5%	10%	15%	18.5%	22%	23.5%
1/3 page portrait	AG09	164 x 195 mm	€ 3.750	5%	10%	15%	18.5%	22%	23.5%
1/3 page landscape	AG018	276 x 127 mm	€ 3.750	5%	10%	15%	18.5%	22%	23.5%
1/4 page portrait	AG10	136 x 195 mm	€ 2.750	5%	10%	15%	18.5%	22%	23.5%
1/4 page landscape	AG11	276 x 95 mm	€ 2.750	5%	10%	15%	18.5%	22%	23.5%
1/5 page portrait	AG12	52 x 398 mm	€ 2.100	5%	10%	15%	18.5%	22%	23.5%
1/5 page portrait half height	AG13	108 x 195 mm	€ 2.100	5%	10%	15%	18.5%	22%	23.5%
1/10 page portrait	AG16	52 x 195 mm	€ 1.200	5%	10%	15%	18.5%	22%	23.5%
1/10 page block	AG17	108 x 95 mm	€ 1.200	5%	10%	15%	18.5%	22%	23.5%

IM SIZES ON FRONTPAGE (FP) OR EDITORIAL PAGES 3, 4 OR 5

description	code	size (wxh)	1x	3x	6x	9x	12x	18x	24x
FP Ear	VPOOR	52 x 40 mm	€ 1.300	5%	10%	15%	18.5%	22%	23.5%
FP IM1	VPIM1	52 x 50 mm	€ 1.371	5%	10%	15%	18.5%	22%	23.5%
FP IM2	VPIM2	108 x 50 mm	€ 2.741	5%	10%	15%	18.5%	22%	23.5%
IM1	AGIM1	52 x 50 mm	€ 914	5%	10%	15%	18.5%	22%	23.5%
IM2	AGIM2	108 x 50 mm	€ 1.828	5%	10%	15%	18.5%	22%	23.5%
IM3	AGIM3	164 x 50 mm	€ 2.399	5%	10%	15%	18.5%	22%	23.5%
IM4	AGIM4	276 x 50 mm	€ 2.900	5%	10%	15%	18.5%	22%	23.5%

EXTRA CHARGES

One colour (pms)	: + 15%
Two colour (pms)	: + 20%
Full colour	: + 25%
Special position	: + 25%
Loose inserts	: on request
Contracts	: period at most 12 months

TECHNICAL DATA

Various graphical costs : If repro-ready material is not provided, we will charge at least € 35.--. When digital material is supplied, according to our specifications, there will be no extra charges.

Digitally delivered : e-mail: loap@sdu.nl
Via FTP
ftp://ftp.sdu.nl
login: apsd
password: mediaservice
notification to loap@sdu.nl

Trim size : 303 x 420 mm
Type area : 276 x 398 (bleed not possible)
Printing process : rotary offset
Paper : 45 grams
Screen four colour : 48 (122 lpi)
Screen b/w : 48 (122 lpi)

Specification for delivery of digital material : The advertisement materials needs to be delivered as Certified PDF. The branch-organisations Cebuco, KVGGO, OPPO, NUV and VEA have established a standard: Certified PDF newspapers Netherlands. This Certified PDF standard works on the basis of Enfocert Certified PDF technology and can be found on the website of Enfocert www.enfocert.com standards. Always supply, with your Certified PDF-file, a laserprint on 100% including register- and cropmarks.

Printing specifications: Dotgain in midtones 24%, tolerance +/- 3%. Standard density solids: black 1.40, cyan 1.20, magenta 1.20, yellow 1.20. Tolerance +/-5%. GCR: maximum ink black 90%. Total tonal density 240%. Increase undercolour 0%. UCR 60% necessary. Text diapositive 10 point maximum. body matter 8 point maximum. Line width positive 0,1 mm. Linewidth negative 0,15 mm.

CALENDAR

Automatisering Gids is published every Friday except on 7 and 21 January, 4 February, 13 May, 17 June, 1, 15 and 29 July, 12 and 26 August and 23 and 30 December 2011.

Deadline for reservations (before publication)

Commercial ads, f.c. spread: 1 weeks
Recruitment ads: Tuesday till 11.00 a.m.

Deadline for material (before publication)

Commercial ads, f.c. and b/w 1 colour: Monday till 16.00 p.m.,
Typesetting: 1 week, Recruitment ads: Tuesday till 11.00 a.m.

Specials:

28-jan Biggest IT companies
25-feb Innovatie
11-mrt Cloud Computing & IT Infrastructuur
18-mrt Overview internal IT-organisations
25-mrt Windows 7 migration
8-apr Virtualisatie
15-apr Government & ICT and work at government
22-apr IPv6
20-mei Salary Survey
24-jun Top Employers ICT / CRF
14-okt Tooling & congres catalogus ICT congres
28-okt Security
11-nov ICT Architecture & Recruitement special
25-nov AG XL
16-dec Vision 2012