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2011

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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).



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EDITORIAL FORMULA

: The target group needs to know information about the professional sector of information technology, independent and durable. "Informatie" does not follow trends but offers perspectives on the gradual development to a long-lasting useable, flexible IT infrastructure. It aims to assist the recipient in the process of professionalisation of the trade, both in theoretical and practical sense. "Informatie" aims to inform the recipients and to opiate them concerning the social context. The target group exists of IT managers, information managers, CEO's of Information.

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

AVERAGE NUMBERS PER ISSUE	TOTAL
1 Subscriptions	
1.1 Paid subscriptions at standard rates	1,391
1.2 Paid subscriptions at special rates	17
1.3 N.A.	0
1.4 Membership subscriptions	3,039
1.6 Unsubscribed sales at recommended rates	0
1.7 Unsubscribed sales at special rates	0
1.8 Paid plural subscriptions at recommended rates	0
1.9 Paid plural subscriptions at special rates	0
1 = TOTAL SUBSCRIPTION CIRCULATION	4,447
2.1 Controlled Circulation	0
2.2 Targeted unpaid circulation	111
2 = TOTAL TARGETED CIRCULATION	111
3.1 Other paid circulation at standard rates	0
3.2 Other paid circulation at special rates	0
3.3 Free of charge circulation	65
3 = TOTAL OTHER CIRCULATION	65
1+2+3 = TOTAL CIRCULATION	4,623

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 : € 252.--
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 NGI members : are collective subscribers

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/advertentieders.

ADVERTISING RATES

(black and white, excl. VAT)

Sizes

1/1 page € 2,189.--

1/2 page € 1,313.--

1/4 page € 716.--

Contract discount

3x 5%

6x 10%

10x 15%

Combination rates : on request**Contracts** : period at most 12 months**EXTRA CHARGES****Special positions** : +25%**Covers** : 2: +10%

3: +10%

4: +25%

One colour (pms) : +15%**Full colour** : +25%**Loose inserts** : on request**VARIOUS GRAPHICAL COSTS**

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SIZES

Trim size width x height in mm : 210 x 297 mm,
bleed 220 x 307 mm
(incl. 5mm cut off)

Type area

		portrait	landscape	
1/1	180 x 267 mm	1/1	--	
1/2	85 x 267 mm	1/2	180 x 130 mm	
1/4	85 x 130 mm	1/4	180 x 62 mm	

Remarks : spread 430 x 307 mm (incl. 5mm cut-off)**TECHNICAL DATA****Printing process** : sheet-fed**Paper cover** : 150 grams wood free mat m.c.**Paper** : 90 grams wood free mat m.c.**Screen four colour** : 60 (150 lpi)**Screen b/w** : 60 (150 lpi)**Specifications for delivery of digital material**

: Advertisement materials need 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 Enfocus Certified PDF-technology and can be found on the website of Enfocus www.enfocus.com/standards. Always supply, with your Certified PDF-file, a laserprint on 100% including register- and cropmarks.

Printing specifications : 3-98%. dot gain in midtones 14%.

Tolerance +/- 5% standard density solids: black 1.70, cyan 1.30, magenta 1.30, yellow 1.10. maximum tonal density: 240%

CALENDAR

Nr.	Publication date	Material deadline	Reservation deadline
1	04-02	14-01	12-01
2	04-03	11-02	08-02
3	08-04	18-03	16-03
4	06-05	15-04	13-04
5	03-06	13-05	11-05
6	29-07	08-07	06-06
7	02-09	12-08	10-08
8	30-09	09-09	07-09
9	04-11	14-10	12-10
10	02-12	11-11	09-11

Specials

- nr. 1 Proces improvement
- nr. 2 IT audit & assurance
- nr. 3 Next generation network
- nr. 4 Technology comparison
- nr. 5 Management
- nr. 6 Meta data
- nr. 7 Nanotechnologie
- nr. 8 Collaboration & co-creation
- nr. 9 LAC 2011 / architecture
- nr. 10 Hacking & security