

What can NBD mean for you

NBD is part of the building process

Vital in daily work

Every day NBD helps all professionals in the construction industry and installation trade from materialization to product choice. NBD serves the market with products such as NBD-online, e-mail-newsletters, informative specialist journals, manuals, presentation books, practical afternoons and congresses. Besides offering product- and supplier information, professional editorial staff are following news, trends and developments very closely and provide the market with relevant independent information cross-media.

Experience the added value of NBD

NBD provides security, consistency, involvement and, very important, also measurability. Via NBD you can come into contact with your target group at varying moments: daily, weekly and/or on a monthly basis. NBD provides cross-media contact opportunities online, in print and at events. An investment in NBD provides visible return/ leads of which feedback is given regularly. An investment in NBD generates turnover.



The power of NBD

- *Branch-experience*
- *Broad and directed reach*
- *Multimedia advertising possibilities*
- *Checked circulation figures*
- *Loyal readers*
- *Large reach among decision-taking persons*

Reach NBD

NBD-online	Page views	on average per month	350.000
	Visitors	on average per month	64.000
NBD E-mail newsletter Installation		Circulation	20.000
NBD E-mail newsletter Construction		Circulation	10.000
NBD Inspiration books		Circulation	5.000
NBD Magazine		Circulation	8.000
Installatie Journaal		Circulation	8.000
GAWALO		Circulation	8.000
NBD Practical afternoons		Visitors	± 250



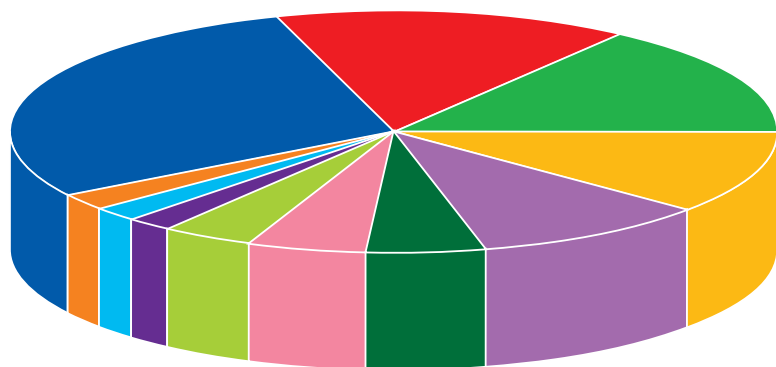
Set in a campaign more effectively with NBD. Bring your company and products to the attention and immediately come into contact with your target group, via the products of NBD.

Discover the communication- and sale power of NBD

Use the high-quality reach of NBD:

- **NBD-Online** is the most complete and up-to-date databank with product and supplier details. Searching, finding, comparing and information request. This makes NBD-Online the source for your sales
- Bring new products and novelties immediately to the attention of over 30,000 subscribers with the **e-mail newsletter**.
- Inspire the decision-taking person in the construction industry by your supply and present your products and applications visually in the **Inspirationbooks**.
- Enhance your marketing campaign with advertisements in our specialist journals: **NBD Magazine**, **Installation Journal** and **GAWALO**.
- Meet your target group during our **practical days or congresses**.

Profile users NBD-Online



Architects	29%
Contractors B&U	15%
Engineers, consultants, structural engineers	15%
E-installers	11%
W-installers	10%
Government	5%
Investors and project developers	5%
Housing corporations and Property Managers	4%
Suppliers	2%
Interior architects and project organizers	2%
Education	2%

More information

For more information on advertising possibilities and the rates please contact the sale department.

Telephone number: +31(0)70 378 99 11

E-mail: verkoopNBD@sdu.nl

Delivery material

Sdu Uitgevers B.V.
Media Order Services
P.O. Box 34
2501 AG The Hague
loap@sdu.nl
Fax +31(0)70 799 98 81



Newsletters

The short cut to high-quality sales leads

Choose for targeted and qualitative reach

Reach over 30.000 subscribers who are kept informed of the last (product)news from the construction industry or the installation trade by NBD and the Architect every week. The newsletters are made to size and offer a High attention value. Allow your product to excel in its product category and draw attention to it by means of a banner or advertorial.

Present your products in a topical environment

The NBD topical newsletter provides you with a platform to present your products in a topical environment. Enter into the interaction with the newsletter subscribers of Novelties@NBD with your product news related to various topics. In this newsletter extra attention is paid to participants of NBD-Online belonging to a specific product category. Ensure that your product will not be missing among the (competitor) suppliers and reach your target group effectively!

- *High open/click percentage*
- *The most effective banner positions and sizes*
- *Sponsored editorial content (advertorials)*
- *Exclusiveness and high attention value thanks to a limited number of commercial manifestations*
- *Multimedia, visual and interactive*
- *Direct and measurable response*

Topic	Publication dates	Material before
Outer walls	21 - 01 - 2010	11 - 01 - 2010
Installations	25 - 02 - 2010	18 - 02 - 2010
Windows/doors and casings	25 - 03 - 2010	18 - 03 - 2010
Elevators and staircases	29 - 04 - 2010	22 - 04 - 2010
Fire protection	24 - 05 - 2010	17 - 05 - 2010
Ceilings	19 - 08 - 2010	12 - 08 - 2010
Glass	26 - 08 - 2010	19 - 08 - 2010
Floors	30 - 09 - 2010	23 - 09 - 2010
Wood	14 - 10 - 2010	07 - 10 - 2010
Walls and ceilings	28 - 10 - 2010	21 - 10 - 2010
Concrete	25 - 11 - 2010	18 - 11 - 2010
Roofs	16 - 12 - 2010	09 - 12 - 2010

E-mail newsletter: (per edition)

Fullsize banners (468x60 pixels)	€ 295,-
Skyscraper (120x600 pixels)	€ 795,-
Advertorial	€ 995,-

Publication

- The e-mail newsletters Novelties@NBD and Novelties@NBD Installation appear every week.
- The e-mail newsletter the Architect appears twice a week.
- NBD topical newsletter appears 12 times a year.

More information?

For more information about Advertising rates and possibilities please contact Maciek Piasecki. Telephone 06 13 85 80 30 e-mail m.piasecki@sdu.nl www.bereikdebouw.nl

Delivery material

Sdu Uitgevers B.V.
Media Order Services
Postbus 34
2501 AG Den Haag
loop@sdu.nl
Fax (070) 799 98 81



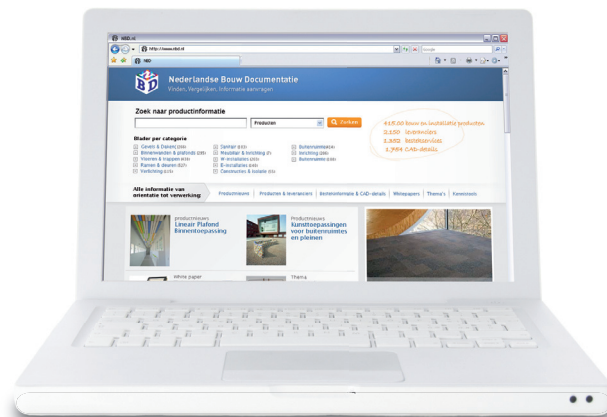
WWW.NBD-ONLINE.NL

de Architect
www.deArchitect.nl

NBD-Online and deArchitect.nl

Finding, comparing & requesting information about products and suppliers

Platform for expert knowledge and inspiration



Dutch Building Documentation

Every day thousands of professionals in the construction industry and installation trade consult the multimedia databank of NBD to find or compare products and suppliers, and to request information. It figures that all the leading suppliers and importers choose for eye-catching entries on www.nbd-online.nl. Advertising on NBD-Online offers many possibilities, from simple product presentations to extensive plan services and in the future also links to deArchitect.nl. You can find products here, extensive technical specifications, photographs and extra information, such as specification sheets, product films or CAD-drawings.

Being found by users and deciders

NBD-Online and deArchitect.nl have a large number of loyal visitors. These visitors - users and deciders - make many contacts with suppliers who present themselves on NBD-Online and advertise on deArchitect.nl. Of course you should be among them.

Maximal reach with NBD and de Architect

You want to reach your target group of architects maximally. Then choose for communicating through NBD and the Architect. NBD is a cross-media platform, in which generating qualitative and high-quality leads are the main thing. There are many references between deArchitect.nl and NBD-Online. Where the Architect inspires and draws attention, NBD sees that your product is actually applied.

See to it that you are visible on both websites and reach your target group maximally!

- *A payable professional Company and product presentation*
- *Measurable result and directed high-grade leads*
- *Optimal findability*
- *Visibility and Branding*

Web statistics

NBD-online.nl

Unique visitors on average per month	52.000
Page views on average per month	350.000
Visits on average per month	65.000
Average visit duration	4 min.
Leads on average per month	500-700
Circulation e-mail newsletter	30.000

* Source: Google Analytics on average 2010

deArchitect.nl

Unique visitors on average per month	20.000
Page views on average per month	150.000
Visits on average per month	30.000
Average visit duration	4 min.
Circulation e-mail newsletter	3.000

* Source: Google Analytics January 2010



WWW.NBD-ONLINE.NL

de Architect
www.deArchitect.nl

Participation to size

Upgrade your business presentation and double the number of


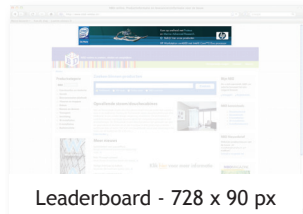
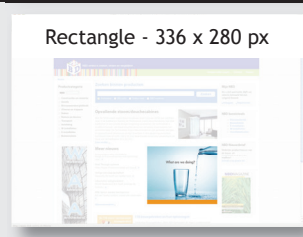
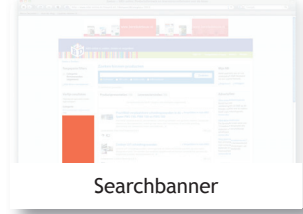

	NBD Basic package Total maximal 5 MB per product	NBD Extra package Total maximal 10 MB per product	NBD Business package Total maximal 20 MB per product
Content			
Logo	■	■	■
Line insertion	■	■	■
Short business	■	■	■
Business	■	■	■
Product description with photographs (product brochures)	■	■	■
Supplier details	■	■	■
Keyword registration	■	■	■
Link to:	■	■	■
- website supplier			
- backlink from own site to presentation on NBD-Online			
Putting on the site of:	■	■	■
- Certificates (*.pdf)			
- Product brochure (pdf)			
- Product presentation in Inspiration books 2009 (pdf)			
- Existing novelty interview (pdf)			
Insertion in newsletter 1x	■	■	■
Insertion in topical newsletter 1x	■	■	■
Hi-res product photographs with captions (max. 10 photographs)	.	■	■
Implementing Regulations (pdf)	.	■	■
Link to specification sheets (fps) (exclusive of Stabu production expenses)	.	■	■
Product film (mpg)	.	.	■
Construction film (mpg)	.	.	■
Press releases	.	.	■
FPS			■
iFPS-link including annual control with Stabu catalogue exclusive of production- and maintenance costs	.	.	■
Link to existing plan service and/or CAD-service	.	.	■
Uploading CAD-drawings	.	.	■
Rates			
Up to 5 products	€ 1.245,-	€ 1.745,-	€ 2.745,-
Up to 15 products	€ 2.245,-	€ 3.245,-	€ 5.245,-
Up to 25 products	€ 3.245,-	€ 4.745,-	€ 7.745,-
25 or more products	€ 4.245,-	€ 5.845,-	€ 10.245,-



Logotype	€ 95,-	
Line insertation	€ 195,-	
Short business profile	€ 290,-	
Business presentation	€ 995,-	
FPS	€ 430,-	per 2 years
iFPS-link including annual control with Stabu catalogue exclusive of production- and maintenance costs	€ 495,-	per year per iFPS
Product film	€ 2.000,-	
Whitepapers and product news up to 10 received leads	€ 1.100,-	
Whitepapers and product news up to 30 received leads	€ 3.000,-	
Whitepapers and product news up to 50 received leads	€ 4.500,-	
Whitepapers and product news up to 100 received leads	€ 7.500,-	

Bannering

Maximal & qualitative reach with bannering on NBD-Online.nl and deArchitect.nl

Logolink (60 x 30 pixels en 2 x 45 characters) - During 3 months logotype + 1 line title and 1 line description on NBD-online and en deArchitect.nl	€ 1.500,-	
Leaderboard (728 x 90 pixels)	€ 75,- cpm	 <p>Leaderboard - 728 x 90 px</p>
Large rectangle (336 x 280 pixels)	€ 75,- cpm	 <p>Rectangle - 336 x 280 px</p>
Searchbanner (120 x 600 pixels) - Skyscraper for 3 months on NBD-online - Display at maximum of 10 keywords - Keywords as desired	€ 1.200,-	 <p>Searchbanner</p>
Monthly package NBD & de Architect - Maximal 30.000 impressies on the leaderboard position during one month on NBD-online.nl and deArchitect.nl - Advertorial in the newsletter NBD and the Architect - Logolink during 1 month op NBD-online and deArchitect.nl	€ 2.495,-	



WWW.NBD-ONLINE.NL

de Architect
www.deArchitect.nl

NBD Magazine

From design to materialization and product choice



NBD Magazine continues where the inspiring trade journal the Architect stops. NBD Magazine deals with materialization and the product choice in the building process. NBD Magazine provides information about materialization, (new) products, materials, applications and techniques with practically usable trade information for architectural specification of building projects. Advertising in NBD Magazine seamlessly fits in with www.nbd-online.nl and so enhances your participation.

Product aimed advertising

With NBD Magazine, in an edition of 8,000 copies, you not only reach the visually oriented architect, but also the architectural draughtsmen and other technical colleagues. Especially those architects who attach great value to materialization and details. So an excellent environment for your product advertisement!

Target group

Architects, project leaders, contractors, installers, consultants, professional customers, architectural engineers, buyers, writers of builder's estimates and work preparation professionals. These qualitative readers consist of subscribers and users of NBD, subscribers to manuals and relevant target group persons among the readers of the Architect and Cobouw.

Communicating in NBD Magazine

- *Inspires with alternative solutions*
- *Informs from the everyday building practice*
- *Refers to manufacturers, suppliers and www.nbd-online.nl*
- *Enhances the deployment of your cross-medial campaign*
- *Provides qualitative reach in the centre of your target group*

Themes and publication dates 2010

nr.	Theme	Publication date	Reserve before	Material before
1	Elevators & staircases	04 March 2010	15 February	17 February 2010
2	Floors, walls & ceilings	03 June 2010	17 May	19 May 2010
3	Doors & windows	09 September 2010	23 August	25 August 2010
4	Roofs & walls	02 December 2010	15 November	17 November 2010



Advertising rates

All rates in euros, exclusive of VAT

Advertisements

1x	3x	6x	12x	24x
2/1 page € 2.895,-	5%	10%	15%	20%
1/1 page € 1.895,-	5%	10%	15%	20%
1/2 page € 1.095,-	5%	10%	15%	20%
1/4 page € 695,-	5%	10%	15%	20%

Advertorials, cover photograph and joint prints upon

Product presentation

2/1 page full colour € 2.995,- incl. production expenses. For NBD participants as an additional insertion from NBD Inspiration book € 1.495,-. Ask for the conditions.

Surcharges

Cover page	50%
Special insertion	25%
Descending	10%
Back margin	10%
1 supporting colour	€ 675,-
Full colour	€ 995,-
Commercial enclosure	supon request

Participants NBD-online 1/1 page full colour in edition as desired € 995,-

Formats

(width x height in mm)

Type page	210 x 297
Descending	220 x 307 (incl. 5 mm cut)
Spread	430 x 307 (incl. 5 mm cut)

Type area	Portrait	Landscape
1/1	185 x 268	n/a
1/2	90 x 268	185 x 132
1/4	90 x 132	185 x 64

Cross-media communication

NBD offers you the possibility to reach your target group cross-media. Not only present your company and products in NBD Magazine, but also create contact moments and leads online, in print and at our events. For more information and the complete brochure, go to www.bereikdebouw.nl.



More information

For more information about advertising possibilities and the rates please contact sale inside service.
Saskia van der Touw
Telephone number: +31 (0)70 378 03 43
E-mail: s.touw@sdu.nl

Delivery material

Sdu Uitgevers B.V.
Media Order Services
P.O. Box 34
2501 AG The Hague loop@sdu.nl
Fax +31(0)70 799 98 81



NBD Magazine is a Publication of Sdu Uitgevers
Publications include: the Architect, Cobouw,
Materieelkrant and Vastgoedmarkt.
More information: www.bereikdebouw.nl

Menu NBD

You have spoken with:

Maciek Piasecki, Team leader NBD

Telephone +31(0)6 13 85 80 30

E-mail m.piasecki@sdu.nl

Alex van der Leer, Accountmanager NBD

Telephone +31(0)6 30 70 31 24

E-mail a.v.d.leer@sdu.nl

Iwan Verburg, Accountmanager NBD

Telephone +31(0)6 10 93 43 38

E-mail i.verburg@sdu.nl

Angela Pasutto, Accountmanager NBD

Telephone +31(0)6 51 67 72 56

E-mail a.pasutto@sdu.nl

Prinses Beatrixlaan 116, P.O. Box 20025, 2500 EA The Hague, Fax +31(0)70 799 98 02, www.sdu.nl

Participate NBD online

NBD Basic package	<input type="checkbox"/> Up to 5 products € 1.245,-	<input type="checkbox"/> Up to 15 products € 2.245,-	<input type="checkbox"/> Up to 25 products € 3.245,-	<input type="checkbox"/> 25 or more products € 4.245,-
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NBD Extra package	<input type="checkbox"/> Up to 5 products € 1.745,-	<input type="checkbox"/> Up to 15 products € 3.245,-	<input type="checkbox"/> Up to 25 products € 4.745,-	<input type="checkbox"/> 25 or more products € 5.845,-
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NBD Business package	<input type="checkbox"/> Up to 5 products € 2.745,-	<input type="checkbox"/> Up to 15 products € 5.245,-	<input type="checkbox"/> Up to 25 products € 7.745,-	<input type="checkbox"/> 25 or more products € 10.245,-
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Business presentation € 995,-

Logo € 95,-

Line insertion € 195,-

Short business profile € 290,-

FPS per 2 years € 430,-

iFPS-link including annual control with Stabu catalogue
exclusive of production- and maintenance cost per year per iFPS € 495,-

Productfilm € 2.000,-

Whitepapers and product news up to 10 received leads € 1.100,-

Whitepapers and product news up to 30 received leads € 3.000,-

Whitepapers and product news up to 50 received leads € 4.500,-

Whitepapers and product news up to 100 received leads € 7.500,-

Participate in NBD Inspirationbooks

Spread	<input type="checkbox"/> 1 presentation € 1.295,-	<input type="checkbox"/> Up to 3 presentations € 3.690,-	<input type="checkbox"/> up to 5 presentations € 5.830,-	<input type="checkbox"/> Up to 8 presentations € 8.290,-
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Advertising NBD online & de Architect.nl

NBD-online.nl de Architect.nl	<input type="checkbox"/> Logolink € 1.500,-	<input type="checkbox"/> Leaderboard € 75,- CPM	<input type="checkbox"/> Large Rectangle € 75,- CPM	<input type="checkbox"/> Searchbanner € 1.200,-
Bannerpackage	<input type="checkbox"/> Montly package € 2.495,-			
E-mailnewsletters (per edition)	<input type="checkbox"/> Fullsize € 295,-	<input type="checkbox"/> Skyscraper € 795,-	<input type="checkbox"/> Advertorial € 995,-	

Sdu can also take care of the layout of your banners in flash, jpeg or gif.

Static banners € 75,-

Animated banner € 150,-

Advertising NBD print

Title	Format	Colour	Number	Price

Sponsoring Events

NBD Practical afternoons	<input type="checkbox"/> Sponsor package € 3.500,-	<input type="checkbox"/> Partner package € 5.900,-
NBD Congress	<input type="checkbox"/> Sponsor package € 4.900,-	<input type="checkbox"/> Partner package € 8.900,-

Remarks

Date: _____

Validity: _____

Total price: € _____ *(prices are excl of VAT)*

Contact person: _____

Telephone: _____

E-mail: _____

Delivery material

Sdu Uitgevers B.V.
Media Order Services
P.O. Box 34
2501 AG The Hague
loap@sdu.nl
Fax +31(0)70 799 98 81

