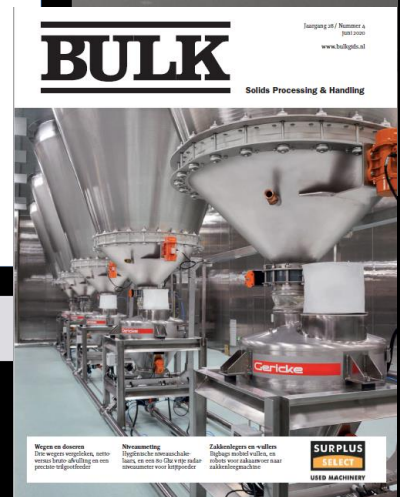
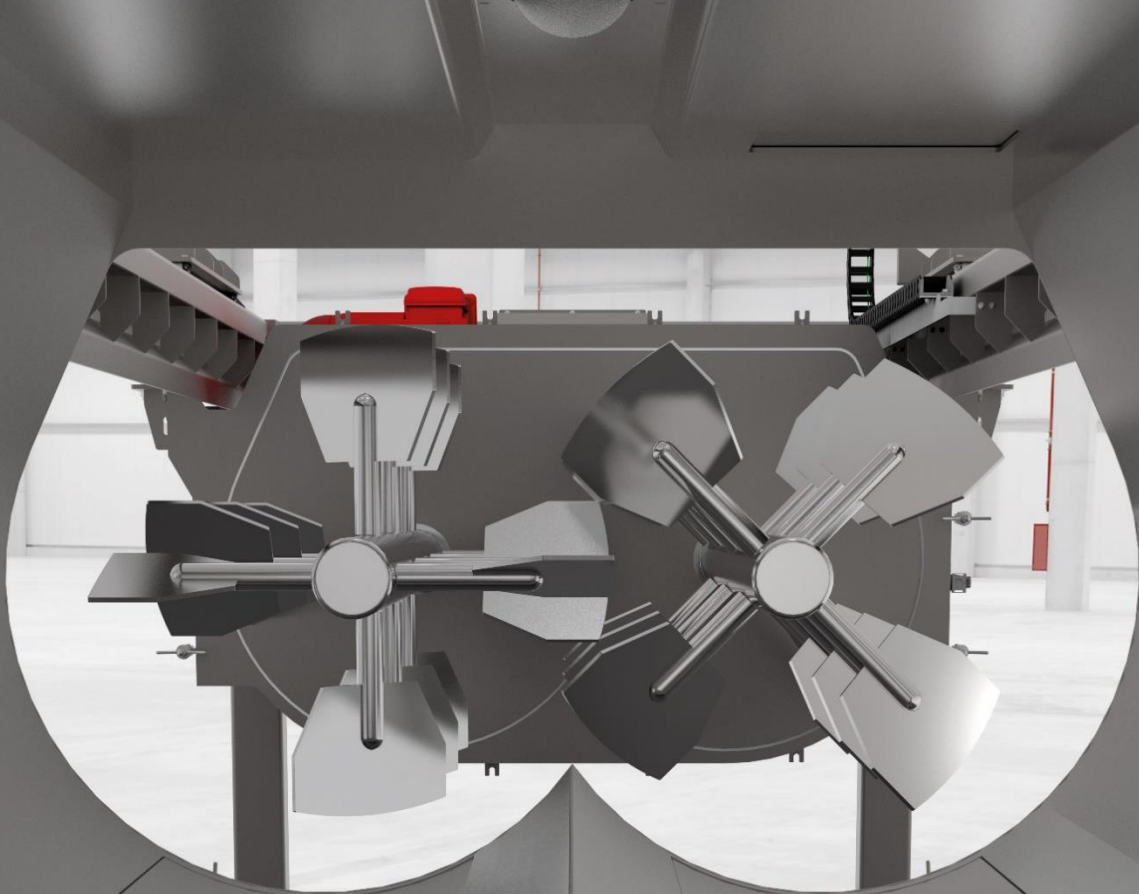
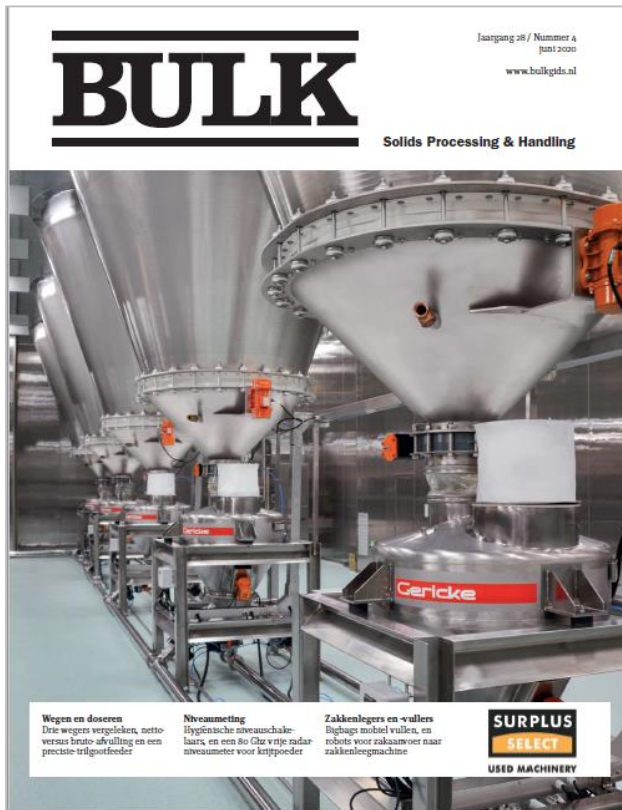


# BULK

Solids Processing & Handling



**MEDIA  
KIT  
2021**



## GENERAL INFORMATIE

Title	Bulk
Sub title	Solids Processing & Handling
Published by	Eisma Industriemedia bv Informaticaweg 3 7007 CP Doetinchem
Publisher	Jeroen van der Molen
Accountmanager	Lida Meyers T +31 (0) 882 944 738 M +31 (0) 642 759 522 E l.meyers@eisma.nl
Circulation	6.000 copies
Volume	29
Frequency	7 x per year
Editor-in-chief	Jos Verleg M +31 (0) 643 875 110 E redactiebulk@eisma.nl

## Readership Bulk

Readers of Magazine BULK are plant managers, production managers, process technologists, technical directors, designers and machine manufacturers in the process industry. BULK informs them on all aspects of the handling & processing of solids. The target audience contributes on a daily basis to the development and optimization of production processes.



# MEDIAKIT MAGAZINE 2021

## ADVERTISING RATE

Rates based on full colour insertions (in 12 months)

Full Colour	1x	3x	6x	8x
1/1 page	3.575	3.419	3.290	3.080
1/2 page	2.229	2.084	1.940	1.795
1/4 page	1.388	1.279	1.193	1.103

## PRINTING DETAILS

Printing process	offset
Paper folder	170 g/m <sup>2</sup> hv gesatineerd m.c.
Paper inside	115 g/m <sup>2</sup> hv silk mc

## INSERTS/LEAFLETS

Pricing upon request, depending on weight and size. Due to the technical specifications, please contact us on time.

## DELIVERY SPECIFICATIONS INSERTS / LEAFLETS

Quantity	6000 copies
Delivery	Loosely packed in boxes
Deadline	Ultimately 3 weeks before publication
Delivery address	Veldhuis Media Attn. Theo Nitrau Kanaaldijk OZ 3 8102 HL Raalte The Netherlands Ref: sender, title and issue number

## PUBLICATION DATES 2021

Nr	Deadline reservation	Publication-date	
1	25-01-21	12-02-21	
2	01-03-21	19-03-21	
3	16-04-21	07-05-21	
3a	16-04-21	07-05-21	Annual edition Dust control/ Explosion protection
4	07-06-21	25-06-21	
5	24-08-21	14-09-21	
6	04-10-21	22-10-21	
6a	18-10-21	5-11-21	Annual edition Port storage and transhipment
7	22-11-21	10-12-21	

## DIMENSIONS

	Portrait (bxh in mm)	Landscape (bxh in mm)
1/1 page	230 x 300	Bleed: 3 trim mm all around
1/2 page	94 x 265	191 x 130
1/4 page	94 x 130	191 x 63
Color Modus	CMYK	
Resolution	300dpi	

## DELIVERY SPECIFICATIONS ADVERTS

File size up to 10 MB per e-mail to: [bulk@zeedesign.nl](mailto:bulk@zeedesign.nl) with reference title, issue number and publication date with a CC to: [l.meyers@eisma.nl](mailto:l.meyers@eisma.nl). For larger files, use [www.wetransfer.com](http://www.wetransfer.com).

## DIGITAL FILE TYPES

### PDF

- Certified PDF
- Images and fonts embedded

### Quark Xpress

- Please add or include all (Macintosh) fonts, illustrations and images

### Adobe Illustrator

- Outlines
- \*.ai, \*.eps

### Adobe Photoshop

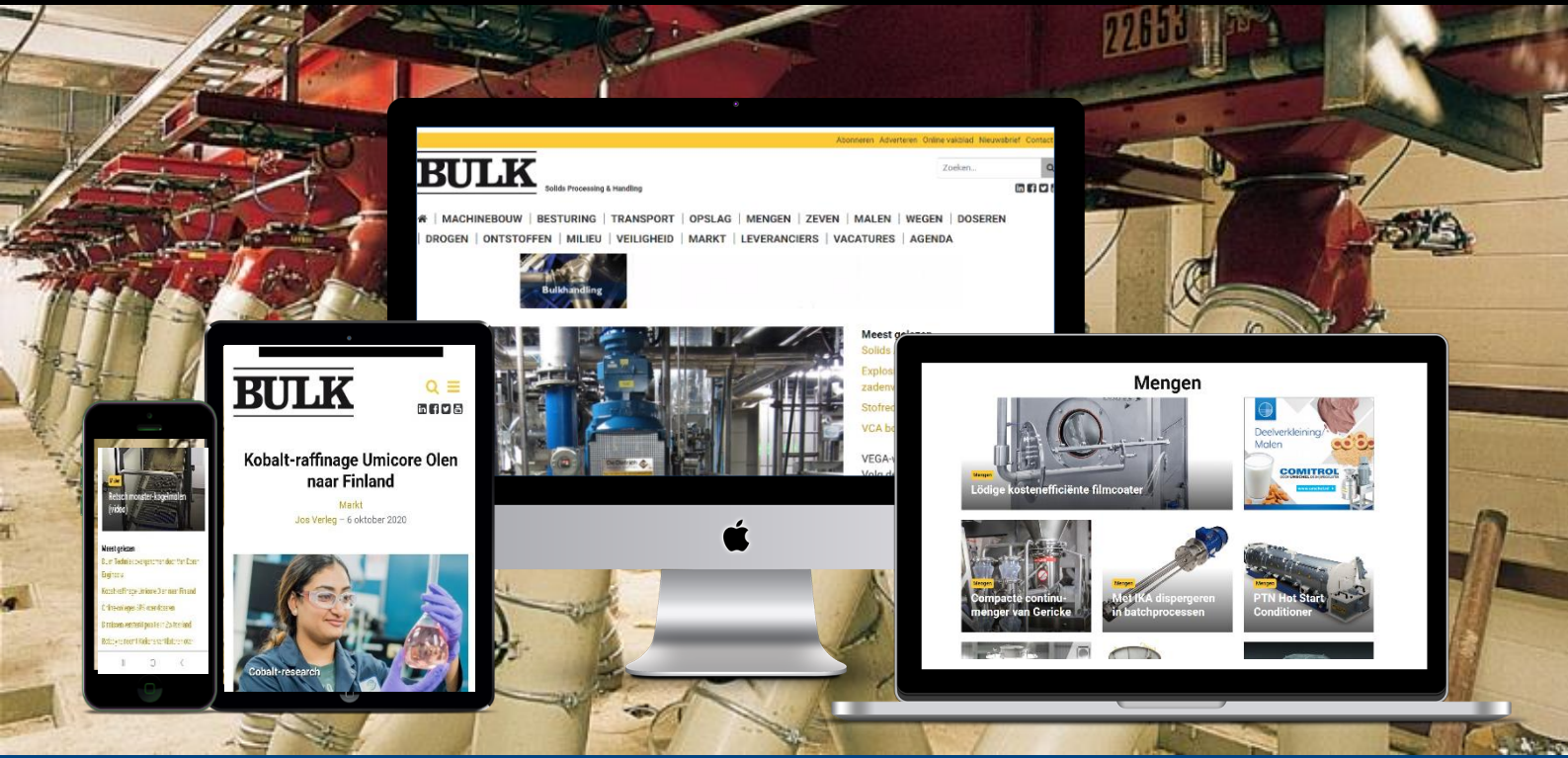
- Flattened (not layered)
- \*.tiff, \*.eps, \*.jpg, \*.psd
- No multi-channel or duotone images

### Other file types (e.g. Word)

- Text in Word, images as a separate file (not embedded)



# MEDIAKIT WEBSITE 2021



## RECTANGLE

A rectangle is a remarkably large ad format that is always positioned on the right-hand side of the website, above the “fold”. The format is ideal for communicating different types of messages including video.

### Specifications

336 x 280 pixels (computer and laptop), max. 99 kb  
300 x 250 pixels (tablet and smartphone), max. 49 kb

### Rate

€ 450,- per month



## LEADERBOARD

A leaderboard is a big, almost page-wide advertisement and is one of the most common formats. A leaderboard is displayed directly below the header.

### Specifications

728 x 90 pixels (computer and laptop), max. 99 kb  
320 x 50 pixels (tablet and smartphone), max. 49 kb

### Rate

€ 380,- per month



## FULL BANNER

A full banner is a small, wide banner prominently positioned between editorial text. It is widely used in campaigns to create brand awareness. This banner is suitable for communicating with text, images and animations.

### Specifications

468 x 60 pixels (computer and laptop), max. 49 kb  
320 x 50 pixels (tablet and smartphone), max. 49 kb

### Rate

€ 320,- per month



## DELIVERY SPECIFICATIONS

File formats: jpg, gif, animated gif, HTML5  
Color modus: RGB  
Resolution: 72 dpi  
Maximum: 99 Kb  
Landing page: URL landing page  
Delivery: onlinemateriaal@eisma.nl

Please include a regular banner as well as a banner for display on a mobile device (s). For more information visit: [adverterenbijesima.nl/specifications](http://adverterenbijesima.nl/specifications)

## LOGOLINK

A logolink is a short clickable text in combination with a logo, that leads to a website.

### Specifications

- Logo (110 x 60 pixels)
- 2 x text line (2 x 22 signs incl. spaces)

### Rate

€ 1.500,- per year




# MEDIAKIT NEWSLETTER 2021

THE NEWSLETTER OF **BULK** IS SENT ONCE A WEEK ON THURSDAY TO 3.375 SUBSCRIBERS.


**BULK**  
Solids Processing & Handling


Nieuwsbrief Bulk  
22-10-2020  
[Lees in browser](#)




**Winnaar innovatieprijs**  
Protix in Bergen op Zoom, producent van eiwitten uit insecten, heeft de Nederlandse Innovatie Prijs 2020 gewonnen. Protix heeft een...  
[Lees meer](#)


ADVERTENTIE



**LET'S TALK**  
CONTACT Jeren van Alken, Sales Engineer  
Aerzen Nederland B.V. 




**Wij geven kleur aan het proces**  
**Terugkijken: webinar radarsensoren**  
Het recente webinar van Vega over hun nieuwe radarsensoren voor de voedingsmiddelenindustrie kan worden teruggekeken. Tijdens...  
[Lees verder](#)




**Slijtvaste geleiderollen**  
Van Gink Trading BV presenteert een serie slijtvaste, polyurethaan geleide- of stuurrollen. De rollen worden toegepast voor het...  
[Lees verder](#)

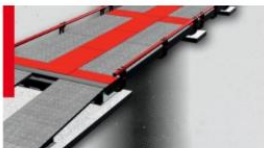
ADVERTENTIE



**HEMA TSN** **Alles voor uw transportband!**




**Maalmolen voor mijnbouw**  
Metso Outotec presenteert de HRCe HPGR hoge druk maalmolen voor toepassingen in de mijnbouw. De installatie volgt de HRC op...  
[Lees verder](#)



**Verplaatsbare weegbruggen**  
Weegspecialist Precia-Molen heeft haar programma weegbruggen uitgebreid met de VS800-serie verplaatsbare...  
[Lees verder](#)

ADVERTORIAL

**Onderhoud LBK essentieel voor voedselveiligheid**  
Is de BRC Global Standard for Food Safety (BRGS) voor uw bedrijf ook leidend? Bertwin van Gortel, accountmanager industrie bij Vliet, constateert dat de luchtbehandelingskast (LBK) bij audits soms een struikelblok is. Voorkom problemen en laat uw LBK vakkundig onderhouden of reconconditioneren.  
[Lees dit artikel voor de goede aanpak van uw LBK's](#)



## ADVERTORIAL

An advertorial is a text ad with a photo, including click-through options to the advertiser's website. The advertorial in a newsletters is positioned between the editorial content and is therefore not to be missed by the reader. The basic implementation of the advertorial consists of an image to the left or right of the text.

### Specifications

- header: max. 50 characters, including spacing
- Text line: max. 350 characters, including spacing
- image/logo/illustration: 600 x 400 pixels, max. 99 kb
- URL to which the advertorial links

### Rate

€ 300,- per edition

## FULL BANNER

A full banner is a small, wide banner prominently positioned between editorial text. It is widely used in campaigns to create brand awareness.

### Specifications

- 468 x 60 pixels (computer en laptop), max. 49 kb
- 320 x 50 pixels (tablet en smartphone), max. 49 kb

### Rate

€ 260,- per edition

## BLOCKBUSTER

This ad format is a prominent image across the full width of the page. Its position is at the top of the newsletter and limited to one advertiser per mailing.

### Specifications

- 550 x 150 pixels, max. 80 kb

### Rate

€ 330,- per edition

## SPECIFICATIONS

File formats:	.jpg, .gif
Colour mode:	RGB
Resolution:	72 dpi
Landing page:	url of the landing pagina
Delivery:	onlinemateriaal@eisma.nl

## MORE INFORMATION AND POSSIBILITIES?

Look for more information on [www.adverterenbijeisma.nl](http://www.adverterenbijeisma.nl) or call your account manager.



## SPECIAL NEWSLETTER

A special newsletter "partner mailing" is a special e-newsletter which can be sent out to our subscribers. The advertisement position is above editorial messages. The editors select the editorial messages, and the advertiser delivers his advertisement. This message is sent exclusively to an address database selected by the advertiser, thus ensuring a high click rate on the advertisement.

Advertising in the special partner mailing has several advantages:

- extra large advertisement space to highlight your products/ company profile
- suitable for special offers/ announcements
- a large number of readers
- direct response
- more traffic to your website

We can send this special newsletter to the e-newsletter subscribers of:

- Bulk
- Aandrijftechniek
- Metaal Magazine
- Recycling International
- Recycling Magazine Benelux
- TTM.nl
- Warehouse Totaal
- Pomp NL
- Bestelauto

### Specifications

Available upon request

### Pricing

€ 1.800 per mailing (Bulk)

**BULK**  
Solids Processing & Handling

Nieuwsbrief Bulk  
02-11-2020  
[Lees in browser](#)



#### VEGA Live Demo Online over inhoudsmeting

De inhoud van een silo of tank kan worden bepaald met een druksensor maar ook een niveau-sensor. In de food-industrie...

[Lees verder](#)



#### SmartFilter + abonnement (video)

Het MCP SmartFilter van Nederman is ontworpen om de luchtkwaliteit te verbeteren, de bedrijfskosten te reduceren en de werkplek...

[Lees verder](#)



#### Sanitaire FFS-machine

De Amerikaanse fabrikant BW Flexible Systems introduceert de nieuwe Hayssen ISB verticale 'Form-Fill-Seal' verpakkingsmachine. De...

[Lees verder](#)

Volg Bulk op

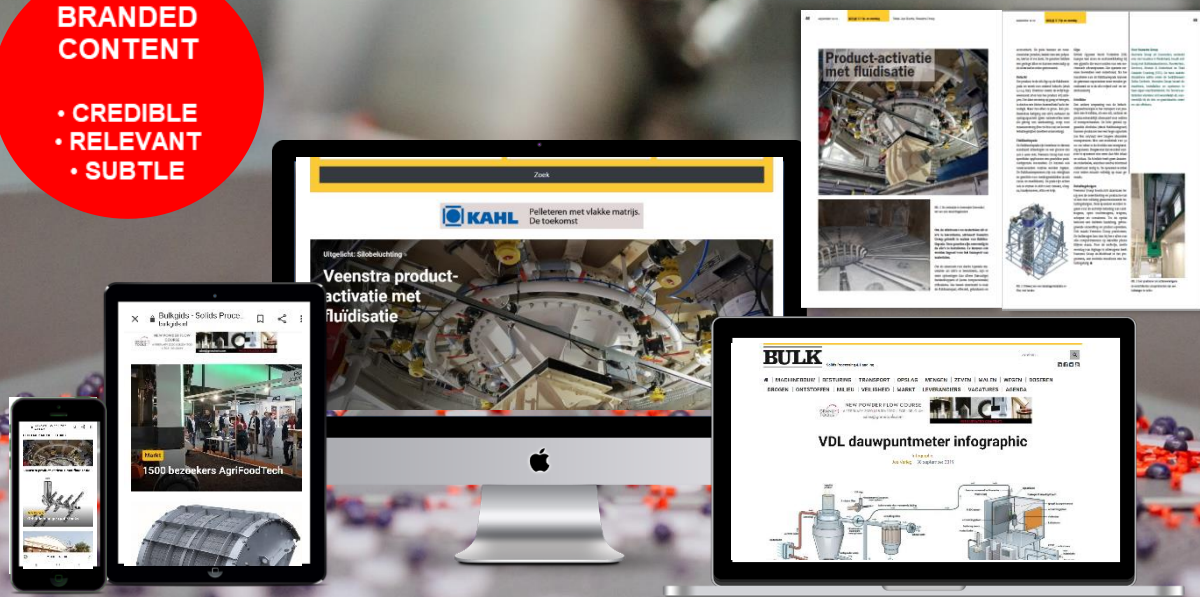


Deze e-mail werd gestuurd naar l.meyers@eisima.nl. Je ontving deze e-mail omdat je bent aangemeld voor de nieuwsbrief van Bulk. Je kunt je voor deze nieuwsbrief [afmelden](#) door je profiel te bewerken. Voor de hele verzendlijst [afmelden](#) kan ook.

# BRANDED CONTENT 2021

## BRANDED CONTENT

- CREDIBLE
- RELEVANT
- SUBTLE



## BRANDED CONTENT

Branded content is content that is paid or produced by the advertiser. It is designed to build brand awareness and can include video, article, blog/column, or other elements that bring value to the consumer. The content is designed to be similar to the editorial content. The message is conveyed subtly so that the reader will not experience this as promotional material. The key is to grab the attention of our customers, your target group, and to drive real engagement through this smart content.

## WHY BRANDED CONTENT?

**Credible.** Branded Content is positioned between the editorial content on an independent (news) site. Because the company does not promote its brand directly, this is seen as credible. It leads to less resistance and ensures a high effectiveness of the message so that the consumer will remember your brand better.

**Relevant.** The text or video is written specifically for your target group and therefore exciting and appropriate for them.

**Subtle.** With effective branded content you will not immediately give away that it's about your brand, but rather package the message subtly and originally.

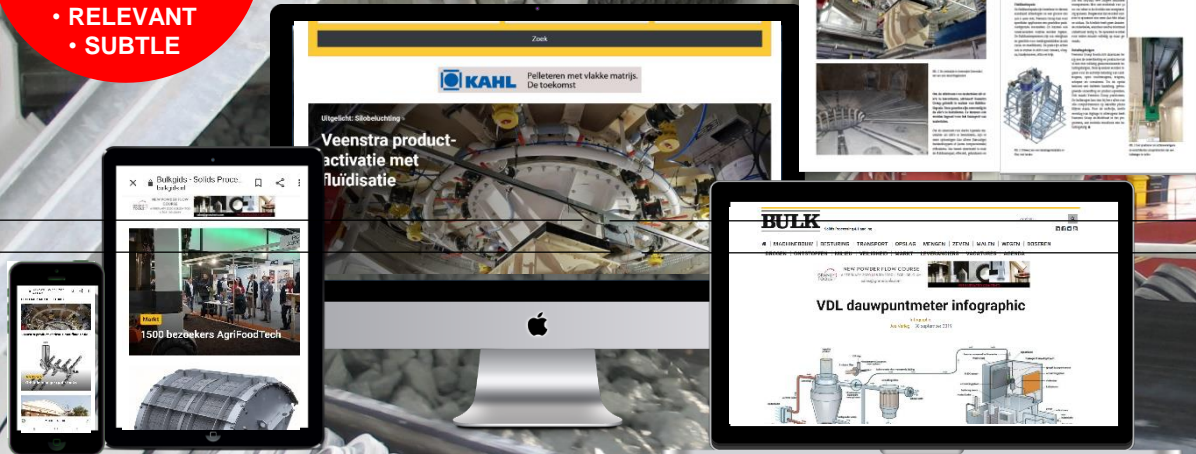
## BRANDED CONTENT FORMATS

- Featured
- Product Spotlight
- Video
- Techno-(info)graphic

# BRANDED CONTENT 2021

**BRANDED  
CONTENT**

- CREDIBLE
- RELEVANT
- SUBTLE



## FEATURED

In the Featured position, different types of items can be placed, for instance a realized project, a product introduction or a service. The manufacturer or supplier shows the features and benefits of the application in practice. For instance the effects of a solution in terms of production capacity or efficiency.

### Package

- on the homepage of bulkgids.nl
- an announcement on the newsletter of Bulk
- 1 or 2 pages in magazine Bulk

### Specifications

- 1 page, 500 words and 2 à 3 high res. photos (min. 2 mb)
- 2 pages, 1000 words and 3 à 4 3 high res. photos (min. 2 mb)

### Rate

- 1 page € 1.490,- per month
- 2 pages € 2.010,- per month

## PRODUCT SPOTLIGHT

New, innovative and other special products but also announcements of important events deserve to be in our “spotlight” section. The unique selling points of the product, proces or event are presented attractively to the target group in a comprehensible way. This is a highly suitable medium for new product launches.

### Package

- on the homepage of bulkgids.nl
- an announcement on the newsletter of Bulk

### Rate

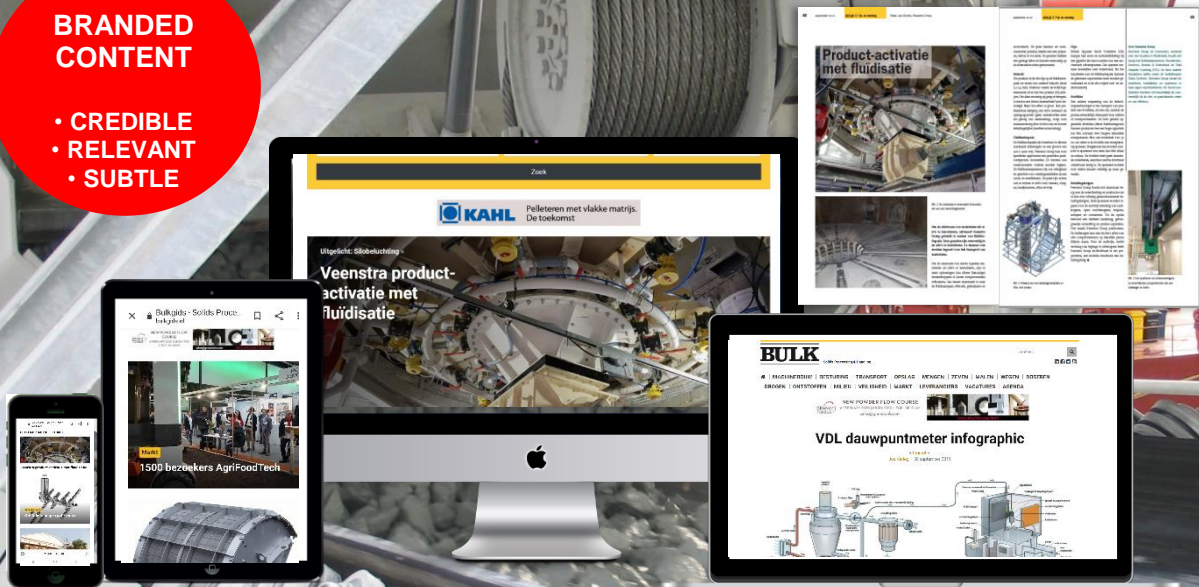
- € 700,- per month



# BRANDED CONTENT 2021

## BRANDED CONTENT

- CREDIBLE
- RELEVANT
- SUBTLE



## VIDEO

It's hard to imagine why online video would be missing from your communication mix because telling stories in this format has never been more accessible and is increasingly preferred by users of digital platforms. At Eisma, we can create the video for you as we have years of experience in making a wide range of videos. We take care of the script, film, editing, voice-over and subtitling – all-in close consultation with you.

### Package

- on the homepage of bulkgids.nl (rectangle banner position)
- an announcement in our weekly newsletter

### Specifications

Available upon request

### Rate

Publication on our website € 430,- per month

Layout of the Video Frame € 100,-

Production of all aspects of the video starts from € 2.195,-

## TECHNO-(INFO)GRAPHIC

A techno-(info)graphic is a technical illustration: an image, exploded view or artist impression that clarifies the operation of a machine or process. Technique and explanation come together in one picture.

### Presentation

- On the homepage of bulkgids.nl
- in the newsletter
- in magazine Bulk

### Specifications

- Clear description of the process plus additional text
  - 1 page = 250 words
  - 2 pages = 500 words

### Rate

- the techno-(info)graphic with shortened tekst on 1 page in magazine Bulk + the techno-(info)graphic on bulkgids.nl and in the newsletter = € 2.000,- per month
- as above, but with 2 pages in magazine Bulk = € 2.500,- per month

# CONTENTMARKETING 2021



## WHY IS CONTENT MARKETING IMPORTANT?

Content marketing is a strategic approach to marketing focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Ultimately it drives a profitable customer reaction to you and your products.

## EISMA INDUSTRIEMEDIA

We can help you reach your target group and generate leads. Our approach includes the placement and distribution of case studies, white papers and videos via our different media channels.

## EISMA CONTENT MARKETING: WHAT'S YOUR STORY?

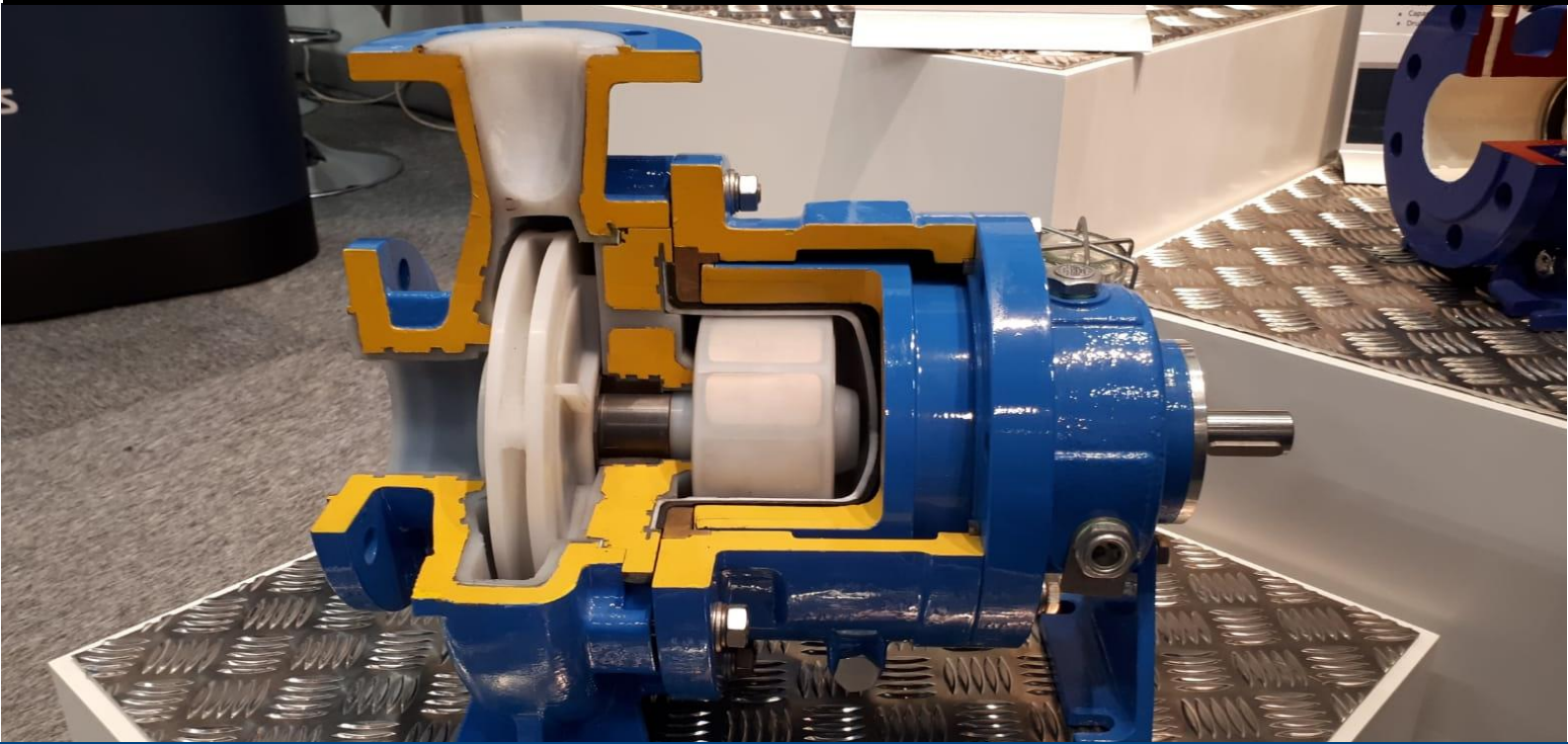
More and more customers are asking Eisma to help "tell their story".

At Eisma, we know how to tell those stories. After all, we already do this with our own brands through independent editors who know exactly what is happening in their sector.

## THE MOST USED CONTENT FORMATS

- Project documentation
- Infographics
- Blogs
- Whitepapers
- Videos
  - Animation video
  - Product video
  - Company video
  - Trade show video
  - Event coverage
- Sponsored magazines
- Webinars
  - Webinar
  - Webinar 2.0

# CONTENTMARKETING 2021



## PROJECT DOCUMENTATION

Let's assume your product has been incorporated successfully into a superb completed project. It's a fine example of how your products can be used so you now want to get that message across smartly to your customers and prospective customers. Working closely with you, our editors can create the perfect showcase to highlight the project using video, text and photos.

We offer a video of one-and-a-half minutes, 10 photos, 2-pages article including a short project description (300 words)

**Rate:** Starts at € 2730

## INFOGRAPHICS

An infographic is a combination of text and illustration that tells your story simply and clearly. Illustrations can be graphs, diagrams, icons or maps. Conveying information or knowledge in this style is an excellent way to visualise complex data, events or processes.

Typically, an infographic consists of six to eight illustrations and about 150 words. These may vary depending on the message you want to get across.

**Rate:** Starts at € 1700

## BLOG

A blog is an excellent tool to communicate with the customer in an easy-to-access way. By blogging as a director, advisor, manager or assistant you showcase your expertise on a particular subject. And by telling a personal story, you create a more accessible reputation. The blogger shares with the reader their personal experiences, thoughts, visions or tips, given them a golden opportunity to respond.

Blogs are approximately 500 to 600 words, depending on the content.

**Rate:** Starts at € 465

## WHITEPAPER

In a whitepaper, the client showcases their expertise on a specific subject. A whitepaper is objective and offers solutions for particular problems often shared widely in the sector.

It consists of approximately 4 pages of around 1 500 words drawing together photos and text originating from the client.

**Rate:** Starts at € 2050



# CONTENTMARKETING 2021



## CORPORATE VIDEOS

You take pride in your business and naturally you want to showcase this to your customers. A corporate video is a terrific way of doing it and we can assist you in making content to be proud of.

A professional corporate video of one-and-a-half minutes, including an introduction about your business and a voice-over, ensures a lasting impression of your company.

**Rate:** Starts at € 2260

## ANIMATION VIDEOS

An animation video is an animated, illustrated environment in which anything is possible. For example, it is perfect for a complex business process that is difficult to explain in conventional communications. An animation can also present a new product or service engagingly.

An animation video lasts one-and-a-half minutes and comprises a professional script written by our editor, a voice-over, royalty free music and your corporate logo as part of the opening and closing sections.

**Rate:** Starts at € 3250

## PRODUCT VIDEOS

Want to showcase your product or service to your customers with precision and clarity? Our crafted videos show off what you do almost as if the customer is alongside you in the showroom or factory.

A product video lasts one-and-a-half-minutes and includes an intro to your business and a professional voice-over.

**Rate:** Starts at € 2260

## TRADE SHOW VIDEOS

A trade show is a great way to tell your customers and prospects what you are doing – until it is all over. Filming videos during a trade show or event ensures that all of the energy you have put into it is captured. The video can then be distributed to your wider audience afterwards.

A professional trade show video lasts one-and-a-half minutes and includes your company logo, a voice-over and subtitles.

**Rate:** Start at € 2260

**Rates quoted are for production, excluding distribution**

# CONTENTMARKETING 2021



## SPONSORED MAGAZINE

A sponsored magazine is a beautiful medium to inform business contacts and to tie them into your work. For such relationship marketing, the sponsored magazine is an incredibly medium.



## WEBINAR

A webinar is an interactive virtual broadcast allowing you to share your knowledge in real-time to anyone in the world. During these live broadcasts, speakers may be asked questions and can chat with the participants.

## WEBINAR 2.0

In addition to the conventional webinar, we can offer you different formats such as a press report, blog, FAQ list, several news messages and a follow-up on demand. In this way, you not only get support but also assistance with the complete webinar.

A wide variety of webinar options is possible because the total package will link up with your goals and wishes. We provide the technology, content and recruitment of viewers. Please remember that a good webinar requires a preparation period of 10 to 12 weeks.

## EVENT COVERAGE

Covering an event in both image and text allows us to publicise your company in a various ways. Even after the event, the content remains relevant of the target group.

The production depends on your wishes. Please contact us for more information.