

The background of the entire page is a photograph of an industrial processing plant. The left half of the image is dominated by a complex network of large, vertical stainless steel pipes and machinery, all bathed in a deep blue light. The right half of the image is a lighter, more faded view of similar industrial equipment, showing large cylindrical tanks and connecting pipes. The overall aesthetic is clean, technical, and professional.

Solids

PROCESSING

Fluids

PROCESSING

MB

MAINTENANCE

MEDIA KIT
2021

Communicate with the Processing Industry



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Reach the Decision-Makers

Content Marketing

Content marketing is all about marketing yourself based on your knowledge and expertise. By conveying content to your target group you position yourself as an authority on the subject. This fosters trust, which is the best basis for a long-term relationship with your customers.

Using our communication platforms, you can mix and match print and online publicity. Our magazines, web portals and newsletters offer a range of options. Create synergy and go for a mix of feature articles written by our professional journalists, and news items and white papers you upload to the portal yourself. You'll increase your reach substantially, make a name for yourself and become known as an authority in the field. You are in control. You set the priorities. Smartly timed communications can generate year-round publicity, reaching the target groups relevant to your business in the processing industry.



Launch Pad for Your Multimedia Strategy

The Solids Processing, Fluids Processing and MB Maintenance communication platforms consist of print and online magazines, monthly newsletters and web portals featuring news, upcoming events and free resources. As a supplier you administer your own company page on the portal, making it easy for potential customers to find you.

The magazines are published six times annually. They contain practical and solution-oriented features, interviews, technical information and company profiles. The monthly newsletters deliver your latest market developments straight to your target group. This promotional mix ensures that you reach your audience several times a year. This makes the Solids Processing, Fluids Processing and MB Maintenance platforms an excellent launch pad for your multimedia strategy.



Solids Processing is the number one magazine for solids and bulk handling and processing in Belgium, the Netherlands and Luxembourg. Published online and in print. Six issues per year. Reach your target group in the solids industry by taking out an ad in our print and online magazine.

Audience and Content	
Engineers and managers in the following industries: plastics, food, pharma, metal, processing, chemical, feed	
In-depth information about physical properties, design and solutions	
Technical information about bulk solids, powders and granulates.	
Industry guide to products and services	
Specialist Information on	
Bulk Material Handling Systems	Storage Systems
(Explosion) Safety Systems	Unit Operations
Personal Safety	Monitoring and Control Equipment

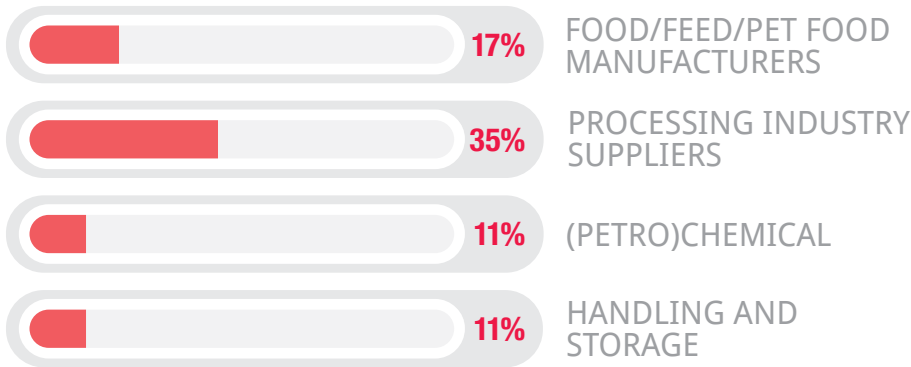
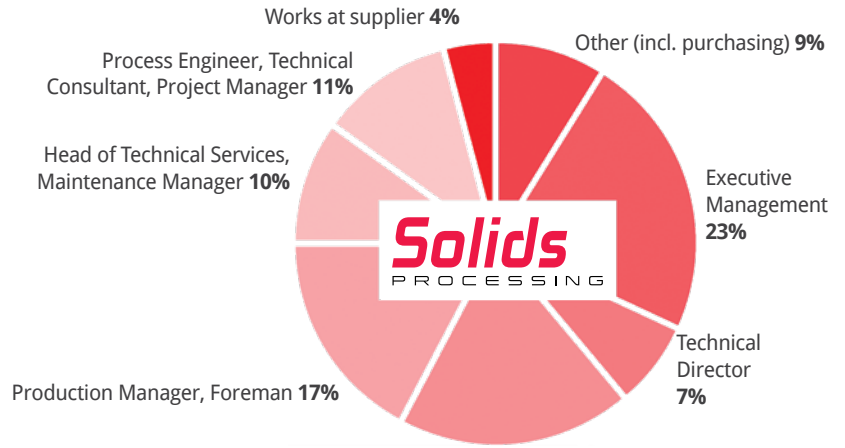
Solids 2021 Calendar

Issue	Theme	Deadline	Publication Date
1		Feb 23	Mar 16
2		Mar 30	Apr 20
3		May 25	June 15
4	Solids Rotterdam Oct 6 - 7	Sep 7	Sep 28
4a	Solids Rotterdam Official Trade Show Magazine	Sep 7	Sep 28
5		Oct 12	Nov 2
6	Level Measurement	Nov 23	Dec 14

REACH

DECISION-MAKERS

IN THE INDUSTRY



**CIRCULATION
(PRINT/ONLINE)**

8,000
COPIES

ONLINE

WEBSITE PORTAL

37,000+

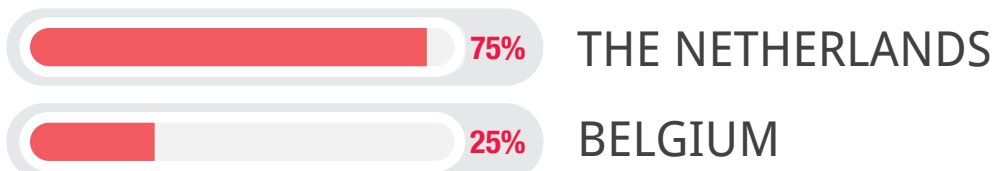
VISITS/MO

NEWSLETTER

15,000+

RECIPIENTS

DISTRIBUTION



Fluids Processing focuses exclusively on industrial fluid and gas handling, processing, transportation and storage in the Netherlands, Belgium and Luxembourg. Published online and in print. Six issues per year.

Audience and Content	
Engineers and managers in the processing and manufacturing industries, including food & beverage, pharma, plastics, metal, (petro)chemical, waste water treatment and recycling	
In-depth information on (hydro)dynamic properties, design and solutions	
Technical information about fluids, slurries and gasses and their processing	
Industry guide of products and services	
Specialist Information on	
Pumps and Compressors	Automation
Valves, Pipes, Hoses, Seals, Fittings	Safety
Unit Operations	New Energy
Monitoring and Control Equipment	Storage Systems

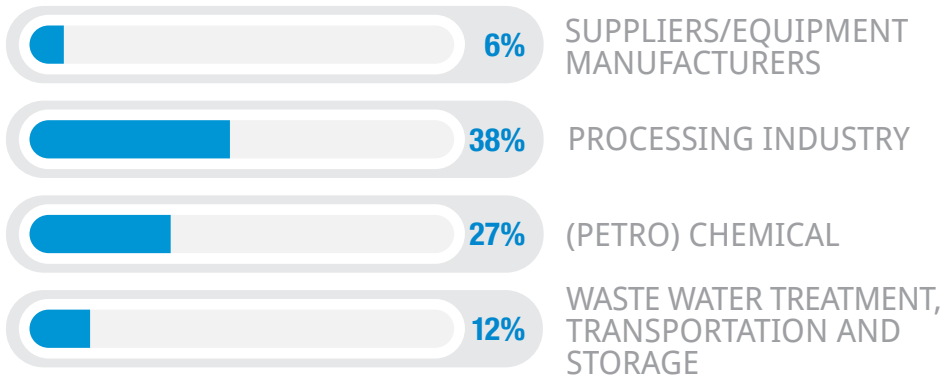
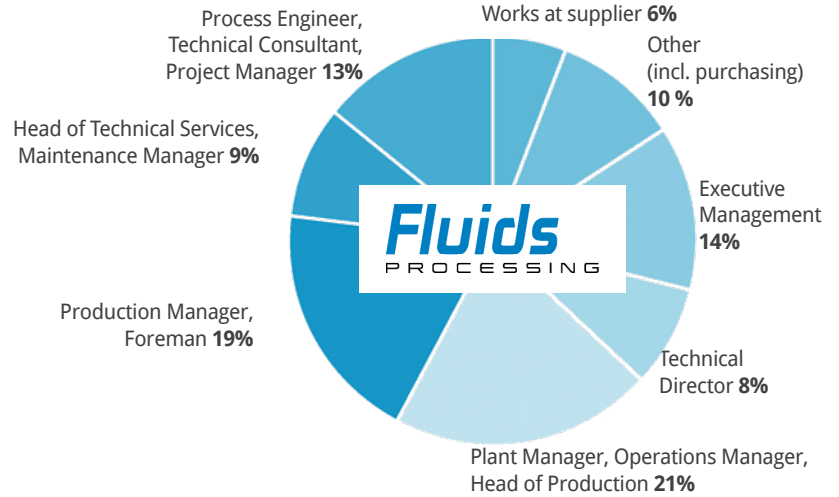
Fluids 2021 Calendar

Issue	Theme	Deadline	Publication Date
1		Feb 23	Mar 16
2		Mar 30	Apr 20
3		May 25	June 15
4	Pumps & Valves Rotterdam 6 - 7 oktober	Sep 7	Sep 28
4a	Pumps & Valves Rotterdam Official Trade Show Magazine	Sep 7	Sep 28
5		Oct 12	Nov 2
6	Level Measurement	Nov 23	Dec 14

REACH

DECISION-MAKERS

IN THE INDUSTRY



CIRCULATION (PRINT/ONLINE)

7,500
COPIES

ONLINE

WEBSITE PORTAL

30,000+

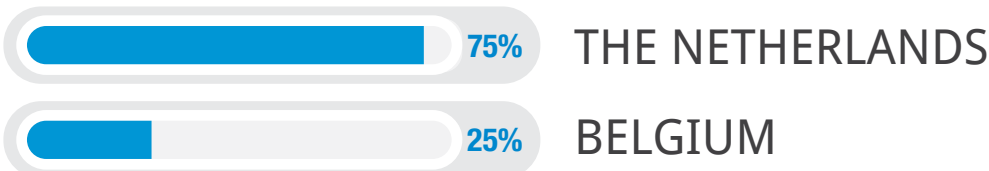
VISITS/MO

NEWSLETTER

9,500+

RECIPIENTS

DISTRIBUTION





MAINTENANCE

MB Maintenance focuses on industrial maintenance in the process industries in the Netherlands, Belgium and Luxembourg. Published online and in print. Six issues per year.

Audience and Content	
Maintenance engineers and managers in the manufacturing and processing industries, including food & beverage, pharma, plastics, metal, (petro)chemical, waste water treatment and recycling	
In-depth information on industrial maintenance	
Technical information on maintenance methods and technologies	
Industry Guide to products and services	
Specialist Information on	
Maintenance Methods and Technologies	Laws and Regulations
Management	Safety

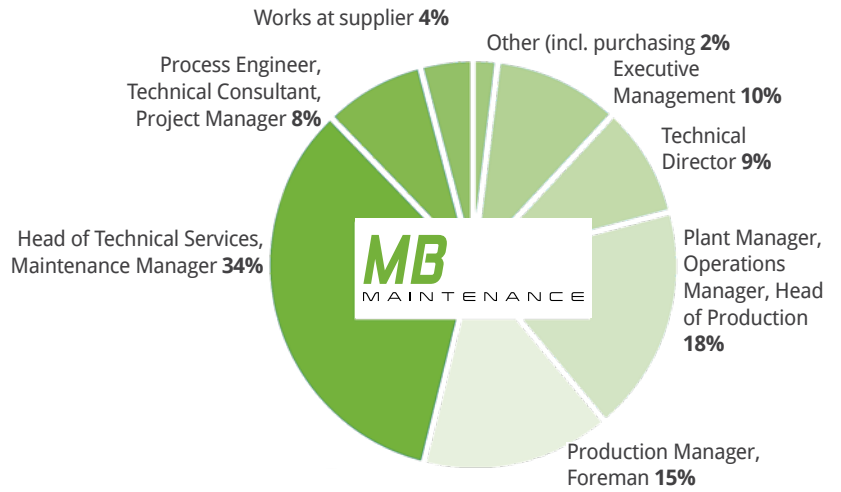
MB Maintenance 2021 Calendar

Issue	Theme	Deadline	Publication Date
1		Feb 23	Mar 16
2		Mar 30	April 20
3		May 25	June 15
4		Sept 7	Sept 28
5		Oct 12	Nov 2
6		Nov 23	Dec 14

REACH

DECISION-MAKERS

IN THE INDUSTRY



CIRCULATION (PRINT/ONLINE)

8,000

COPIES

ONLINE

WEBSITE PORTAL

30,000+

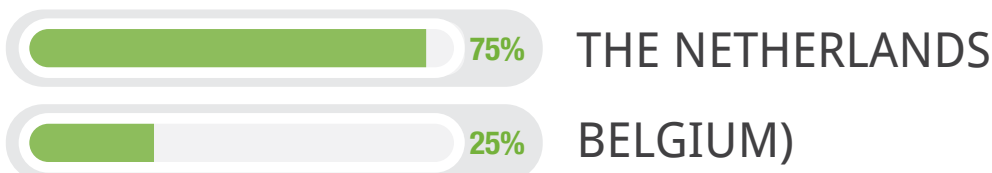
VISITS/MO

NEWSLETTER

10,000+

RECIPIENTS

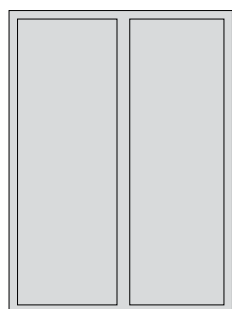
DISTRIBUTION



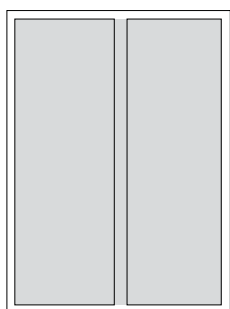


Magazine Ads

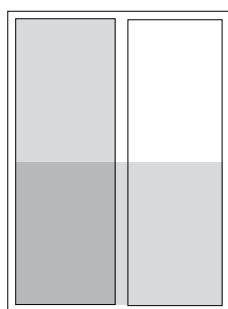
Specs



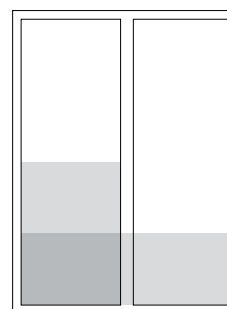
Full page bleed
235 x 310 mm



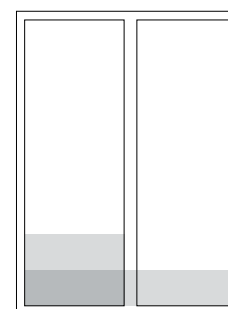
Full page non-bleed
210 x 286 mm



½ page
vertical 102 x 286 mm or
horizontal 210 x 140 mm



¼ page
vertical 102 x 140 mm or
horizontal 210 x 67 mm



1/8 page
vertical 102 x 67 mm or
horizontal 210 x 31 mm

Rates

	1x	3x	6x
1/1	€ 2,950	€ 2,650	€ 2,550
1/2	€ 1,880	€ 1,720	€ 1,660
1/4	€ 1,110	€ 1,000	€ 960
1/8	€ 775	€ 700	€ 670

Online Edition: Optional Extras

- Link to advertiser's own website or specific landing page
- Link to PDF or image
- Link to video
- € 99 per link

Communicate Online

The Solids Processing, Fluids Processing, MB Maintenance portals are the main information and resource portals in the processing industry in the Benelux. Create a company page and upload unlimited content like company news and product news, videos, stills, feature articles, backgrounders, upcoming events and job vacancies.

Posting content is simple and fast; publishing is within one business day. Regular, scheduled publishing increases your findability.

POST CONTENT 24/7

- 1. IMPROVE YOUR FINDABILITY**
Include relevant categories and key words on your company page to improve your findability based on your specialist knowledge and expertise
- 2. HIGHER GOOGLE RANKING**
Unique and relevant content on our web portal improves your Google ranking
- 3. VALUE FOR MONEY**
Use our web portal rather than investing in SEO yourself
- 4. WARM LEADS**
Track how often your company is found, generate traffic to your own website and get warm leads

Your Company Page

Your company page on our portal increases your online findability. This page features a description of your company, products, services and brands, offering visitors a professional presentation of your business and competencies. Add strategically selected key words to ensure your company's expertise is widely found online.

The screenshot shows a company page for Hitma groep B.V. with the following sections:

- Logo:** HITMA logo.
- Contact Info:** "Praktische info" section containing address, phone numbers, and email addresses for John Sassen, Corné Balvert, Ronald Drinker, Rick Niche, R. Vonk, Amy van der Heide, Dick Verhoef, and Thimo van Elk.
- Company Video:** A video player titled "Werken bij Hitma - onze bedrijfsvideo" with the text "HITMA IS STILVAARDIG".
- Products:** "De HITMA-disciplines" section listing "Hitma Monstername" and "Hitma Gas- en vlamdetectie".
- Brands:** "Merken" section listing "Hy-Pro" and "Porvair".
- Expertise:** "Expertises" section with buttons for "KUNSTSTOF TANKS", "FILTERS", "SLANGEN", "KOPPELINGEN", "KLEPPEN, KRANEN, AFSLUITERS, VENTIELEN", "ACCESSOIRES KLEPPEN, KRANEN, AFSLUITERS, VENTIELEN", "KLEPSTANDTELLERS", "ADVISERING, ONTWERP", "SERVICE & ONDERHOUD", "OPLEIDING & ADVIES", "BESTURINGSTECHNIEK", and "DATALOGGERS".
- Contact:** "Contact" section with a form for "VOOR- EN ACHTERNAAM" and a "STREEKTELEFON" field.

Logo

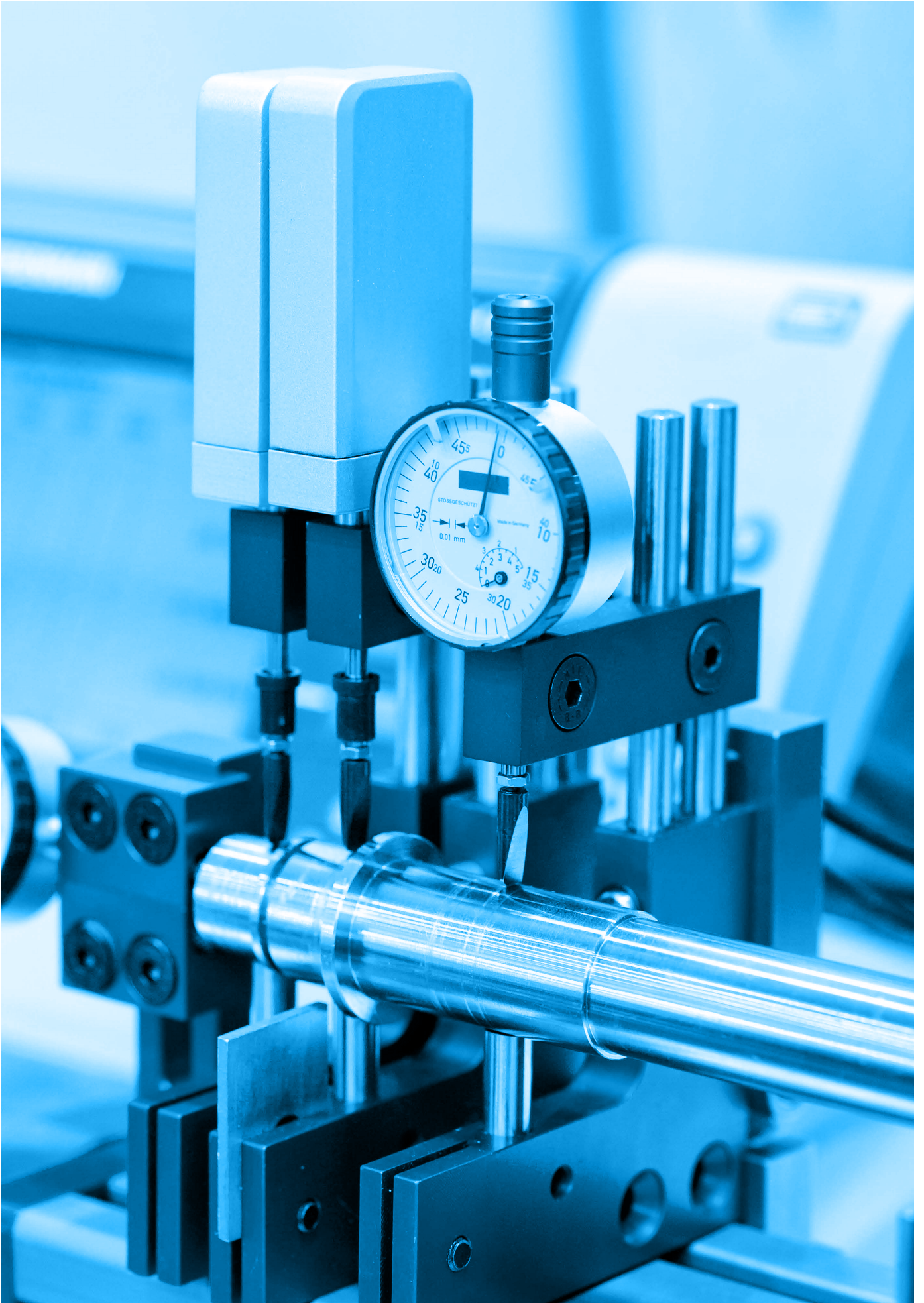
Contact Info

Company Video

Products

Brands

Expertise

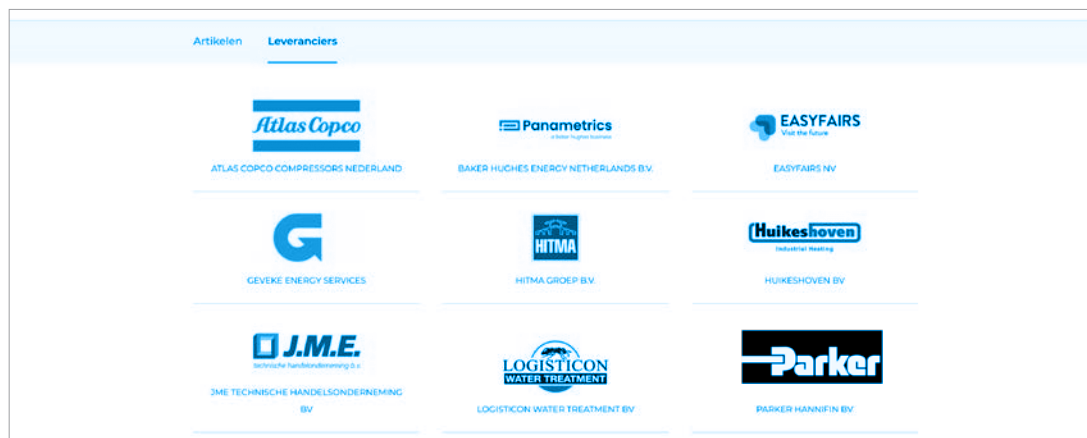


Online Rates

Packages

Packages	Gold	Silver	Bronze	Lite
Top listing*	✓	✓		
Your logo on your company page	✓	✓	✓	
Address	3	2	1	1
Contacts	5	4	3	1
Company profile, # characters	2000	1500	1000	500
Link to your website	✓	✓	✓	
Your expertise	15	10	5	1
Products with image and link	15	10	5	1
Brand(s) + description	15	10	5	1
	€ 1,175	€ 955	€ 605	€ 249

*Top listing: logo visible in list of suppliers



Website banners

Combination Package	Full Banner	Box Banner
Gold	€ 2,260	€ 1,825
Silver	€ 2,035	€ 1,575
Bronze	€ 1,780	€ 1,325

Banner Ad	Full Banner	Box Banner
Annual costs	€ 1,475	€ 925


Newsletter

Solids

NEWSLETTER

YOUR BANNER


THIS WEEK'S UPDATES
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EMERSON HAS LAUNCHED A RANGE OF 2-WAY AND 3-WAY SOLENOID VALVES
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READ MORE

YOUR BANNER

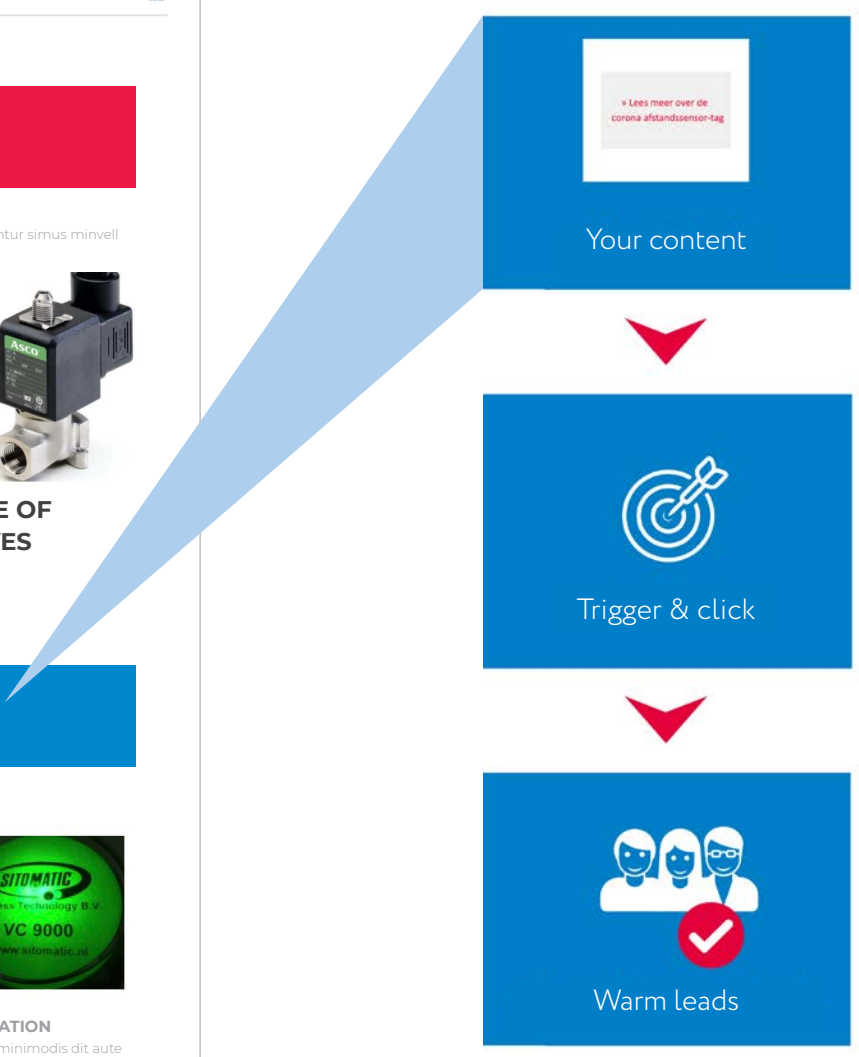


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YOUR BANNER

JOBS

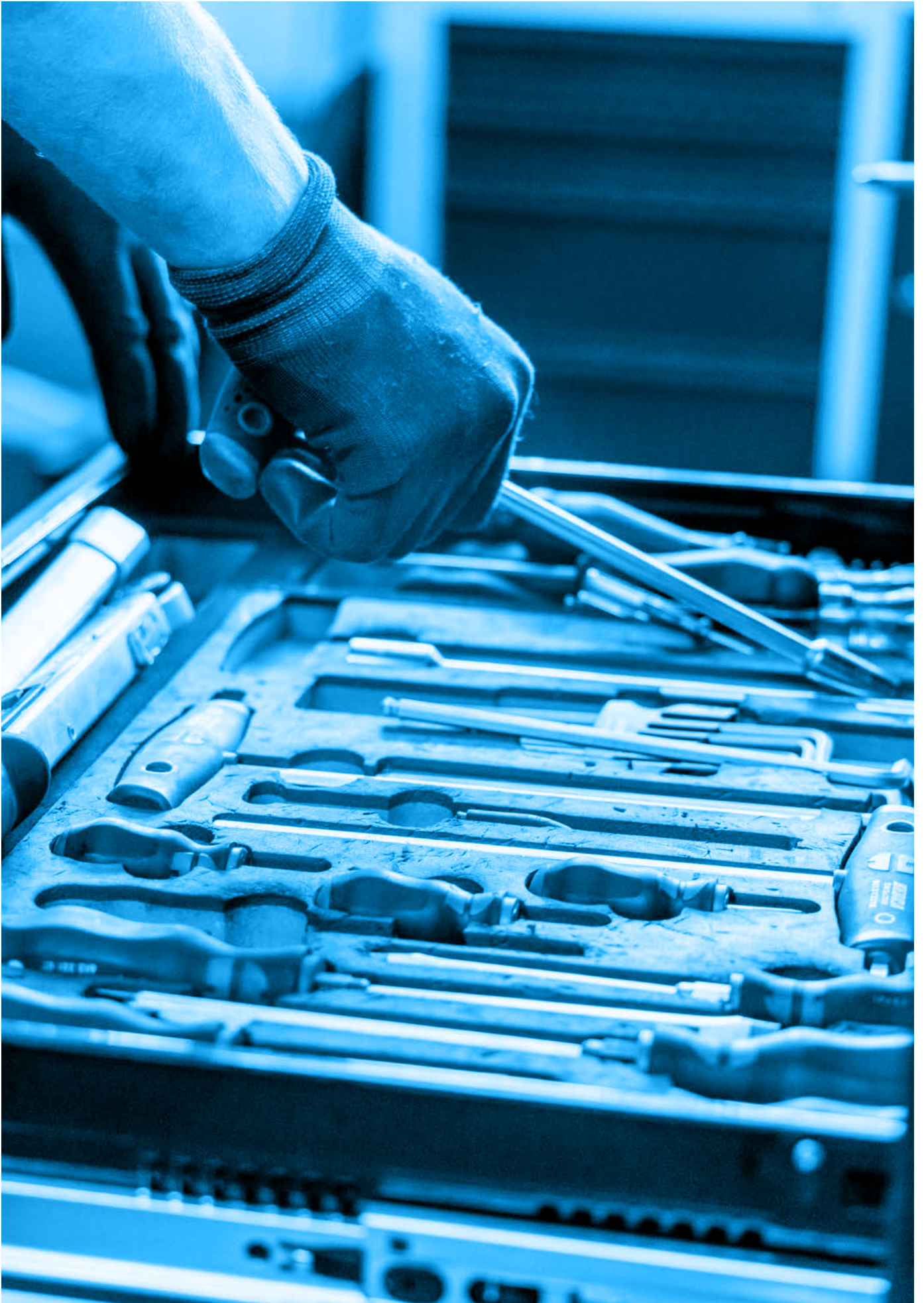
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- aborpor postis es mi, consequiam unt, corectatio escit fugiaecabo.
- Agnimil minimodis dit aute conserupta doluptus



Newsletter Ad Rates

NEWSLETTER AD RATES			
Number of runs:	1x	6x	12x
top banner	€ 330	€ 965	€ 1,665
full banner	€ 330	€ 965	€ 1,655
box banner	€ 300	€ 925	€ 1,600
advertorial	€ 380	€ 1,970	€ 3,775
MAGAZINE MAIL OPTIONS			
Number of runs:	1x	3x	6x
Text/photo block in Magazine Mail	€ 320	€ 795	€ 1,270

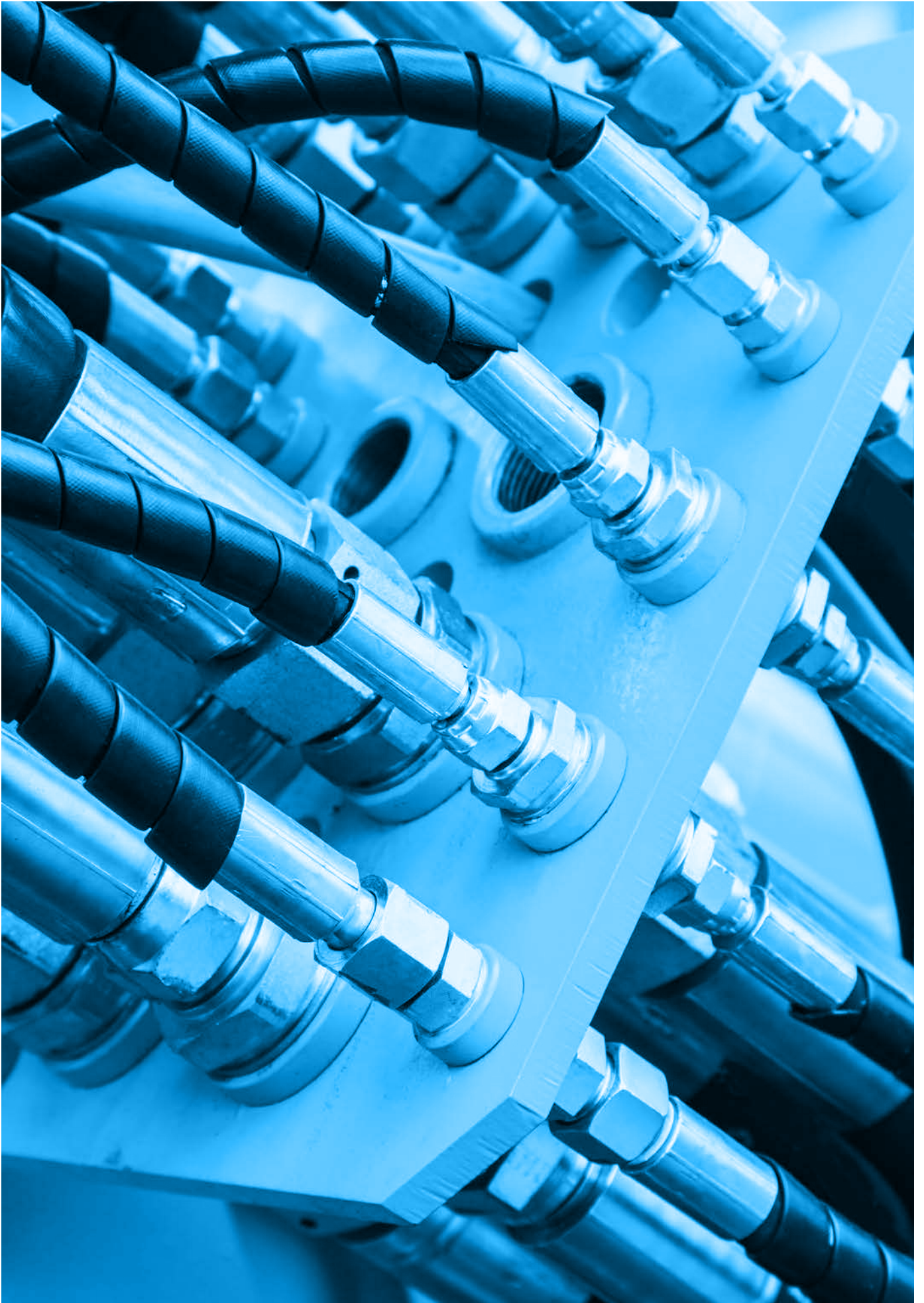




Dedicated Newsletter

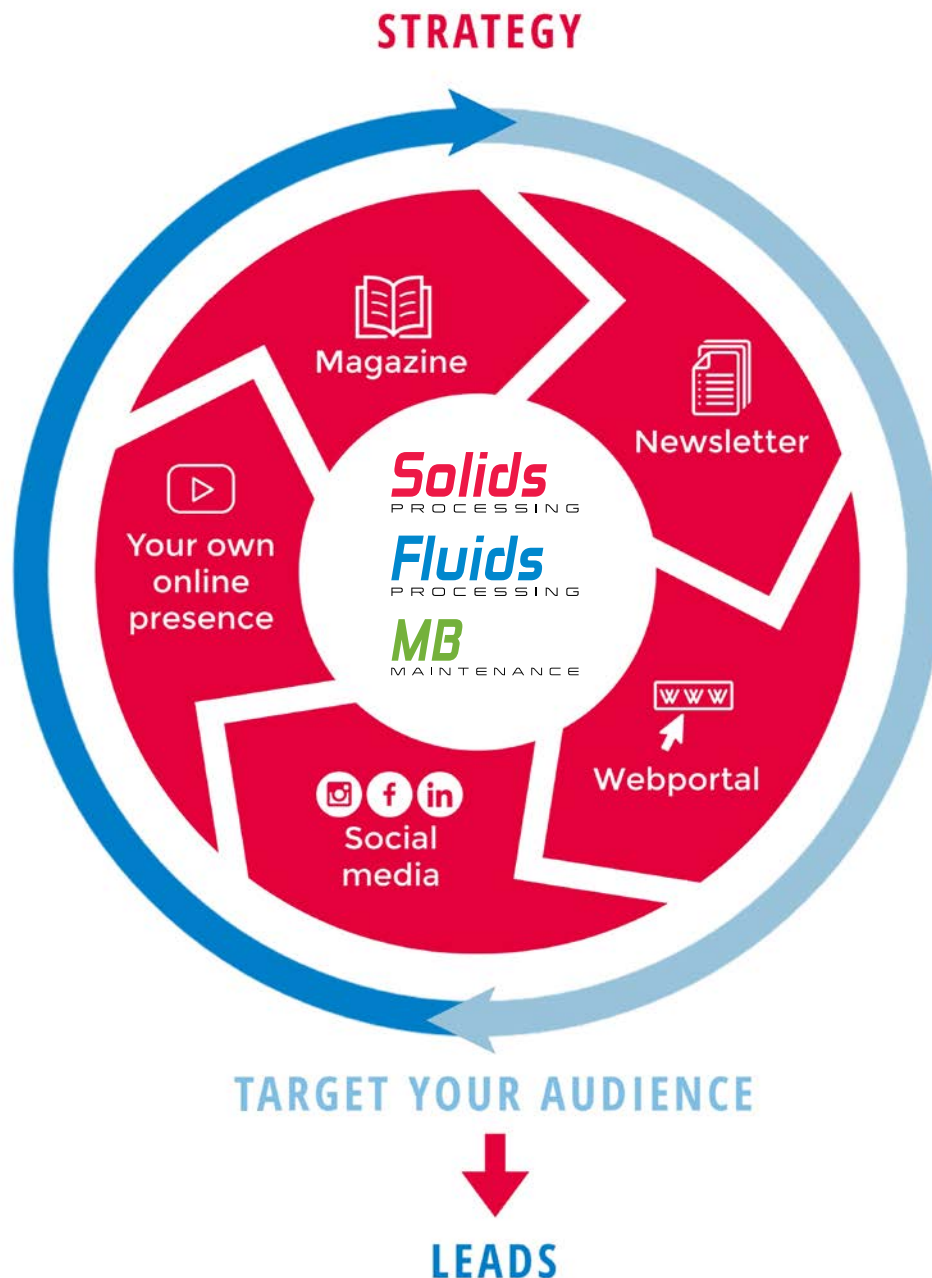
A dedicated newsletter allows you to share your strong, content-based message directly with your target group. You share your knowledge and offer solutions to potential customers. This is a highly efficient way to position yourself as an expert in your field.





Create a Content Marketing Strategy

Communication with your target group requires planning. Use both our platform and your own online presence to effectively target your audience. Leverage your knowledge and expertise, position yourself as an authority in the field and earn your potential customers' trust. A multimedia strategy will generate warm leads. We help you create the best possible marketing mix within your budget.



Communicate with the Processing Industry

We're happy to assist

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