

# Media Kit 2025

process industry  
manufacturing industry  
mechanical engineering

## INDUSTRIE VANDAAG

IndustrieVandaag (e.g. IndustryToday) is the largest independent platform for industry news in The Netherlands. We gather the latest news from and about the industry in its entirety and bring it together here for you. From process industry to manufacturing, from technology to industrial economic news, and an agenda with all (online) trade fairs, conferences, and webinars.

### Editorial Committee

To stay up to date with the latest technological developments and a practical perspective, IndustrieVandaag has an editorial board. The editorial board is an advisory body consisting of experts from the business world, industry, and academia. This combination gives IndustrieVandaag a unique advantage and recognition in the market.

You can find the full team online here.

- ✓ Process industry
- ✓ Manufacturing industry
- ✓ Mechanical Engineering
- ✓ Industrial Automation



### 11,200 visitors per month

An average of 11,200 visitors per month access the site, engaging with over 39,000 articles each month. You can view the current visitor statistics in real-time here (top right).



### Reader Target Audience

Directors, (technical) managers, and engineers. They like to stay informed about trends, innovations, technology, and developments within their field. These technical visitors are actively involved in business operations, policy, production, procurement, sales, and technical issues.



### Industrial automation

Primarily the process industry, manufacturing industry, and mechanical engineering, emphasizing industrial automation.



### Newsletter featuring genuine readers

The newsletter reaches over 2,800 recipients, all of whom are genuine and verified subscribers, boasting an impressive opening rate of 47%. Recipients who do not engage with the newsletter within a six-month period are automatically removed from our mailing list.



### Quantifiable outcomes

Advertisers receive monthly reports that distinctly illustrate the impact of their campaigns in terms of views, clicks, and daily click-through rates (CTR). We maintain transparency regarding our figures.



### Largest digital platform

IndustrieVandaag is the leading platform in organic search traffic and possesses the highest authority score (source: Semrush. Figures available upon request).

- 1 Leaderboard** (1090 x 135 pixels) **€ 900 p/month**

At the forefront of all web pages, your banner remains ever-visible to every visitor of IndustrieVandaag!
  - 2 Full banner 1** (1090 x 135 pixels) **€ 700 p/month**



Positioned directly beneath the news overview on the homepage, it remains consistently visible to visitors upon entry.
  - 3 Full banner 2** (1090 x 135 pixels) **€ 600 p/month**

Positioned centrally within the homepage news section.
  - 4 Rectangle banner** (450 x 375 pixels) **€ 600 p/month**

To the right side of all web pages.
  - 5 Article banner** (1090 x 135 pixels) **€ 700 p/month**

Your banner will be positioned centrally among all articles, both old and new, that feature products or services related to your company. This will effectively draw the attention of your specific target audience! For example: the banner focused on machine safety will be displayed in all articles related to machine safety. See example 'Machine Safety'.
  - 6 Logo featuring pertinent articles** **€ 500 p/year**

Your logo will be positioned at the bottom of all articles, both old and new, pertaining to products and services associated with your company. This ensures that visitors will instantly recognize that your company offers these specific products and services. For instance, the logo of a Machine Safety specialist will appear at the bottom of all articles with Machine Safety. See example 'Machine safety'.
  - 7 Digital Newsletter Banner** (1300 x 400 pixels) **€ 700 per item**

Between the articles in the newsletter. The newsletter is disseminated every Friday morning.
-  **Business Directory** **€ 950 p/year**
- Inclusion of your company profile, complete with all relevant information and a link to your website, in the Business Directory. Below are all articles in which your company is referenced.
-  **Paid content** **€ 600 per item**
- A guaranteed placement of your article, press release, or blog as a news item, complete with a link to your website (excluding writing).

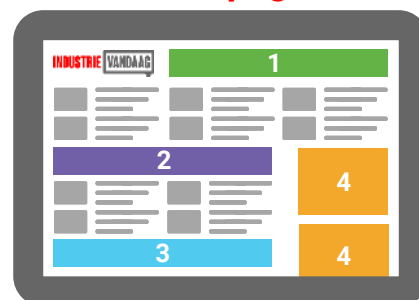
The aforementioned rates are denominated in EUR and exclude VAT.

The Leaderboards, full banners, and rectangle banners are displayed in a carousel format, accommodating a maximum of three advertisers per ad position. Consequently, your banner is visible at least 33% of the time. When shared with one additional advertiser, your banner is viewed 50% of the time per page by all visitors.

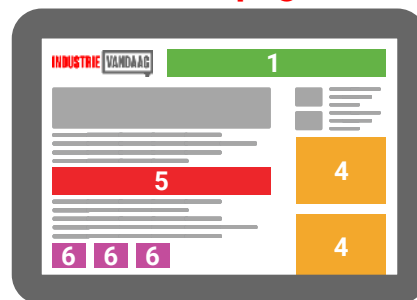
The Article banners and Newsletter banners are displayed exclusively: 100% visible; this position is not shared with other advertisers.

All banners must be submitted in JPG or PNG format, with a maximum file size of 70 KB. Animated GIFs are excluded. The banners will be automatically resized to the appropriate dimensions.

## homepage



## article page



## newsletter



## additional information



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