

Media Kit 2025

process industry
manufacturing industry
mechanical engineering



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).



Advercom



+31 (0)23 73 70 763



industrievandaag.nl



info@industrievandaag.nl

Leaderboard (1090 x 135 pixels) € 900 monthly

At the top of every web page. Always visible, your banner is seen by every visitor!

Full Banner 1 (1090 x 135 pixels) € 700 monthly

Directly beneath the news overview on the homepage, consistently visible upon entry.

Full Banner 2 (1090 x 135 pixels) € 600 monthly

Positioned centrally within the homepage news section.

Rectangular Banner (450 x 375 pixels) € 600 monthly

To the right side of all web pages.

Article banner (1090 x 135 pixels) € 500 per category per month

Your banner will be prominently displayed at the center of all articles, both old and new, that feature company-related products and services. This placement will provide you with highly targeted visibility to your specific audience. For instance, a banner centered on machine safety will be featured in all articles pertaining to that topic. [See example.](#)

Logo featuring pertinent articles € 500 p/category/year

Your logo will be positioned at the bottom of all articles, both past and present, concerning products and services associated with your company. This ensures that visitors are promptly informed of your company's offerings. [See example.](#)

Newsletter banner (1400 x 400 pixels) €700 each

A banner is positioned between the newsletter messages, which reach an audience of 4,600 recipients. The average open rate is 47%. There are two distinct newsletters:

- **EVENTS Newsletter (every Monday):** provides a summary of events scheduled for the upcoming days and weeks.
- **Newsletter NEWS (every Friday):** features current articles and announcements.

Event announcement €200 / €1,000 each

For organizers: publish your event on the platform's calendar. This will also be featured in all digital NEWS and EVENTS newsletters, commencing approximately 1.5 months prior to the event and continuing until the event date.

- Trade fair, conference, or symposium: €1,000 each.
- Seminar, webinar, training, or course: €200 each.

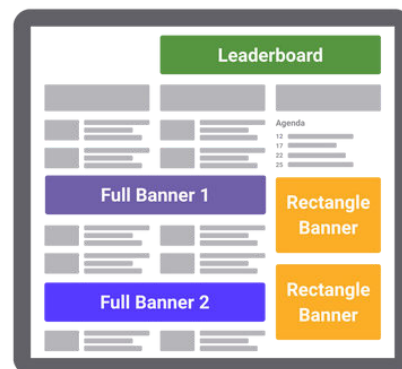
Business Directory €950 annually

Your company profile, encompassing all relevant information and a link to your website, is featured in the Business Directory. All articles from your company are listed below.

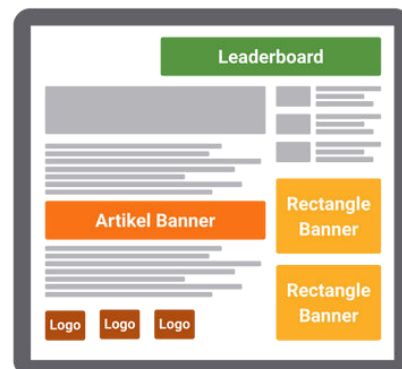
Paid content €600 for each publication

Guaranteed placement of your article, press release, or blog as a news item with a link to your website. If deemed newsworthy, this item will also be featured in the digital newsletter. The rate excludes writing services.

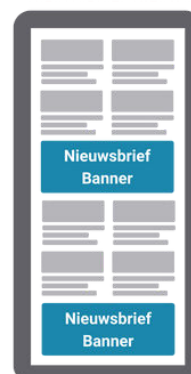
HOMEPAGE



ARTIKEL PAGINA



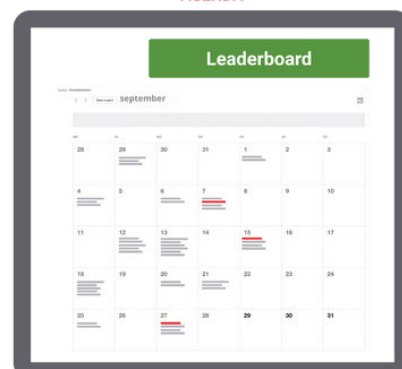
NIEUWSBRIEF NIEUWS



NIEUWSBRIEF EVENTS



AGENDA



additional
information



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Prices are exclusive of VAT. Banners are available solely in JPG or PNG formats. Animated GIFs are not allowed.



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