

LASTECHNIEK

2023 Media brochure
Independent trade journal for joining techniques



Nederlands Instituut
voor Lastechniek

LASTECHNIEK

Authoritative in welding technology

For the last 88 years, LASTECHNIEK has been the only trade journal in The Netherlands that focuses exclusively on welding and other joining techniques.

LASTECHNIEK is independent, accessible, clear and professional. The journal provides up-to-date and relevant technical and application-oriented information in the area of joining techniques, materials, equipment, destructive and non-destructive testing, inspection, standards and training programmes. But there is also space for the human behind the technology, news about the economy, trends in the labour market and career opportunities. In this way, LASTECHNIEK helps connect all professionals in joining techniques. From the implementing parties to the educators and decision-makers.

LASTECHNIEK is published on behalf of the Netherlands Institute for Welding (NIL), and in cooperation with the Belgian Welding Institute (BIL).

Reach and distribution

Trade journal LASTECHNIEK is published ten times per year in the Netherlands and Belgium. 3000 copies are distributed regularly, but each issue has a minimum reach of more than 10,000 readers, as the journal circulates through the businesses. In the readers' survey, 92 percent of the readers said that LASTECHNIEK was an important to essential source of information for them. The journal is kept for more than a year by 60 percent of the recipients.

■ Circulation:	3,000
■ Readership passalong:	4
■ Actual reach:	12,000

VAKBLADLASTECHNIEK.NL

In addition to the trade journal, LASTECHNIEK also has a popular website.

■ Page views:	18,000
■ Sessions:	3,500



Publication dates 2023

Edition	Theme	Publication	Closing date	Deliver
1		17 February	25 January	27 January
2	Welding robots/Cobots	17 March	22 February	24 February
3	Nederlandse Metaaldagen	21 April	27 March	29 March
4	Education/Labour market	19 May	25 April	28 April
5		23 June	30 May	01 June
6	The mysticism of the weld	21 July	28 June	30 July
7	Schweissen & Schneiden Essen	08 September	16 Augustus	18 Augustus
8	Sustainable welding	06 October	13 September	15 September
9	Welding Week Antwerpen	10 November	18 October	20 October
10		08 December	15 November	17 November



Advertising in LASTECHNIEK

By placing an advertisement in LASTECHNIEK, you can reach professionals in joining techniques. LASTECHNIEK offers a variety of options in print and online. From a single advertisement to a complete media plan.

Advertisement rates 2023

Magazine

	Single placement	3x	6x	10x
1/1 page	€ 2,175	€ 1,975	€ 1,750	€ 1,675
1/2 page	€ 1,385	€ 1,155	€ 1,120	€ 1,085
1/4 page	€ 735	€ 630	€ 595	€ 560

A 20% discount applies to the separate placement fee for staff advertisements.

The staff advertisement will also be placed at vakbladtechniek.nl/vacatures during the term

Formats

Page size

1/1 page 185 x 259 mm with no bleed. The advertisement is placed with 10 mm white all around on the page area.

1/1 page 210 x 297 mm bleed. The advertisement must have 3 mm bleed all around (216 x 303 mm)

	Portrait	Landscape
1/1 page	185 x 267 mm	n.a.
1/2 page	90 x 267 mm	185 x 130 mm
1/4 page	90 x 130 mm	185 x 62 mm

Advertorials

	Placement of own material	Placement incl. copywriting,
Photography and design	€ 2,175	€ 3,150
2/1 page (spread)	€ 2,175	€ 3,150
1/1 page	€ 1,385	€ 2,185
1/2 page	€ 735	€ 1,335

There is no charge for publishing a press release, unless it is a commercial news report, such as an item announcing the launch of a new brand, a new service or a new or improved product. In that case we charge a fee of €350 (excl. VAT) for the guaranteed publication of no more than 1/1 page. This will be agreed in writing in advance.

In all cases, we reserve the right to edit the item and lay it out as we see fit.

Website

	1 Month	3 Months	6 Months	1 Year
Full banner (714 x 60 pixels)	€ 427	€ 850	€ 1,659	€ 2,590
Rectangle (325 x 250 pixels)	€ 790	€ 1,581	€ 3,162	€ 4,743

Other online options are possible upon request and in consultation.

Branch register

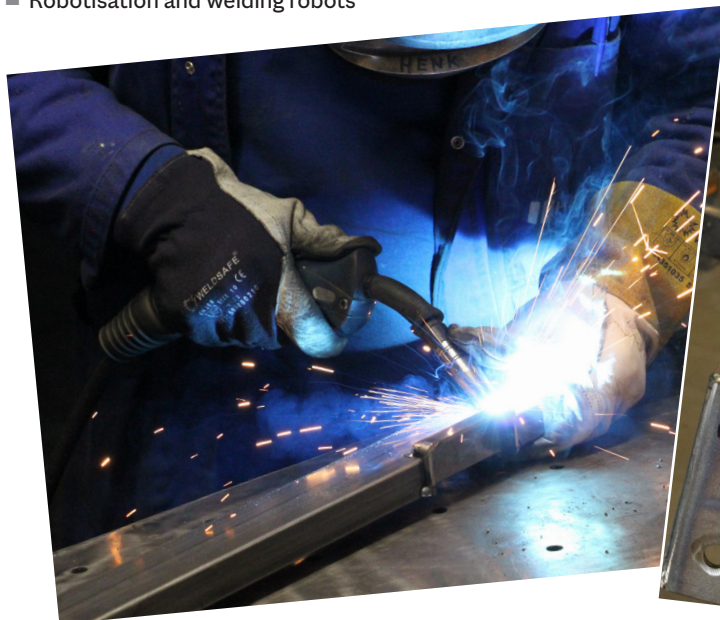
Branch register (print and online)	
Year listing (logo + name listing with N.A.W. data)	€ 1,096
For each additional section	€ 98

Including posting on vakbladlastechniek.nl with a link to own website and previous publications in LASTECHNIEK

A few of the sections used previously are listed below.

Is your section not yet included in our industry register? We will create the desired section for you.

- Advice and consultancy
- Cobots
- Welding equipment and accessories
- Welding qualifications/certification
- Manipulators, mechanisation and automation
- Destructive and non-destructive testing + inspection
- Training and courses
- Robotisation and welding robots



MYBUSINESSMEDIA helps you with:

- Writing and editing your press release
- Creating your advertisement
- Creating your banner and online communication and publicity materials
- Developing a film/company film
- Developing your website
- Preparing and sending out newsletters
- Putting together your white papers
- Developing your company magazine
- Organising your event
- Content service for your website

What can LASTECHNIEK do for you?

Ask for the possibilities.

Please contact our media advisor:

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LASTECHNIEK is made on behalf of:

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