

ADVERTISING PRICES 2017

ADVERTISING PRICES

	1x	3x	6x
1/1 page	€ 1540	€ 1500	€ 1450
1/2 page	€ 990	€ 960	€ 930
1/4 page	€ 660	€ 635	€ 610
1/8 page	€ 375	€ 355	€ 325

Special places

Cover 2 and 3	+ 15%
Cover 4	+ 25%

BANNER ON WWW.DSPE.NL

Banner 150 x 125 pxl € 250 per month

Banner 1/2 year: 10% discount
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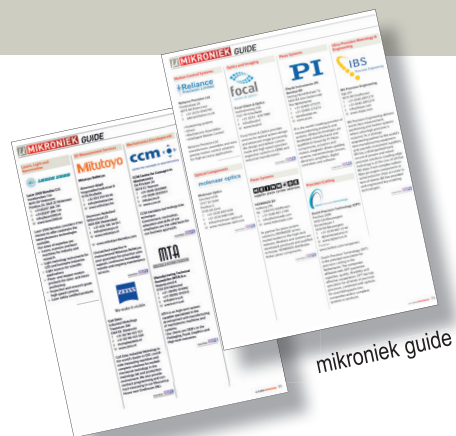
Frequency 6 times a year; a week before publication of Mikroniek
Circulation: over 3000 unique email addresses.

BANNER 295 x 177 pxl 1 x € 250 3 x € 225 6 x € 200

MIKRONIEK GUIDE - 6 EDITIONS

Contact information and logo € 600
Extra text € 125

All prices per ad excl. tax



mikroniek guide

AD FORMATS / DIMENSIONS

	portrait	landscape	width x height (mm)
Publication Trim size	225 x 297		Live Area: 199 x 260
1/1 page	199 x 260		Two-page Spread bleed: 456 x 303 (incl. Trim)
1/2 page	97,5 x 260	199 x 128	Two-page Spread Live: 424 x 260
1/4 page	97,5 x 128	199 x 62	Single page bleed: 231 x 303 (incl. trim)
1/8 page	97,5 x 62	199 x 29	

CIRCULATION DETAILS

Mikroniek appears six times a year, and has a circulation of 1500 copies.

* Mikroniek has been realized in cooperation with the 'European Society for Precision Engineering and Nanotechnology' (EUSPEN) and will be circulated abroad.

PUBLICATION TABLE 2017

nr.	deadline reservation	deadline ad materiaal	publication dates	theme (non-exclusive; with reservation)
1	20-01-17	03-02-17	24-02-17	Preview High-Tech Systems 2017
2	24-03-17	07-04-17	28-04-17	Robotics
3	26-05-17	09-06-17	30-06-17	Flexures / mechanisms
4	04-08-17	18-08-17	08-09-17	Optomechanics
5	22-09-17	06-10-17	27-10-17	Preview Precision Fair 2017
				Contamination / vacuum
6	10-11-17	23-11-17	15-12-17	Precision Agro

GENERAL INFORMATION

PUBLISHER

Dutch Society for
Precision Engineering (DSPE)
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ADVERTISING MATERIAL

Certified PDF via ntp@salesandservices.nl

ADVERTISING

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MIKRONIEK

2017



- **Mikroniek** is *the* professional journal on precision engineering and the official organ of DSPE, The Dutch Society for Precision Engineering.

Mikroniek provides current information about technical developments in the fields of mechanics, optics and mechatronics.

Subscribers are designers, engineers, scientists, researchers, entrepreneurs and managers in the area of precision engineering, precision mechanics, mechatronics and high tech industry.



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