

# 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  
Banner 1/1 year: 15% discount

## BANNER ON DIGITAL NEWSLETTER DSPE

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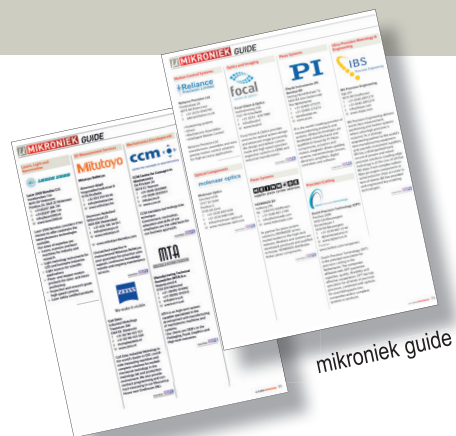
Frequency 6 times a year; a week before publication of Mikroniek  
Circulation: over 3000 unique email addresses.

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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5600 JW Eindhoven  
E [info@dspe.nl](mailto:info@dspe.nl)  
I [www.dspe.nl](http://www.dspe.nl)

### ADVERTISING MATERIAL

Certified PDF via [ntp@salesandservices.nl](mailto: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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