



information for advertisers 2012

information source for professionals in Electronics, Elektrotechnology en Engineering

e-totaal is an independent, multimedia platform that has become one of the principle information sources for electronics, electrotechnology and engineering.

This platform comprises some important pillars:

Specialist journal e-totaal



Website www.etotaal.nl + e-totaal RSS newsfeeds



Weekly e-mail newsletter



e-totaal offers an outlook, overview and understanding of the market

e-totaal focuses with an independent approach on the full width of the professional fields of electronics, electrotechnology, engineering and industrial automation. Everything that is important in these fields is discussed here. Of course without losing sight of the in-depth content. e-totaal searches, edits, bundles and publishes this relevant information and makes it available to thousands of engineers via our different types of media.

Central are new products, market developments, sector news, new technologies, regulations, application stories, views, an extensive calendar of events, etc. Exactly the information where today's reader is most interested in. Readers consult e-totaal when buying products or to keep informed of the latest technological developments and innovations.

Become "top of mind" with our readers
e-totaal is a powerful medium that connects you with the largest group of engineers in the Benelux. Our multimedia platform allows us to offer you a variety of communication options to bring current and prospective customers into contact with your products and services. Print, online or integrate print and online. 24 hours a day. 365 days per year.

The combination of 10 magazines, 46 email newsletters and the daily updated website, allows us to offer you a variety of communication options to bring current and prospective customers into contact with your products and services.

General information e-totaal

Editorial Information

The technical journal e-totaal is an independent source of information for – by now more than 42,000 – professionals who, through their profession, deal with products and services in the fields of electronics, electrotechnology, engineering and industrial automation. e-totaal offers its readers accessible, brief, and current reports on products, services and market and technical developments. There is also room for application articles written by and for engineers within the industry.

Title:	e-totaal
Subtitle:	Source of information for professionals in Electronics, Electrotechnology and Engineering
Published by:	uitgeverij NHU, Postbus 2175, 7420 AD Deventer. Tel. +31 (0)570-657572
Publisher:	Martin de Boer
Editorial address:	Uitgeverij NHU, Redactie e-totaal, redactie@etotaal.nl
Advertisement:	Martin de Boer, tel. +31 (0)570-657572, m.deboer@etotaal.nl
Publishing frequency:	10x per year
Circulation:	12.300
Cancellation period:	3 weeks before publication
Terms of delivery	In accordance with the regulations for advertising.

Fields of interest of e-totaal readers

- control components
- control engineering
- computer technology/boards
- data communication / industrial networks
- electronics components
- electronics design technologies
- electronics development and production
- embedded systems
- EMC/ESD
- semiconductor technology
- industrial networks
- measuring and control engineering
- measuring methods
- development methods/tools
- process automation
- software engineering/programming
- production automation
- industrial installations
- field instrumentation
- control equipment
- test equipment
- bus systems and data acquisition
- drive systems / motion control
- components for machine automation
- software for machine automation
- industrial system integration and engineering
- image processing/data processing
- sensors and sensor systems
- maintenance
- etc.

Typical positions e-totaal readers

- measuring and control engineers
- (head) technical department
- engineer
- electronics and software developers
- electronic engineers
- automation engineers
- electrical engineers
- industrial installers
- OEMs
- system integrators
- technical manager
- software and hardware engineers
- project leaders
- (head) developers
- power engineers
- constructors
- etc.

e-totaal is read in the following application markets:

- oil and gas industry
- process industry
- energy production and distribution
- mechanical engineering and apparatus construction
- chemical and petrochemical industry
- pharmaceutical industry
- food and luxury foodstuff industry
- paper and packaging industry
- electrotechnical industry
- electronics industry
- panel construction
- service and repair companies
- metal industry
- defence
- telecommunication and data communication companies
- transport means industry
- assembly industry
- graphic industry
- medical industry
- maritime industry
- consulting and engineering firms
- production of measure and control equipment
- packaging industry
- etc.

Specialist journal e-totaal

e-totaal has grown into a leading specialist journal. The magazine puts new products, sector news and new technologies in the spotlight. No long and dry stories, but concise articles. Short, powerful, and to the point. The magazine also features items focusing on applications. Written for and by engineers, people who know what they are talking about. That's the information your target group is waiting for.

**Biggest reach in the Benelux;
The largest group of engineers and decision makers on a silver platter!**

Advertise

Advertising in e-totaal is the shortest route to reaching more than 43,000 engineers. e-totaal is distributed selectively to 12,500 subscribers in The Netherlands and Belgium. With an average of 3,5 readers per magazine, advertisers obtain access to our 43,000 readers with a single stroke. This makes e-totaal the most widely read magazine in our market area.

Distinctive magazine concept

e-totaal is an exceptional and prominent magazine that employs a distinctive magazine concept, which generates great interest among your target group. A very striking full colour A3 size magazine with maximum exposure for your brand. Its large size gives it great attention value and makes it stand out from the regular A4 magazines. In addition, your advertisement is often surrounded by editorial items, which also provides added attention value when readers scan these articles.

Spotlight / Uitgelicht

Prominent exposure in all media forms

If you want to draw extra attention to a striking new product, you can use the spotlight of the e-totaal specialist journal in combination with e-totaal's website. Your message, edited by our editorial staff, will also be discussed in more detail elsewhere in the magazine.

- full-colour block on the front page of e-totaal;
- extensive product description of maximum 1/2 A3 page within the magazine;
- displayed for a month on the hotspot at etotaal.nl;
- displayed one time on the email newsletter.

Rate € 895,-



Advertorial/techvertorial

e-totaal offers independent information to technicians and engineers. In addition, e-totaal offers you the opportunity to provide extensive information in your own full-colour presentation, in exactly the way you want. This could be about your business activities or about a product that you would like to put in the spotlight.

You can write the article yourself or leave it to one of our experienced editors at a premium. You will get a pdf of the article that you can use for any purposes you want.

**1/1 page A3 full colour € 1,950,-
2/1 page A3 full colour € 2,650,-**

Annex / insert

On request



Advertising rates Full-Colour

A4	1x	3x	5x	10x
1/1 A4	€ 1.650	€ 1.490	€ 1.270	€ 1.150
1/2 A4	€ 950	€ 880	€ 790	€ 720
1/4 A4	€ 550	€ 520	€ 490	€ 450
1/8 A4	€ 350	€ 320	€ 290	€ 250
A3	1x	3x	5x	10x
1/1 A3	€ 1.975	€ 1.780	€ 1.650	€ 1.590
1/2 A3	€ 1.150	€ 1.050	€ 995	€ 895
1/4 A3	€ 790	€ 720	€ 680	€ 590
1/8 A3	€ 490	€ 450	€ 390	€ 350

Annex / insert on request
Technical specifications on request

e-totaal appears 10x a year.

Specialist journal e-totaal

Publishing tabel

issue	delivery deadline material	publishing date	special/ theme	extra supplement
Nr. 1/2	25-01-12	14-02-12		
Nr. 3	22-02-12	13-03-12		Energie & Engineering*
Nr. 4	21-03-12	10-04-12		
Nr. 5	18-04-12	08-05-12		Energie & Engineering*
Nr. 6	23-05-12	12-06-12		
Nr. 7/8	20-06-12	10-07-12		
Nr. 9	17-08-12	06-09-12	Exhibition HET Instrument 2012	Energie & Engineering*
Nr. 10	05-09-12	25-09-12	Exhibition Industriële week 2012 Industrial Automation & Drives	
Nr. 11	24-10-12	13-11-12		Energie & Engineering*
Nr. 12	16-11-12	07-12-12		

* Energie & Engineering is a new magazine, published 4 times a year covering components, products, processes, systems and technologies, which are available and contribute to energy efficient, energy saving and efficiency improving solutions for the industry and electro technical installation industry. Energie & Engineering will also cover innovative possibilities for renewable energy.

Energie & Engineering will be published 4 times in 2012. As from 2013, Energie & Engineering will be published 6 times a year. A part of the circulation of Energie & Engineering is as a supplement of e-totaal.



Advertising sizes

Type page: 297 mm wide x 420 mm high
Type area: 265 mm wide x 385 mm high

1/1 A3	265 x 385 mm	1/1 A4	201 x 270 mm
1/2 A3 landscape	265 x 190 mm	1/2 A4 landscape	201 x 133 mm
1/2 A3 portrait	131 x 385 mm	1/2 A4 portrait	97 x 270 mm
1/4 A3 landscape	265 x 93 mm	1/4 A4 landscape	201 x 64 mm
1/4 A3 portrait	131 x 190 mm	1/4 A4 portrait	97 x 133 mm
1/8 A3 landscape	265 x 45 mm	1/8 A4 landscape	201 x 30 mm
1/8 A3 portrait	131 x 92 mm	1/8 A4 portrait	97 x 65 mm

website www.etotaal.nl

Technological innovations move at a pace that is hard to keep up with. This is why every day the website provides the latest news on new products that are easy to find because of the categories and sub-categories, technical developments, background articles, opinions and all sorts of supplier information.

Only information that is approved and edited/written by our editors will be published. Others cannot get information on the website. For this reason, www.etotaal.nl guarantees quality and many thousands of visitors a week. And these visitors are also looking for information about your company. Make your company benefit from this. For example, by placing prominent banners, an extensive minisite or by getting listed in the overview of suppliers.

Raise your profile with bannering

You can bring your company or products even more to the attention of the thousands of visitors to the website by means of prominent banners. If you are not able to make content for banners, we can help you in the production.

Minisite

With a minisite you will have your own website within etotaal.nl. Herewith you can extensively expose your company with visitors of etotaal.nl. You can indicate what you want and we will build the site for you. To ensure exposure for your minisite we will place your logo with a short text on all pages of etotaal.nl. From here visitors can click to your minisite.

Costs for your minisite, including design and construction, are € 245,- per month. Minimum one year term.

Spotlight section:

Prominently present in all types of media
See the description on page 3.

Jobs

Your vacancy for max. 2 months on etotaal.nl and 2 times in the weekly email newsletter.
Costs € 175,-

Suppliers guide

An important pillar of the renewed website is the overview of suppliers. Here you find an extensive list of suppliers in the market. Hundreds of businesses are easy to find by using the practical search function. Visitors can search and consult up-to-date supplier information 24 hours a day, 7 days a week. That could be you! Inclusion in the overview of suppliers is free of charge.

Stand out among the crowd!

To stand out even more and generate more visitors to your website, there are extra opportunities to distinguish yourself, besides your standard company info:

Standard company info (free)

Name and address data and URL.

Extra:

- Company profile. Max. 700 characters
- full colour logo with your company info

Costs € 295,-

Rates stated are for a annual subscription. This will be extended automatically, unless cancelled 2 months before the end of the term.

Bannerpositions + rates

Leaderbord 728 x 90 px
€ 575,- for 2 months

Full banner 468 x 60 px
€ 375,- for 2 months



Spotlight
€ 895,- (see description
on page 3)

Rectangle 300 x 250 px
€ 575,- for 2 months

Logolink
Companyname and
25 characters
€ 175,- for 2 months

Jobs

Button 120 x 90 px
€ 150,- for 2 months

For interesting graduated discounts and a tailor-made proposal, please contact Martin de Boer: 0570-657572, m.deboer@etotaal.nl

The weekly e-mail newsletter

Besides the information in the specialist journal and on the website, e-totaal keeps your target group informed of current news in our weekly e-mail newsletter. Each week the e-totaal editors compile a newsletter with new products, the latest developments in the market, jobs etc.



Spotlight € 895,- (see description on page 3)

Full banner 468 x 60 px € 175,-

Jobs

Button 120 x 90 px € 90,-
Button 200 x 200 px € 190,-

Advertorial € 175,-

Place your banner in a prominent position in this newsletter. Your message lands directly in the mailbox of customers and prospects.

Full banner or button.

Advertorial.

Max 200 characters and 1 picture

With an advertorial you can bring your message concisely under the footlight.

Spotlight section:

Prominently present in all types of media

See description on page 3.

Jobs

Your vacancy for max. 2 months on etotaal.nl and 2 times in the weekly email newsletter.

Costs € 175,-

e-totaal is published by Uitgeverij NHU

For more information: Martin de Boer, 0570-657 572, m.deboer@etotaal.nl