



# your message in the heart of technology!

**e-totaal has come to play an essential role within the engineering industry. The e-totaal media brand offers high editorial quality, is independent in its information provision and always focuses on the engineer as the target audience for its information. e-totaal provides a vision on, overview of and insight into the market. This will explain the high appreciation by our subscribers.**

e-totaal focuses with an independent approach on the full width of the professional fields of electronics, electrotechnology, industrial automation and energy technology. 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.

*Brings buyers and suppliers together*

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, to keep informed of the latest technological developments and innovations, or finding solutions. 'How does it work and how will the reader benefit from this?'

## Your target group, our readers

### 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
- energy technology

### 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
- sales engineers
- system integrators
- technical manager
- software and hardware engineers
- project leaders
- (head) developers
- power engineers
- constructors
- students / teachers
- purchasing

### 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
- governments
- universities
- agriculture
- automotive industry

# 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. A target group that decides when to purchase your products and / or services. 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.

E-totaal is an independent, multimedia platform that has become one of the principle information sources for the engineering professional.

Readers of E-totaal are informed through a variety of channels:

Specialist journal  
e-totaal

Website  
etotaal.nl

Weekly  
e-mail newsletter



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. Contact Martin de Boer for a customised offer.

**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.**

### 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.

### Would you like to be noticed by over 43.000 engineers?

If range figures convince you: e-totaal has, by far, the guaranteed highest circulation of all related magazines in the Benelux. You will get 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 12.100 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.

*qualified circulation*

### Spotlight / Uitgelicht

#### Prominent exposure in all media forms

If you want to draw extra attention to a striking new product or news item, 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 get full attention in all media:

- 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;
- after this month, your message will remain mentioned on the page with your company details on etotaal.nl;
- displayed one time as a top position on the email newsletter.

Rate € 995,-

**UITGELICHT**



### Advertorial/company profile/native content

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 or project 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. Besides publication in the magazine, your advertorial will be displayed a month on the homepage of etotaal.nl and will remain mentioned on the page with your company details. Also your advertorial will be displayed one time on the newsletter.

1/2 page A3 full colour € 995,-  
1/1 page A3 full colour € 1.750,-  
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	€ 1.370	€ 1.190
1/2 A4	€ 950	€ 880	€ 790	€ 720
1/4 A4	€ 570	€ 530	€ 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	€ 920
1/3 A3	€ 995	€ 920	€ 850	€ 790
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.**

## Publishing tabel

issue	delivery deadline material	publishing date	special/ theme	section*
Nr. 1/2	24-01-2019	12-02-2019		
Nr. 3	21-02-2019	12-03-2019		energie techniek
Nr. 4	21-03-2019	09-04-2019		
Nr. 5	18-04-2019	07-05-2019	Special E&A 2019	energie techniek
Nr. 6	23-05-2019	11-06-2019		
Nr. 7/8	20-06-2019	09-07-2019		
Nr. 9	22-08-2019	10-09-2019		energie techniek
Nr. 10	19-09-2019	08-10-2019		
Nr. 11	24-10-2019	12-11-2019		energie techniek
Nr. 12	21-11-2019	10-12-2019		

### Also in 2019 e-totaal is mediapartner of various seminars and conferences including:

- Powerelektronics
- User Interface Design Seminar
- Machinebouw Event
- Industrial Ethernet
- Profidag
- D&E Event
- Hannover Messe
- SPS / IPC Drives
- Productronica

These seminars, conferences and exhibitions will get editorial attention.

\* The section energietechniek covers components, products, processes, systems and technologies, which are available and contribute to energy efficient, energy saving and efficiency improving solutions for the industry and installation industry. energie en engineering will also cover innovative possibilities for renewable energy.

### Advertising material:

We prefer a certified PDF

### Advertising sizes

**Type page:** 297 mm wide x 420 mm high

**Type area:** 267 mm wide x 390 mm high

1/1 A3	267 x 390 mm	1/1 A4	199 x 282 mm
1/2 A3 landscape	267 x 193 mm	1/2 A4 landscape	199 x 139 mm
1/2 A3 portrait	131 x 390 mm	1/2 A4 portrait	97 x 282 mm
1/3 A3 portrait	85 x 390 mm		
1/4 A3 landscape	267 x 94 mm	1/4 A4 landscape	199 x 67 mm
1/4 A3 portrait	131 x 193 mm	1/4 A4 portrait	97 x 139 mm
1/8 A3 landscape	267 x 45 mm	1/8 A4 landscape	199 x 31 mm
1/8 A3 portrait	131 x 94 mm	1/8 A4 portrait	97 x 67 mm



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](http://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, sponsored content, 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](http://etotaal.nl). Herewith you can extensively expose your company with visitors of [etotaal.nl](http://etotaal.nl). Present your products, services, video's etc. To ensure exposure for your minisite we will place your logo with a short text on all pages of [etotaal.nl](http://etotaal.nl). From here visitors can click to your minisite.

**Costs for your minisite, including design and construction, are € 295,- per month.**

**Minimum one year term.**

### Sponsored content

#### • Spotlight section:

Prominently present in all types of media. See the description on page 4.

#### • Advertorial / white papers

Your message in your own words on all pages of [etotaal.nl](http://etotaal.nl) including one picture and hypelink.

#### • Video presentation

Present your company or product by video. This video will also be displayed two times on the e-totaal newsletter. **Costs € 575,-**

### Jobs

Your vacancy for max. 2 months on [etotaal.nl](http://etotaal.nl) and 2 times in the weekly email newsletter.

### 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

Rotating Leaderbord  
728 x 90 px  
€ 375,- for 1 month

Spotlight  
€ 995,- (see description  
on page 4)

Full banner 468 x 60 px  
€ 195,- for 1 month



Rotating Rectangle  
300 x 250 px  
€ 375,- for 1 month

Fixed Rectangle  
300 x 250 px  
€ 795,- for 1 month

Jobs  
€ 195,-

Logolink Companyname  
and 25 characters  
€ 175,- for 1 month

Advertorial / white papers  
€ 375,- for 1 month  
photo and max. 400 characters

Button 120 x 90 px  
€ 75,- for 1 month

For interesting graduated discounts and a tailor-made proposal, please contact  
Martin de Boer: +31 (0)570-657572, [m.deboer@etotaal.nl](mailto:m.deboer@etotaal.nl)

# The weekly e-mail newsletter

your target group, our readers

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 Friday the e-totaal editors compile a newsletter with new products, the latest developments in the market, jobs etc.

- Top position: Spotlight € 995,- (see description on page 4)
- Full banner 468 x 60 px € 175,-
- Advertorial XL / white paper € 275,-
- Advertorial € 175,-
- Jobs
- Button 200 x 100 px € 125,-  
Button 200 x 200 px € 190,-  
(Other formats in consultation)



The e-totaal newsletter is the perfect platform for displaying your products and services. Place your banner in a prominent position in this newsletter. Your message lands directly in the mailbox of thousands of customers and prospects.

The newsletter has more than 11.000 subscribers.

## Full banner or button

## Sponsored content

- **Advertorial / advertorial XL / white paper**  
Max 200 characters and 1 picture (XL max. 300 characters)  
With an advertorial or whitepaper you can bring your message concisely under the footlight.
- **Spotlight section**  
Prominently present in all types of media  
See description on page 4.

## Jobs

Your vacancy for max. 2 months on etotaal.nl and 4 times in the weekly email newsletter.  
Costs € 250,-

## Partnermail

By means of partner mailing, your extensive message will become part of the regular e-totaal newsletter. You will be able to fill maximum 50% of this newsletter with your own message. This 50% will consist of a maximum of 10 sections. These sections are editorial reports + photograph and Banners. In consultation, we will design the newsletter in accordance with your preferences. No banners of other companies will be placed. The partner newsletter will get the look & feel of the e-totaal newsletter and will be sent to the complete subscriber base.  
Rate € 1.595,-

For interesting graduated discounts and a tailor-made proposal, please contact  
Martin de Boer: +31 (0)570-657572, m.deboer@etotaal.nl

# General information e-totaal

## Editorial Information

The technical journal e-totaal is an independent source of information for – by now more than 43.000 – professionals who, through their profession, deal with products and services in the fields of electronics, electrotechnology, industrial automation and energy technology. 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.

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<b>Subtitle:</b>	Source of information for professionals in Electronics, Electrotechnology, Engineering and Power engineering
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<b>Publishing frequency:</b>	10x per year
<b>Circulation (qualified):</b>	12.100 (weighted average 2018) e-totaal is a member of HOI-print. This gives you guarantees about the circulation.
<b>Cancellation period:</b>	3 weeks before publication.
<b>Terms of delivery:</b>	In accordance with the regulations for advertising.

