The news platform for technicians and engineers

Brings your message in the heart of technology

NHU MEDIA

information for advertisers

2021
The news platform for technicians and engineers

More than 17 years e-totaal is the reliable source that engineers and industrial decision makers choose when searching for new products and solutions. 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 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. Written for and by engineers, people who know what they are talking about. 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, 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
d• 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. Do you want to reach our readers and inform them about your latest products, services, solutions and offers, or do you want to expand your brand awareness? 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.

Our advertising formats ensure that your target group cannot ignore you.

Leave a lasting impression with your target audience. Digital and on paper.

Specialist journal e-totaal
Website etotaal.nl
Weekly e-mail newsletter

The combination of 8 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.
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.

Convince your target group in the magazine
Build a strong foundation for your brand via a proven medium.
• Strong reader/magazine bond. The subscribers often have been loyal readers for many years. Get the attention of these readers, who have a strong bond with printed media.
• Convincing environment with reliable reporting.
• Printed ads are ‘tangible’, long lasting, and remain visible again and again.
• The printed word is remembered longer.
• Reach a large audience thanks to high circulation, preservation and read-along factor; with a read-along factor of 2.5 people, you get a large audience within the organizations of your customers and prospects.
• Each printed edition is also published in digital form. This will reach thousands of additional readers.
• Distinctive in a digital world.

Would you like to be noticed by over 40.000 engineers?
If rangefigures 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 40.000 engineers. e-totaal is distributed selectively to 11.500 subscribers in The Netherlands and Belgium. With an average of 3.5 readers per magazine, advertisers obtain access to our 40.000 readers with a single stroke. This makes e-totaal the most widely read magazine in our market area.

Even more distribution
In addition to the 11.500 subscribers to the printed edition, another 7.000 readers receive the digital edition by email. The electronic edition is easy to read: the reader simply scrolls through the various articles and via active hyperlinks the reader can come into direct contact with the various suppliers and advertisers.
Magazine advertising

Advertising material:
We prefer a certified PDF

Advertising sizes

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Advertising rates Full-Colour

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Annex / insert on request
Technical specifications on request

e-totaal appears 8x a year.

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 topposition on the email newsletter;
- Shared on social media

Rate € 995,-
### Publishing tabel

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* 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.

### Also in 2021 e-totaal is mediapartner of various seminars and conferences including:

- Powerelektronics
- User Interface Design Seminar
- Machinebouw Event
- Industrial Ethernet
- Profidag
- D&E Event
- RF Technology Day
- Industrial Cyber Security event

These seminars, conferences and exhibitions will get editorial attention.
Content Marketing

You want to tell your own story – about your business activities, or about a particular product or project that you want to put in the spotlight? We will gladly help you to bring your story to the attention of a large audience.

Content Distribution

After preparing the content, it must be presented to an audience. Content distribution is perhaps the biggest challenge to successful content marketing. Without an audience, the content is useless. The e-totaal platform is a strong brand. Because the message is distributed via e-totaal’s news channels, the message gets a considerably greater audience than a company can reach by itself. In this way the message receives extra attention and credibility. We share the article with the target group (approximately 50,000 readers) through our 4 channels: trade magazine, website, newsletter and our LinkedIn channel.

- **Product introduction**
  You deliver the article (in English or German) to us; it will be professionally translated and edited, and combined with a photograph. The message must be newsworthy. It’s not an advertisement. At the bottom of the article your company name plus contact details are mentioned. The maximum length is 250 words (plus picture). The message is shared with the target audience through our 4 channels: trade magazine, website, newsletter and LinkedIn.
  Pricing € 395,-.
- **Spotlight – see description page 5**
  Your product or message, prominently published via all channels.
- **Sponsored content**
  You provide a message yourself. This could be a product, an event, or any other news you want to share with our readers. Our editorial team has no involvement with the content. At the bottom of the article your company name plus contact details are mentioned. Maximum length is 250 words (plus picture). The message is shared with the target audience through our 4 channels: trade magazine, website, newsletter and LinkedIn.
  Pricing € 495,-.
- **Whitepaper**
  Your whitepaper is mentioned prominently and can be downloaded from etotaal.nl or from your own website.
  Service:
  - An info block on the homepage etotaal.nl to announce the whitepaper.
  - Presentation page of the whitepaper including company logo.
  - Contact form + download button.
  - Link to your website.
  - 2 placements in the weekly newsletter.
  Pricing € 395,-.
- **Company profile / success story / case study / editorial articles**
  Customers and prospects like to read stories about your company, products and services. What is your company doing. How is your business doing. What (new) products does your company produce, how can your company solve reader’s problems, etc.
  1/2 page, approximately 450 words (plus picture).
  Pricing € 850,-.
  1/1 page, about 850 words (plus 1 or 2 pictures).
  Pricing € 1.650.-
  2/1 page, about 1600 words (plus 3 or 4 pictures).
  Pricing € 2.650,-.

We can help you to write your content;
your story told professionally

Would you like help with writing/translating content/press releases? Writing/translating or editing articles, case studies or other content types requires skill and expertise. We can help you with this. You will save much time and money. Our editors have years of experience and can process your content at surprisingly low rates. The length of these texts is flexible. You can then use this content yourself for publication through your own channels. The messages/articles that we write for you can also be published directly through our media channels: printed magazine, online website, online newsletter and social media.
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, 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. Herewith you can extensively expose your company with visitors of 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. 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 5.
• Advertorial / white papers
  Your message in your own words on all pages of etotaal.nl including one picture and hyperlink. +2 publications on the newsletter.
• 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 and 4 times in the weekly email newsletter.

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

The e-totaal newsletter is the perfect platform for displaying your products, services and events. 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 / white paper
  Max 200 characters and 1 picture
  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 5.

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 40.000 – 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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