

ZICHTLIJNEN

PUBLISHED BY DE VERENIGING VOOR PODIUMTECHNOLOGIE

Published by the Vereniging voor Podiumtechnologie (VPT), the Association for Stage technology in the Netherlands, Zichtlijnen is a well established trade journal that caters to everyone who works on and around podiums in the areas of technology, production, design, management and architecture. For more than 25 years Zichtlijnen has been known for its thorough and unbiased views on working with professional lighting, audio, audio-visual, staging, rigging, (technical) production, green technologies, safety, standardization, and associated technologies.



MEDIAKIT 2017

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Advertise in Zichtlijnen:

SCHEDULE ZICHTLIJNEN 2017

	ZL171	ZL172	ZL173	ZL174	ZL175	ZL176
	MAR 2017	MAY 2017	JUL 2017	SEPT 2017	NOV 2017	JAN 2018
DEADLINE ARTWORK	02-02-2017	06-04-2017	30-05-2017	06-07-2017	05-10-2017	04-12-2017
DELIVERY DATE	04-03-2017	06-05-2017	01-07-2017	02-09-2017	04-11-2017	6-01-2018

PRICE PER ISSUE (NOT INCLUDING VAT)

	1X	3X	6X
1/1 PAGE			
BACK/ WHITE	€ 650,-	€ 600,-	€ 550,-
SINGLE SUPPORT COLOUR	€ 870,-	€ 820,-	€ 770,-
FULL COLOUR	€ 1290,-	€ 1240,-	€ 1190,-
1/2 PAGE			
BACK/ WHITE	€ 400,-	€ 360,-	€ 320,-
SINGLE SUPPORT COLOUR	€ 620,-	€ 580,-	€ 540,-
FULL COLOUR	€ 775,-	€ 735,-	€ 695,-
1/4 PAGE			
BACK/ WHITE	€ 270,-	€ 250,-	€ 230,-
SINGLE SUPPORT COLOUR	€ 490,-	€ 470,-	€ 450,-
FULL COLOUR	€ 540,-	€ 520,-	€ 500,-

Questions and artwork can be sent to: marketing@vpt.nl



Extra Promotional Options:

- **Place your Button in the Newsletter.** It is now possible to target your customers through our newsletter. Your button will be placed with the editorial content in the newsletter. In this way your message is integrated in the newsletter where it can't escape the attention of your intended audience. Interested? Send an e-mail to marketing@vpt.nl.
- The column **'Technical News'** in Zichtlijnen offers you the opportunity to promote your new and innovative products. Send a short press release, accompanied by a high resolution picture, to marketing@vpt.nl or directly to our editor-in-chief hoofdredactie@zichtlijnen.nl. This is not a guarantee of placement our editor reserves the right to not place or edit the text.
- Share your **events, courses en company news** through our newsletter and via our website. Send the details with url to secretariaat@vpt.nl. Placement occurs only after a determination of newsworthiness for our readers.
- Publicize your **vacancies** on our website and in our newsletter. Fill in the form on our website www.vpt.nl/vacaturebank.html or send an e-mail to secretariaat@vpt.nl



CUE2018 will take place on 15,16 and 17 January 2018 in Rotterdam Ahoy. The Association for Podium Technology (VPT) is a partner of CUE2018 and will once again publish the official trade fair magazine in 2018. Moreover, VPT is publisher of Zichtlijnen trade journal which will again accord ample attention to the trade fair.

There are various opportunities to promote your company before, after and during CUE2018.

Advertising

Distinguish yourself from your fellow exhibitors at CUE2018 by placing an advertisement the official CUE catalogue and/or in Zichtlijnen. If you choose to do both then you will get a 50% price cut for the second ad (same format) and advertisers can place a logo in the CUE catalogue free of charge.

Logo

Increase the chance that visitors find you with your logo in the CUE catalogue.

Button

Your button is integrated in the VPT newsletter where it can't escape the attention of your intended audience.

Sponsoring

Sponsoring the VPT Academy and/ or the VPT stand offers a broad, integrated mix of branding, exposure, promotional activities and PR for an extensive period before, after and during the trade fair.

For questions about advertising in the CUE catalogue and in Zichtlijnen e-mail marketing@vpt.nl.

More information about sponsoring? E-mail henricavandenberg@vpt.nl.

