

ZICHTLIJNEN

UITGAVE 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 stages 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, sustainable technologies, safety, standardization, and associated technologies.



MEDIAKIT 2018

Subjects in 2018 >> Schedule Zichtlijnen 2018 >>
Rates 2018 >> Extra Opportunities

Circulation: 2.350 copies

Reach: 4.500 – 5000 readers

Publication frequency: 6 x per year

Subjects in 2018

Developments in the areas of lighting, sound, video and hoisting technology will continue to receive our attention. Besides this, we will regularly write about subjects such as safety and standardization, education and subjects such as new theatres. As you have come to expect from us, every issue of Zichtlijnen will contain a separate file in which one theme is explored extensively. For example, one of the subjects that we will be elaborating on is sound and acoustics in theatre and concert halls. These themes will be announced in good time to enable advertisers to craft their advertisements accordingly.

Advertise in Zichtlijnen 2018

SCHEDULE ZICHTLIJNEN 2017

	ZL177	ZL178	ZL179	ZL180	ZL181	ZL182
	MRT-18	MEI-18	JUL-18	SEP-18	NOV-18	JAN-19
DEADLINE ARTWORK (BY 12 PM)	02-02-18	06-04-18	08-06-18	06-07-18	05-10-18	30-11-18
DELIVERY DATE	03-03-18	05-05-18	07-07-18	01-09-18	03-11-18	05-01-19

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,-

File Requirements: Please supply ads in digital format to marketing@vpt.nl. High resolution PDF are preferable but JPG, tiff or eps formats are also acceptable. Photos, logos and other illustration should be in CMYK colour format and have 300ppi resolution.



Extra Promotional Options:

- **Advertise in the Newsletter.** It is now possible to target your customers through our newsletter by reserving a 'button'. 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 does not guarantee 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

As an extra service your news, events and vacancies will be summarized and sent with our three-weekly newsletter and placed on Facebook and Twitter. Technical news will be shared on Facebook.

