

VISION + ROBOTICS

*Flexible
production
automation*

Industrial 4.0



visionenrobotics.nl

Data & Stats 2020

Vision & Robotics

Vision & Robotics is the independent magazine for machine builders, system integrators and end users of production in the manufacturing and agro / food industry. The editorial staff works closely with industry associations, educational institutions and government to create a complete and reliable picture with readers in Vision & Robotics.

Target group and reach

Vision & Robotics brings together manufacturers of Vision and robot technology together with decision makers, engineers, technical management, TD and heads of production.

Collaborations

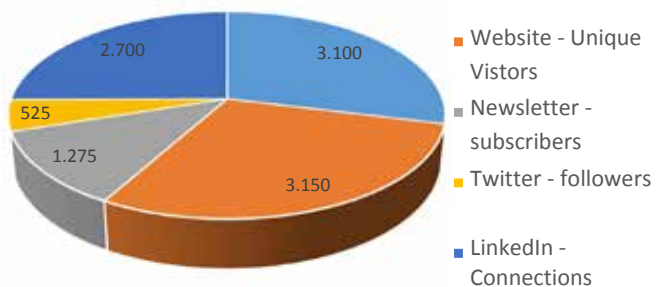
Vision & Robotics works closely with Technisch Weekblad. A part of the subscribers of Technisch Weekblad becomes Vision & Robotics. View the rate card of Technisch Weekblad for more information.

Multimedia campaign

Vision & Robotics offers various options for online and to advertise offline. For example advertisement, branded content, online bannering or online advertorials. This one media card offers you an overview of the standard opportunities. Customization is of course also possible. Our Media Advisor is happy to help you determine one appropriate (multimedia) campaign to your achieve marketing objectives.



Vision & Robotics Stats



Calendar 2020 Vision & Robotics magazine

Issue	Theme	Deadline upload advert	Publication date
1	Factory Automation	18 February	3 March
2	Robotica special	30 March	14 April
3	Vision, Robotics & Motion	11 May	26 May
4	Power & Motion	16 June	30 June
5	Process- and Production automation	25 August	8 September
6	Sensor special	13 October	27 October
7	Motion & Drives	24 November	8 December

Advertising Print

Size	Specifications w x h (mm)	Rates €
2/1 page	460 x 300	6,000
1/1 page	230 x 300	3,150
1/2 page portrait	93 x 275	1,890
1/2 page landscape	190 x 135	1,890
1/4 page portrait	93 x 135	1,120
1/4 page landscape	190 x 65	1,120
Surcharge branded content*		+750 per page
Leaflet enclosed		please ask your Media Advisor

* Including editing

Visionenrobotics.nl and weekly e-mail newsletter

Maximize your exposure: use our website and the digital newsletter. The e-mail newsletter is published weekly.

Advertising e-mail newsletter

Format	Specs	Rate €
Banner	468 x 60	400
Branded Content	text 200 characters + visual 100 x 100 pixels	600

Advertising website

Format	Position	Specs (pixels)	Rate € (monthly)
Branded Content (online)			600
Leaderboard*	Header / Regular	728 x 90 and 468 x 60 and 320 x 50	500
Logolink		150 x 150	250
Large Rectangle*	Top / Middle / Bottom	336 x 280 / 300 x 250	400
Video - publication			600
Video - production			1,350

* in the case of a Leaderboard or Large Rectangle, you must provide a so-called banner set for a correct view on the various devices



● **Bannering**

Your banner is displayed on the homepage and / or underlying pages. Your banner can be displayed in a carousel of up to 3 banners.

● **Branded Content**

Branded Content is a short message about your company or product that is commissioned by you are written and placed after approval. Maximum 200 characters. The content is placed between editorial messages.

Specs banners

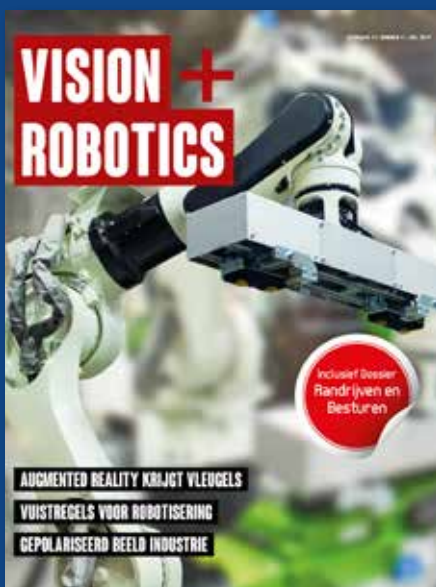
	Newsletter	Website
Type	jpg	animated gif, jpg, gif, html5, png
Color	RGB	RGB
Resolution	72 dpi	72 dpi
Maximal size	99 kB	99 kB
Landings page	URL	URL

Where to send your advert

Please use Ad | Portal to send your advertising material for print. You will receive a request from Ad | Portal to do so. Please be aware of emails going to the spam folder.

Please send advertising material for online purposes (website and newsletters) to traffic@archermedia.nl. You will receive a request to do so from the Traffic department.

Voor veel klanten verzorgen wij ook de (advertentie)opmaak. Neem contact op en bespreek de mogelijkheden.



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