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Media info 2021

SIGNPRO BENELUX THE LEADING SIGN MAGAZINE IN THE BENELUX



Advertising

SignPro Benelux in 2021

With 6 times 6.000 copies a year SignPro Benelux is a multifaceted trade magazine that provides its readers with information on what's happening in their particular field of expertise (sign, large format print, screen printing, etc.), occasionally venturing into associated fields if deemed relevant. Being a trade magazine, our aim is to provide our readers with information and inspiration focused on their day to day operations.

We highlight market developments from our readers' perspective. Our business reports frequently reflect what readers have got to say about issues and developments that affect their own businesses. Supplemented with narratives on upcoming trends in various market segments, we focus on how the market is developing.

Being a useful source of information, SignPro Benelux is gaining even greater prominence throughout our industry, particularly now in 2020 when other sources of information such as trade fairs, open door days and showroom visits were in most cases not feasible. All the more reason why in 2021 we are as ever providing ample scope to discuss ongoing developments in printers, finishing equipment and assembly tools, obviously in conjunction with you, the supplier. We also focus on aspects such as media developments, software and workflow. In addition to the artisanal approach, which centres on the artisan and in which manual intervention is

part of the production process, we note that in another section of the market there is an increasing need for the automation of routine activities and that small scale serial production is on the rise. The first two editions of 2021 will provide additional scope for these topics to ensure that your product news still reaches the market.

Although our sector was seriously impacted by the Covid pandemic in 2020, the long term outlook is mostly positive. The trend towards greater digitisation in customer relationships through the linking of systems facilitated by e-commerce or cloud working has even accelerated. This development is affecting businesses irrespective of their size or scale. Developments focused on interior decoration have also continued apace in 2020 and will no doubt demand our attention in 2021. Overall digital textile printing will also be high on the agenda.

Covid-19 has forced entrepreneurs to adopt a more wide-ranging approach, which is why we initiated a series of articles in 2020 in which we listed the various possibilities concerning the use of self-adhesive foil in different market segments. We will continue with this for a while in 2021 and will also publish information on the use of plate materials and their applications. Following several years of relative calm, greener production is once again high on the agenda, all the more reason why this topic will also regularly feature in our columns. No doubt other subjects will surface as our curiosity knows no bounds. As

always, we will continue to write about market and current developments and we hope to maintain our excellent partnership with you, the advertiser, in 2021!

Interested in the communication options available in print and online? Would you like to venture outside the Benelux? Why not ask about our international edition, SignPro Europe? SignPro is your ideal partner in terms of communication and reach. We are here to help you!



Release dates 2021		Advertising material delivery deadlines 2021
1 st edition	March 5th	February 18th
2 nd edition	April 29th	April 14th
3 rd edition	June 29th	June 17th
4 th edition	September 16th	September 2nd
5 th edition	November 4th	October 21st
6 th edition	December 16th	December 1st

Prices

Bulk pricing (excl. 21% VAT)						
	1	2	3	4	5	6
1 page	2.220,-	2.160,-	2.110,-	2.060,-	2.010,-	1.960,-
1/2 page	1.270,-	1.240,-	1.190,-	1.150,-	1.110,-	1.070,-
1/4 page	675,-	660,-	645,-	630,-	615,-	600,-
Leaflet	From 2.595,-					



Formats

<p>1/1 page Bleed + 3 mm all around</p> <p>240 x 330 mm</p>	<p>1/2 page Vertical</p> <p>105 x 310 mm</p>	<p>1/4 page Vertical</p> <p>105 x 150 mm</p>
<p>1/1 page Type area</p> <p>220 x 310 mm</p>	<p>1/2 page Horizontal</p> <p>220 x 150 mm</p>	<p>1/4 page Horizontal</p> <p>220 x 70 mm</p>

Directory

(no bulk discount)

FC advert
(60 x 65 mm)

230,-

Inclusion

125,-



Inclusion with FC logo

175,-



Advertising options www.signpro.nl

Homepage banner (centre) 289 x 320 px (br x h), 72 dpi

Price/annum	Price/6 months	Price/quarter	Type
3.000,-	1.795,-	1.095,-	Static + Dynamic

Leaderboard banner 503 x 91 px (w x h), 72 dpi

Price/annum	Price/6 months	Price/quarter	Type
2.795,-	1.695,-	995,-	Static + Dynamic

Rectangle, Full Unit Banner 283 x 236 px (w x h), 72 dpi

Price/annum	Price/6 months	Price/quarter	Type
2.795,-	1.695,-	995,-	Static + Dynamic

Rectangle, Half Unit Banner 283 x 100 px (w x h), 72 dpi

Price/annum	Price/6 months	Price/quarter	Type
1.995,-	1.295,-	795,-	Static + Dynamic

Other Rectangle sizes on request.

Walking banner 175 x 100 px (w x h), 72 dpi

1.495,- annually	Type: Static
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Banner Newsletter 175 x 100 px (w x h), 72 dpi

€ 300,00 price/month	Type: Static
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e-Blast

Send your own commercial message to all SignPro newsletter subscribers.

Max width format 600 px, height unlimited.

Tariff: 350 euro each

To be supplied: complete HTML 4.0 script, suitable for dispatch by e-mail.

Specifications for advertising material supplied

A fully completed advert must comply with the following requirements:

- cPDF/HR 300dpi
- All colours converted to CMYK
- 3 mm bleed on adverts with bleed

Adverts still to be adapted must comply with the following requirements:

- QuarkXpress, Adobe Illustrator or Adobe Indesign
- All colours converted to CMYK

Images to be supplied in:

- EPS format
- 300 dpi resolution
- All colours converted to CMYK
- All fonts to be included

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