



PromZ Vak Online

www.promZvak.nl is our comprehensive online platform for the promotional product industry.



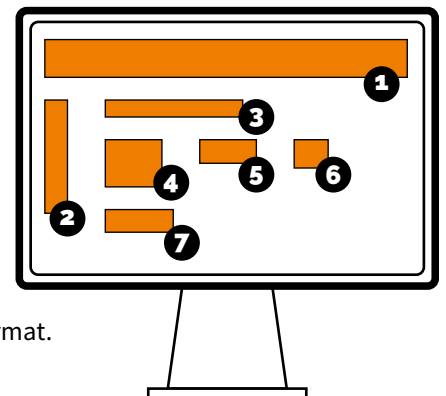
- **Target Audience:** promotional product distributors and agencies
- **Ad Placements:** suppliers of the industry
- **Monthly Unique Views:** Approximately 10.200

It offers a wealth of information, insights, and services, including the BrandZOverview, an archive of our magazine, and the latest industry news, among other valuable resources.

Website Banner:

- **Wide Reach:** Access a broad audience of potential customers.
- **Targeted Advertising:** Ads placed strategically to reach relevant audiences.
- **24/7 Availability:** Continuous visibility and engagement.
- **Interactive Features:** Encourage immediate action with interactive elements.
- **Cost-Effective:** Affordable compared to traditional media, with measurable results.
- **Enhanced Brand Visibility:** Increase brand recognition on a high-traffic platform.
- **Integration with Digital Channels:** Complement social media and email campaigns for a unified marketing strategy.

Position		Format	Rate	Period
Super Leaderboard	1	1920x 200 pixels	1.105 €	month
Skyscraper	2	120 x 600 pixels	390 €	month
Leaderboard	3	728 x 90 pixels	280 €	month
Large rectangle	4	300 x 250 pixels	280 €	month
Medium rectangle	5	300 x 125 pixels	150 €	month
Rectangle	6	180 x 150 pixels	75 €	month
Category banner	7	360 x 120 pixels	390 €	year



All banners must be submitted in RGB colour mode, at 72 dpi, and in JPG/PNG format. Please note that animated banners are not supported!

The Newsletter – an essential complement to your website, enhancing engagement and communication.

Advantages of Advertising in our Newsletter:

- **Direct Reach:** Immediate visibility with direct delivery to your audience's inbox.
- **High Engagement:** Dedicated readership ensures higher interaction rates.
- **Cost-Effective:** Affordable compared to traditional advertising.
- **Targeted Exposure:** Tailored to specific industries or demographics for maximum impact.
- **Increased Brand Awareness:** Boosts recognition through regular, trusted exposure.
- **Complementary to Other Channels:** Enhances and amplifies the effectiveness of your overall marketing strategy

PromZ Vak E-NewZ	we're sending out this newsletter twice a month!
Language:	Dutch
Sending Date:	1 st and 3 rd week of the month
Target group:	± 6.500 distributors of the promotional product industry ± 4.850 Dutch and ± 1.650 Belgium
Opening Rate:	± 31,6 %

PromZ Vak BeNeLux E-NewZ	our monthly newsletter from the BeNeLux Market to German distributors!
Language:	German
Sending Date:	3 rd week of the month
Target group:	± 4.000 German distributors and suppliers
Opening Rate:	± 28,4 %

E-Mail Banner:

Position	Format	Rate	Period	If you would like to book a fixed banner position, an additional charge of 25% per banner will apply.
Full banner	600 x 125 pixels	552 €	month	
Medium banner	250 x 125pixels	441 €	month	
Partner Logo	65 x 65 pixels	1.082 €	year	

All banners must be submitted in RGB colour mode, at 72 dpi, and in JPG/PNG format. Please note that animated banners are not supported!

Specials - Website and E-NewZ

Type	What's that?	Rate
sponsored content	Planning a special promotion or looking to highlight a particular product? Feature your content on our newsletter and on our website.	370 €
company profile	The company profile follows a standardized format and includes four key sections: contact details, a brief company description, images, and your areas of expertise.	525 €
New ProductZ	Showcase your products with an image, a detailed description, and your contact information.	370 €
vacancy in JobZ	Looking to hire new employees? Submit your complete job advertisement, and we will promote it on your behalf.	168 €

Dedicated Mailing:

You want to send a customized mailing to our database? We make it easy! You can design it yourself or let us assist you.

That are your advantages:

- **Targeted Reach:** Direct communication with a highly relevant audience.
- **Customizable Content:** Personalize the message to your brand or products.
- **High Engagement:** Higher open and click-through rates compared to general newsletters.
- **Exclusive Branding:** Your message is the sole focus, maximizing visibility.
- **Increased Conversions:** Stronger calls to action lead to higher engagement.
- **Cost-Effective:** An efficient, affordable method to reach potential clients.
- **Flexibility & Control:** Full control over design, content, and timing.

Rate: 2.625 € for a one-time mailing to our entire database.

BrandZ Overview - Promote Your Brand

Are you a supplier of a brand? This is your opportunity to showcase it! Your brand's logo and contact details will be featured online at <https://promzvak.nl/nl/brandz-overzicht/>

listing per brand per year **25,- €**

