

UTILITIES

Technologie en economie in de energie-, water- en gassenmarkt

RATE CARD 2020

UTILITIES is the only magazine in the Netherlands for energy, water and gases in the free market. The editor focuses primarily on the utility-intensive industries and (semi) government, energy - and water companies, power plants. Utilities appears 8 times a year with a circulation of 4.800. With this we reach 16.300 readers per issue. Utilities reaches top level management with responsibility for big amounts of gas, water and renewable energy which flow through the organization.

TARGET GROUPS:

- Management responsible for the flow of energy, gasses and water
- Management of utility-intensive companies and organizations
- Petro-chemical industry, steel, food, paper, greenhouse farming and hospitals
- Management of the supply industry
- Energy companies, water companies, suppliers of industrial gasses and engineering offices, industrial installers and suppliers of equipment

EDITORIAL CONTENT:

Attention is given to the business where the following topics are discussed: Technology, security of supply, purchase, outsourcing, deregulation, maintenance, metering, gas market, electricity market, water market and the market for industrial gases. In our magazine you can find project reports, trends in technology, market analysis and interviews. Technology is especially focussed by writing about applications, problems and solutions.

For reservations and/or information please contact:

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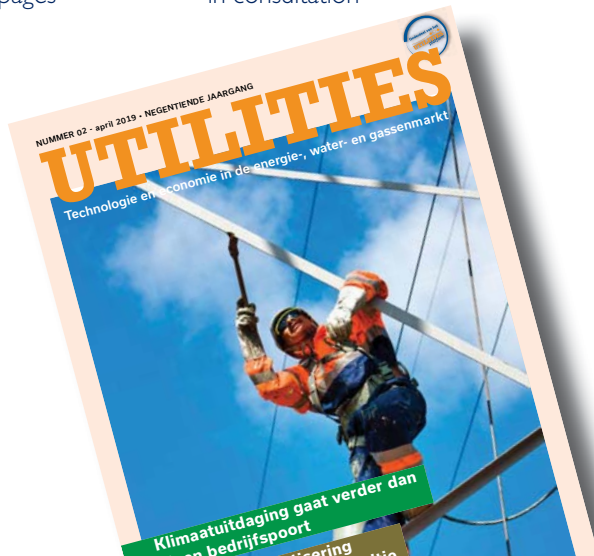
Rates

Full colour

	1x	3x	5x	8x
1/1 page	€ 2.908	€ 2.822	€ 2.736	€ 2.633
1/2 page	€ 1.883	€ 1.827	€ 1.773	€ 1.718
1/4 page	€ 1.191	€ 1.156	€ 1.121	€ 1.088
2/1 page	in consultation			

Rates inserts

Till 2 pages	€ 1.952 (max. 20 grams)
4, 6, 8 pages	in consultation



Formats (wide x deep)

	portrait	landscape	bleed
1/1 page	185 x 267		210 x 297
1/2 page	90 x 267	185 x 132	
1/4 page	90 x 132	185 x 64	
2/1 page		395 x 267	

Back margin: 12,5 mm • bleed: 5 mm all around

Circulation

4.800, reach approximately 16.300 readers

White papers and project reports

Prices in consultation

Supplements*

Cover 2	10%
Cover 3	10%
Cover 4	20%
Preferred position	10%

*in consultation only

Technical specifications

Printing method:	offset
Paper:	135 gr. hv mat mc
Raster:	60
Repr. material:	proof of colour

Dates of appearance:

Ed.	Topic	Event	Appearance	Reservation	Art work
1	Industry- and Proces water	Watervisie	04 02 2020	15 01 2020	17 01 2020
2	Asset management	Aqua Nederland	11 03 2020	19 02 2020	21 02 2020
3	Industrial energy reduction, Insulation		28 04 2020	08 04 2020	10 04 2020
4	Sustainability, Water		02 06 2020	13 05 2020	15 05 2020
Extra edition	Special Projects & Innovations*		01 09 2020	13 08 2020	15 08 2020
5	Industrial Heat & Power	Trade fair Energy	29 09 2020	09 09 2020	11 09 2020
6	Industrial water treatment, boiler water-treatment and legionella prevention		10 11 2020	21 10 2020	23 10 2020
7	Special Industry & Energy		08 12 2020	18 11 2020	20 11 2020

*Together with sister magazines Petrochem and iMaintain

All contracts are signed with IndustriePerspectief based on the general conditions of IndustriePerspectief of which they will send you a copy at your request.

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Art work

1/1 page's in PDF-formaatadvertenties in QuarkXPress 4.1 of Illustrator: images as EPS, JPG or TIFF file. Scans minimal DPI 300. With questions about art work please contact our after sales +31(0)70 3990000.

When the material supplied is not ready to print additional costs will be charged.

Rates are valid from October 1st 2019 and replaces all previous rates. All rates are per issue and excl.VAT

Website Utilities

Utilities is a platform on energy, water and gas in the free market. Technology, supply, delivery, procurement, outsourcing, deregulation, maintenance, metering, gas market, electricity market, water market and the market for industrial gases are topics highlighted in Utilities.

This is done through the magazine which appears 8 times (7 editions + special Projects & Innovations), the website and the bi-weekly online newsletter.

The website offers numerous opportunities to address the average of 3500 visitors per month.

Possibilities Website

Months (price per insertion)	1	3	6	12
• Topbanner 750x96	€ 960	€ 700	€ 555	€ 490
• Banner 360x92	€ 480	€ 350	€ 280	€ 245

White paper: € 475,- per insertion

Highlight top right of the website during one week plus mentioning in the next online news letter and magazine, landingpage of your choice.

Project reports/whitepapers generated by the editorial staff: Price in consultation
Highlight top right of the website during one week plus mentioning in the next online news letter and magazine, landingpage of your choice.

Utilities online Newsletter

Through the online Utilitie Newsletter 1.900 readers receive the most important news from the sector two times per month.

Possibilities online Newsletter

Topbanner	750x96	€ 250
Banner	360x92	€ 200
Advertorial	ca. 75 words + pic.	€ 250

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The screenshot shows the Utilities website interface. At the top, there is a navigation bar with the 'UTILITIES' logo, a search bar, and links for 'Abonneren', 'Advertieren', 'Contact', and 'Inloggen'. Below this is a secondary navigation bar with links for 'Home', 'Nieuws en publicaties', 'Magazines', 'Platform events', 'Partners & leden', 'Experts & auteurs', 'Agenda', and 'Industry & Energy 2018'. The main content area features a large blue 'Top-banner' for the 'EUROPEAN INDUSTRY & ENERGY SUMMIT 2019' with the tagline 'ENERGIZING A SUSTAINABLE FUTURE'. Below this are several news articles with images and titles, such as 'Zonnespiegels maken hoogwaardige warmte voor Antwerpse industrie' and 'Hele keten nodig voor chemisch recyclen'. On the right side, there is a 'PARTNERS' section listing 'Van Meeuwen', 'VATTENFALL', and 'VCA Nederland'. At the bottom right, there is a pink 'Banner' for 'AQUA TECH 2019' with the text 'REGISTER NOW FOR YOUR FREE ENTRY!'. The footer contains 'tribe', 'Past Issues', 'Translate', and 'RSS'.

UTILITIES



Welkom bij het Utilities Platform

Nog 47 dagen en dan bent u in de Kromhoutal in Amsterdam de European Industry and Energy Summit los. Wetenschapsdirecteur André Faaij van TNO is een van de keynote sprekers op het congres. Hij pleit voor meer regie in de energietransitie omdat de energievoorziening anders te duur wordt. Ook Vattenfall CEO Magnus Hall is van de partij, met als vertegenwoordigers van de industrie groothandelaar. Tel daarbij de evenementen van FME 625, FME Storage, Gasunie, BLOC en Voltachem op en het mag duidelijk zijn dat u in twee dagen bij bent op het gebied van energiebesparing, energieopslag, CCUS, elektrochemie en nog veel meer.

Nieuws & publicaties



Energietransitie: op oude voet doorgaan is het slecht

Een duurzaam energiesysteem gaat de samenleving uiteindelijk veel minder kosten dan wanneer we alles bij het oude laten. Innovatie kan daarbij een essentiële rol spelen. Maar dan moet de transitie veel beter gereguleerd worden dan nu. TNO gaat graag in handtekenen op, stelt professor André Faaij benoemt in Petrochem.

LEES MEER



Video: Waterstofpilot op Noordzee

De eerste groene waterstofpilot op zee heeft de naam PilotHydro getrokken. Begin juli werd bekend dat het Q10k-A platform van Neptune Energy in Nederland voor de proef is geselecteerd. De pilot integreert drie energiesystemen op de Noordzee: offshore wind, offshore gas en waterstof. In een video laten de initiatiefnemers nu zien hoe het allemaal moet gaan verken.

LEES MEER