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KWALITEIT IN BEDRIJF

Groep uitgevers voor vak en wetenschap Nederlands uitgeversverbond

GENERAL INFORMATION

Title : KWALITEIT IN BEDRIJF
Subtitle : Trade journal for quality management
Website : www.kwaliteit-in-bedrijf.nl
Published by : KOGGESCHIP VAKBLADEN BV
 Hettenheuvelweg 41-43
 1101 BM Amsterdam-Z.O.
 Po box 1198, 1000 BD Amsterdam
 The Netherlands
 Tel. +31 (0)20 6916666
 Fax +31 (0)20 6960396
www.koggeschip-vakbladen.nl
Publisher : Anthony C. van Trigt
Sales : Erik ten Haaf
Inside staff sales : Martine Beukenkamp / Yvette Derksema
 E-mail advertenties@kwaliteit-in-bedrijf.nl
Publication frequency : 9 times a year

EDITORIAL INFORMATION

Formula : Kwaliteit in Bedrijf is an independent trade journal that provides information on and offers tools for implementing quality management. Its sources are among others: professional qualitymanagers, quality organisations and institutes, consulting agencies, research institutes and government departments. The magazine also offers information on certifying, seminars, publications, research, training facilities and any other news in the field of quality management.
Editorial staff : Po box 1198
 1000 BD Amsterdam, The Netherlands
 Tel. +31 (0)20 6916666, Fax +31 (0)20 6960396
 E-mail redactie@kwaliteit-in-bedrijf.nl
Chief editor : Hugo van der Horst

CIRCULATION DETAILS (HOI quarter 3/09 up to and including quarter 2/10)

AVERAGE NUMBERS PER PUBLICATION	TOTAL
1.1 paid subscriptions at standard prices	2.697
1.2 paid subscriptions at non-standard prices	
1.3 n/a	
1.4 membership subscriptions	
1.5 portfolio with magazines	
1.6 loose sales at retail prices	
1.7 loose sales at publisher's special prices	
1.8 paid multiple subscriptions at standard prices	
1.9 paid multiple subscriptions at non-standard prices	
1 = TOTAL PAID CENTRAL CIRCULATION	2.697
2.1 controlled circulation	
2.2 directed free circulation	1.589
2 = TOTAL DIRECTED CIRCULATION	1.589
3.1 bulk sales at retail prices	
3.2 bulk sales at publisher's special prices	
3.3 Incidental rest circulation	
3 = TOTAL REMAINING CIRCULATION	
1 + 2 + 3 = TOTAL CIRCULATION	4.286

EXPLANATION

The adjoining table displays the weighted averages of the circulation details (HOI quarters 3 and 4, 1 and 2). For the most recent circulation details, visit the website of the HOI Institute for Media Auditing: www.hoi-online.nl.

In order to determine the circulation of bound and loose inserts, please contact the publisher.

SALES PRICES

Subscription prices : the Netherlands € 125,75 a year (incl. VAT)
 Belgium € 132,75 a year
Loose sale prices : the Netherlands € 15,00 per edition (incl. VAT)
 Belgium € 15,00 per edition

KWALITEIT IN BEDRIJF

ADVERTISING RATES

(All rates are in Euros, excl. VAT)

	1x	3x	6x	9x
1/1 page	3255	3145	3045	2920
1/2 page	1960	1895	1830	1765

Quality Management index (magazine + website)

1 insertion	: € 540,00 a year
full color logo	: € 270,00
extra text	: € 180,00 (max. 20 words)

(There is no discount for agency cost)

The rates for other kinds of online ads can be found on www.kwaliteit-in-bedrijf.nl

Millimeter rate	: n/a
Next-to-matter advertising	: n/a
Combination rate	: n/a
Classified advertising	: n/a
Contract period	: 1 year

Terms of delivery : All placement orders are confirmed and carried out in conformity with the Rules for the Advertising Industry, lodged at the Registry of the District Courts and Chambers of Commerce in the Netherlands.

MISCELLANEOUS COSTS

Advertisement with response number : n/a

Digital material

Extra handling of material that is not ready for print will be billed : at publisher's cost (min. € 15,00)

Disclaimer

Koggeschip Vakbladen can not be held responsible if the result is below standard when the digital material does not have the correct requirements.

SURCHARGES

Position surcharges

Inside or back covers : on request
Other preferred position : on request

Bleed surcharge : on request
(only 1/1 and 1/2 page)

Color surcharges

Spot colors will be reproduced using 4-color process colors (cmyk).

RATES FOR INSERTS

Bound : on request
Inserted : on request

The rates mentioned above include postal charges and processing fees and are excl. VAT.

TECHNICAL DATA

COVER

Printing process : Sheet-feed offset
Paper type : 170 grs. coated woodfree, satinated

INNER PAGES

Printing process : Sheet-feed offset CMYK
Paper type : 115 grs. coated woodfree

Binding : Saddle-Stitched

Advertisement material: Certified PDF according to the standard 'Certified PDF Tijdschriften Nederland' (update januari 2010) of the Dutch Technical Commission for Digital Document Delivery (DALTC). More information on the subject can be obtained from www.certifiedpdf.net.

AD FORMATS / DIMENSIONS

	width x height (mm)
1/1 page	: 185 x 270
1/2 page	: 185 x 133

Publication trim size	: 210 x 297
Live area	: 185 x 270
Two-page Spread bleed	: 426 x 303 (incl. trim)
Two-page Spread live	: 395 x 270
Single page bleed	: 216 x 303 (incl. trim)

Inserts : specifications on request

PUBLICATION TABLE

No.	Publication date	Closing date for advertisement booking	Closing date for ready-for-print documents
1	3 february	12 january	19 january
2	17 march	23 february	2 march
3	21 april	30 march	6 april
4	26 may	4 may	11 may
5	30 june	7 june	15 june
6	4 august	13 july	20 july
7	22 september	31 augustus	7 september
8	27 oktober	5 oktober	12 oktober
9	8 december	16 november	23 november

RESERVATION DEADLINES

Submission deadline : see publication table
Reservation deadline : 3 weeks before publication
Cancellation deadline : 3 weeks before publication