

# Mediakit 2025

process industry  
manufacturing industry  
mechanical engineering

## **INDUSTRIEKALENDER**

IndustrieKalendar (e.g. IndustryCalendar) is the online platform that comprehensively outlines all industrial events. This website features numerous events, such as trade fairs, congresses, symposiums, seminars, webinars, and lectures in the Netherlands, Belgium, and Germany.

The platform features a variety of events organized by event organizations, training institutes, product and service suppliers, manufacturers, publishers, and trade associations.

All events are also featured in the agenda of IndustrieVandaag, the independent platform providing the latest news on industry and technology.

- ✓ **Process industry**
- ✓ **Manufacturing industry**
- ✓ **Mechanical Engineering**
- ✓ **Industrial Automation**



### Unique

Industry Calendar is the sole platform providing a comprehensive overview of all events in industry and technology, making it a frequently visited resource.



### 9,300 monthly visitors

An average of 9,300 visitors per month view over 24,000 events monthly.



### Reader Target Audience

Director, technical manager, engineer, and marketer. These individuals are actively engaged in business operations, policy formulation, production, procurement, sales, and technical matters. They attend IndustrieKalendar multiple times each month to familiarize themselves with upcoming trade fairs and congresses they plan to visit.



### Industrial automation

Primarily the process industry, manufacturing industry and mechanical engineering, emphasizing industrial automation.



### Newsletter featuring genuine readers

Newsletter circulation exceeds 2,700 recipients. These are authentic and verified subscribers, boasting an impressive average open rate of 56%. Recipients who do not engage with the newsletter within a six-month period are automatically removed from our mailing list.



### Quantifiable outcomes

Advertisers receive monthly reports that distinctly illustrate the impact of their campaigns in terms of views, clicks, and daily click-through rates (CTR). We maintain transparency regarding our figures.



Advercom



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[industriekalender.nl](http://industriekalender.nl)



[info@industriekalender.nl](mailto:info@industriekalender.nl)

- 1

**Event publication** € 200 per item

For organizers: online publication of your event. This will also be featured in the digital newsletter.
- 2

**Leaderboard** (1090 x 135 pixels) € 900 p/month

At the forefront of all web pages, your banner remains ever-visible to every visitor of IndustrieVandaag!
- 3

**Rectangle banner** (450 x 375 pixels) € 600 p/month

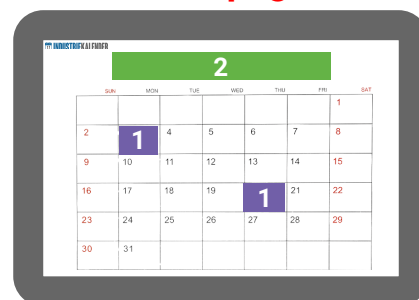
To the right side of all web pages.
- 4

**Digital newsletter banner** (1300 x 400 pixels) € 700 per item

Between the newsletter communications. The newsletter is disseminated every Monday morning.
- Sponsored content** € 600 per item

A guaranteed placement of your article, press release, or blog as a news item with a link to your website (excluding writing). This content will be featured in the News section.

## homepage



## event page



## newsletter



The aforementioned rates are denominated in EUR and exclude VAT.

The Leaderboards and Rectangle banners are displayed in a carousel format, accommodating a maximum of three advertisers per ad position. Consequently, your banner is visible at least 33% of the time. When you share this banner position with one additional advertiser, your banner is viewed 50% of the time per page by all visitors.

The Newsletter banners are displayed exclusively: 100% visible; this position is not shared with other advertisers.

All banners must be submitted in JPG or PNG format, with a maximum size of 70 KB. Animated GIFs are excluded. The banners will be automatically resized to the appropriate dimensions.

## additional information



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