

C2W

ADVERTISING AND MARKETING
CAMPAIGNS 2022:
RATES AND SPECIFICATIONS

C2W is the leading media and marketing brand of the KNCV. The extensive C2W media and marketing package underlines that the KNCV is the leading professional association in the Netherlands and Belgium for highly educated decisionmakers in chemistry, life sciences, process and laboratory technology. The unique omnichannel experience that C2W offers you as advertiser or partner of KNCV with this media and marketing package, ensures a powerful presence toward your target group. Especially if the content of your campaign is in line with the interesting current editorial and commercial themes that are featured in the magazine, on the website and in the e-mail newsletter. This way, we help you achieve your marketing goals easily, effectively and efficiently.

POSSIBLE FORMS OF EXPOSURE

- Advertising
- Editorial partner content: made for you by the editors of C2W
- Editorial sponsored content: created in-house and delivered by you

MEDIA CHANNELS

- Monthly C2W magazine, print 9,200 copies* with a monthly theme topic on current trends and developments in the sector
- Website www.c2w.nl packed with news and current affairs and averaging 21,332 unique visitors per month**
- Weekly e-mail newsletter with a print of 16,783 copies***
- Vacancy database werkenindechemie.nl with all vacancies in the sector

*measured as of July 2021, of which 750 in Belgium

** measured over June 2020 – June 2021

*** measured as of 20 July 2021

HOW DO WE HELP YOU?

- With interesting editorial and commercial monthly themes to tie into with content
- With valuable partnerships that strengthen your brand
- With interesting commercial editing possibilities
- Via online and offline advertising opportunities
- With plus propositions for the magazine such as inserts, split covers, attachments, etc.
- With plus propositions to deploy in the online channels such as whitepapers, landing pages, lead generation programmes etc.
- Via webinars
- With result-enhancing social media advertising campaigns via LinkedIn, Google Ads, Facebook etc.



MEDIA REACH PACKAGES

Reaching your target group effectively: today, this works best with omnichannel campaigns, given the fragmentation of all media. Campaigns in which you repeatedly use your message in different media channels and at different times. But always in a uniform and recognisable way, in which all campaign components and expressions are seamlessly integrated. This way, you ensure a clear image to the outside world and you are sure that you are optimally reaching your target group. C2W makes it easy, with 3 omnichannel campaign propositions: for 2, 4 or 6 consecutive months. This helps you get the most out of your marketing budget.

	2 consecutive months	4 consecutive months	6 consecutive months
Advertisement in C2W magazine	2 x 1/1 page	4 x 1/1 page	6 x 1/1 page
Medium rectangle weekly e-mail newsletter C2Weekly	4 x	6 x	12 x
Medium rectangle on the website www.c2w.nl	2 months	4 months	6 months
Total investment regular	2 x € 2,250 = € 4,500 4 x € 585 = € 2,340 2 x € 630 = € 1,260 Total = € 8,100	4 x € 2,025 = € 8,100 6 x € 550 = € 3,300 4 x € 630 = € 2,520 Total = € 13,920	6 x € 1.910 = € 11,460 12 x € 520 = € 6,240 6 x € 595 = € 3,570 Total = € 21,270
When purchasing reach package	€ 6,075 (approx. 25% discount)	€ 9.750 (approx. 30% discount)	€ 13.825 (approx. 35% discount)

Plus options:

Webinar(s)

Social media use

Partner content

Sponsored content

Discover the many possibilities below. Can't find what you're looking for? Then ask for further options tailored to your specific marketing needs.



C2W MAGAZINE

ADVERTISING AND COMMERCIAL EDITING COSTS C2W MAGAZINE

(in case of delivered ready-to-use digital advertising material)

NOTE:

- We have an online delivery portal available for the delivery of advertising material. After reserving your advertising space, you will receive a link via this portal well before the delivery date, with which you can upload and check your advertisement.
- Printing procedure: sheet offset.
- Advertisement material: certified PDF file, resolution minimum 300 dpi.

Placement rates and specifications Format (width x height in mm)	Rate 2021	Rate 2022 (1 placement)	Discount scale 3x (approx. 10% discount per placement)	Discount scale 6x (approx. 15% discount per placement)	Discount scale 12x (approx. 20% discount per placement)
2/1 page (420 x 285 + 3 mm bleed)	€ 4,525	€ 4,225	€ 3,800	€ 3,590	€ 3,380
1/1 page portrait (210 x 285 + 3 mm bleed)	€ 2,400	€ 2,250	€ 2,025	€ 1,910	€ 1,800
½ page portrait (90 x 265)	€ 1,375	€ 1,300	€ 1,170	€ 1,100	€ 1,040
½ page landscape (185 x 130)	€ 1,375	€ 1,300	€ 1,170	€ 1,100	€ 1,040
¼ page portrait (90 x 130)	€ 800	€ 760	€ 685	€ 650	€ 600

Plus options:

Partner content C2W Magazine For the possibilities: see the following table

Sponsored content C2W Magazine For the possibilities: see the following table

Business directory C2W Magazine

Exclusively for advertisers who conclude one contract of at least 3 full advertising pages before 31 December 2021

- A whole year with the same publication in every edition of C2W Magazine (1/12) page for only € 2,100
- Bij wijzigingen: per wijziging € 50
- In case of changes: per change € 50

Product previews C2W Magazine

Exclusively for advertisers who conclude one contract of at least 6 whole advertising pages before 2022

- Free and exclusive to advertisers who conclude a contract for a minimum of 6 full advertising pages before 2022: ¼ page product preview with every placement.
- Layout costs: free with ready-to-use digital delivery of text and images. High resolution images.
- Surcharge for making a proof that is submitted for approval before placement: € 50.
- Surcharge for editing: per text or image: € 50.



COMMERCIAL EDITING PRODUCTION COSTS C2W MAGAZINE

Advertiser services

PARTNER CONTENT

- Exclusively about knowledge sharing and thought leadership around trends and developments in the profession; partner content is not possible for product information
- Text, design and image provided by the editors of C2W
- Is journalistically written in close collaboration between you and the editors of C2W Magazine
- Will be designed in the look-and-feel of C2W Magazine
- If desired, we can place a link to your site below the relevant article
- Note: is only possible per 1/1 page (400 words) or multiples thereof

SPONSORED CONTENT

- Text, design and images are provided by you and can be delivered digitally ready for use or can be provided by SGNM as operator (rates: see right column)
- Content created outside the responsibility of the editors of C2W
- Is in a distinctly different look-and-feel than that of C2W magazine. The text may not contain references to KNCV and/or C2W
- Sponsored content is possible for every subject. If desired, it is possible to tie into the monthly sponsored content themes that come up in C2W Magazine and on the website C2w.nl:
 - JANUARY: **Biobanking Solutions**
 - FEBRUARY: **Spectrometrie en Optics**
 - MARCH: **Mens & Molecule special – LabAutomation event**
 - APRIL: **Biofarma, Bioprocessing & Single-Use Technologies**
 - MAY: **Laborama fair Belgium**
 - JUNE: **Safety (Monitoring)**
 - SEPTEMBER: **WOTS fair**
 - OKTOBER: **Biofarma, Bioprocessing & Single-Use Technologies.**
(Possibly: Single Use event; not yet confirmed)
 - NOVEMBER: **Chromatography & Mass Spectrometry**

Production rates

TEXT | DESIGN | IMAGE PROVIDED BY EDITORS OF C2W:

Surcharge 1/1 page to the placement rate: € 400

IF PROVIDED BY SGNM:

TEXT:

- Surcharge 1/1 page to the placement rate: € 250
- Including 1 correction round. With 2 or more rounds: € 50 per extra round

DESIGN:

Surcharge 1/1 page to the placement rate: € 100

IMAGE:

Surcharge to the placement rate: (only stock material) € 50 per image

Publication dates C2W Magazine

EDITION	DEADLINE READY-MADE ADVERTISING MATERIAL	RELEASE DATE
January	29 December (2021)	21 January
February	20 January	11 February
March	17 February	11 March
April	17 March	8 April
May	21 April	13 May
June	12 May	3 June
July	9 June	1 July
August	19 July	12 August
September	25 August	16 September
October	15 September	7 October
November	13 October	4 November
December	9 November	1 December



WEBSITE: C2W.NL

ADVERTISING AND COMMERCIAL EDITING RATES C2W MAGAZINE

(in case of delivered ready-to-use digital advertising material)

Format (width x height in mm)	Discount scale 3 (approx. 10% discount – monthly rate)		Discount scale 6 (approx. 15% discount – monthly rate)		Discount scale 12 (approx. 20% discount – monthly rate)	
	Discount scale 1	10% discount – monthly rate	15% discount – monthly rate	20% discount – monthly rate		
Leaderboard banner – shown on all pages of the site (note: deliver in 2 formats to ensure it is displayed correctly on all devices!) Desktop format: 728 x 90 px Mobile format: 320 x 50 px	€ 750	€ 675	€ 635	€ 575		
Medium rectangle – getoond op alle pagina's van de site Format: 300 x 250 px	€ 700	€ 630	€ 595	€ 560		

COMMERCIAL EDITING PRODUCTION COSTS C2W.NL WEBSITE

Advertiser services	Productietarieven
<p>PARTNER CONTENT</p> <ul style="list-style-type: none">Exclusively about knowledge sharing and thought leadership around trends and developments in the profession is not possible for product informationText, design and image provided by the editors of C2WIs journalistically written in close collaboration between you and the web editors of C2WIs in the look-and-feel of C2W.nl; the article is between the editorialsIf desired, we can place a link to your site below the relevant articleNote: is only possible with units of 400 words each	<p>TEXT DESIGN IMAGE PROVIDED BY EDITORS OF C2W:</p> <p>Surcharge per 400 words to the placement rate: € 400</p>
<p>SPONSORED CONTENT</p> <ul style="list-style-type: none">Text and images are provided by you and can be delivered digitally ready for use or can be provided by SGNM as operator (rates: see right column)Content created outside the responsibility of the editors of C2WIs in a distinctly different look-and-feel than that of C2W magazine. The text may not contain references to KNCV and/or C2WSponsored content is possible for every subject. If desired, it is possible to tie into the monthly sponsored content themes that come up in C2W Magazine and on the website C2w.nl:<ul style="list-style-type: none">JANUARY: Biobanking SolutionsFEBRUARY: Spectrometrie and OpticsMARCH: Mens & Molecule special – LabAutomation eventAPRIL: Biofarma, Bioprocessing & Single-Use TechnologiesMAY: Laborama fair BelgiumJUNE: Safety (Monitoring)SEPTEMBER: WOTS fairOKTOBER: Biofarma, Bioprocessing & Single-Use Technologies. (Mogelijk: <i>Single Use event; nog niet bevestigd</i>)NOVEMBER: Chromatografie & Mass SpectrometrieDelivered exclusively in the free downloadable template	<p>IF PROVIDED BY SGNM:</p> <p>TEXT:</p> <ul style="list-style-type: none">Surcharge per 450 words to the placement rate: € 150including 1 correction round. With 2 or more rounds: € 50 per extra round <p>DESIGN:</p> <p>Download the free template from the SGNM website</p> <p>IMAGE:</p> <p>Surcharge to the placement rate: (only stock material) € 50 per image</p>



OTHER ONLINE MEDIA

E-MAIL NEWSLETTER

RATES FOR ADVERTISING IN THE E-MAIL NEWSLETTER 'C2WEEKLY'

(with advertising material delivered ready for use)

Format (width x height in mm)	Discount scale 1	Discount scale 3	Discount scale 6	Discount scale 13	Discount scale 26
		(approx. 10% discount – monthly rate)	(approx. 15% discount – monthly rate)	(approx. 20% discount – monthly rate)	(approx. 25% discount – monthly rate)
Header 320 x 250 px	€ 700	€ 630	€ 595	€ 560	€ 525
Medium rectangle 200 x 200 px	€ 650	€ 585	€ 550	€ 520	€ 490

Publication dates e-mail newsletter

APPEARANCE

The e-mail newsletter appears weekly on Wednesday

SUPPLYING MATERIAL

Monday before publication, 12.00

LINKEDIN, FACEBOOK, GOOGLE ADS

Would you like to bring your campaigns to the attention of your target group even more intensively? Then drive them through LinkedIn, Facebook and Google Ads. If you want to know more, request a demo of the possibilities.

Price: from € 1,750 per month.

WERKENINDECHEMIE.NL

For labour market campaigns around the recruitment of personnel or in the context of employer branding, you can advertise on werkenindechemie.nl. If you are not ready yet, but first want to develop an employer branding strategy, please request a demo of the possibilities.

Price: from € 325 per month. Vacancy text, logo and URL can be mailed to TRAFFIC@SGNM.NL with your contact details for invoicing.



2022 – EDITORIAL MONTHLY THEMES

Recurring in C2W magazine, on the website C2W.nl and in the newsletter C2Weekly

JANUARI MATERIALS

At the heart of chemistry is materials science. Throughout the millennia, chemistry has always been able to meet demands such as lighter, stronger, stiffer, more flexible or more corrosion resistant. The latest developments are about biobased materials, composites and high-tech polymers.

FEBRUARI SAFETY

Safety is a key concept on every work floor in the sector. This is about process safety, but also about health and safety at work. In recent years, cybersecurity has been added at a very fast pace and with great impact: how do you protect your valuable data against espionage and ransomware?

MAART BIOFARMA

When it comes to medication and vaccines, consumers demand safety and low cost. At the same time, manufacturers want to be able to monitor and adjust processes at all levels and in all phases. The sector is taking up the challenge with innovations in the field of single-use and ever higher quality and smarter sensors.

APRIL ANALYSIS

Analysis is one of the pillars of chemistry and continues to develop. With increasingly sophisticated equipment and sensors you determine the exact composition of samples, so you can adjust processes or draw conclusions about matters such as origin and process conditions.

MEI SCIENCE PARKS

The Netherlands and Flanders have a rich tradition of science parks: clusters of research labs, start-ups, knowledge and financiers. It stimulates innovation and is one of the key drivers of a modern knowledge-based economy. What are the trends and developments in this innovative field within the sector?

JUNE IMAGING

In almost all sectors of the industry and research, imaging techniques play a role at some point. Electron microscopes, spectroscopes and light microscopes are becoming more advanced and more accurate every year and provide us, both directly and indirectly, with the crucial information we need to move forward.

JULY COMPUTATIONAL CHEMISTRY AND BIOLOGY

Over the past two decades, information technology has acquired an increasingly solid position within the exact sciences. More and more chemists never even enter a lab, but only calculate with models. How are new algorithms, big data and increasingly powerful hardware transforming chemistry?

AUGUST CAREER & EDUCATION

As a student, you have to ask yourself at some point what your next step will be: research, industry, consultancy, or something completely different? But: even the established employee cannot sit still and must embrace the concept of 'lifelong learning' in order to remain interesting on the labour market.

SEPTEMBER LABORATORY TECHNOLOGY

The laboratory is where many of the discoveries in the molecular sciences take place. Increasingly precise equipment and intelligent automation mean that we can analyse more data faster and more accurately than ever, with

all the new opportunities and possibilities that this brings.

OKTOBER ENERGY TRANSITION

How will we meet our energy needs when we no longer use coal, gas or oil? Chemistry is working on the answers, from biofuels and battery technology to more efficient solar cells and innovative policies.

NOVEMBER SUSTAINABILITY

Focusing on sustainability is 'hot' and has many faces. In addition to visible concepts such as the energy transition and circularity, it also deals with lighter materials, more efficient food chains, smarter logistics and the opportunities offered by big data and Artificial Intelligence.

DECEMBER CHEMISTRY 4.0

Current and future generations demand circular thinking. This requires a completely different approach to production processes and product life cycles, with implications in many areas. The key word here is 'remote': everything can be done remotely and in the cloud.

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