

**sgnm.**

Contact:

Bas van den Engel

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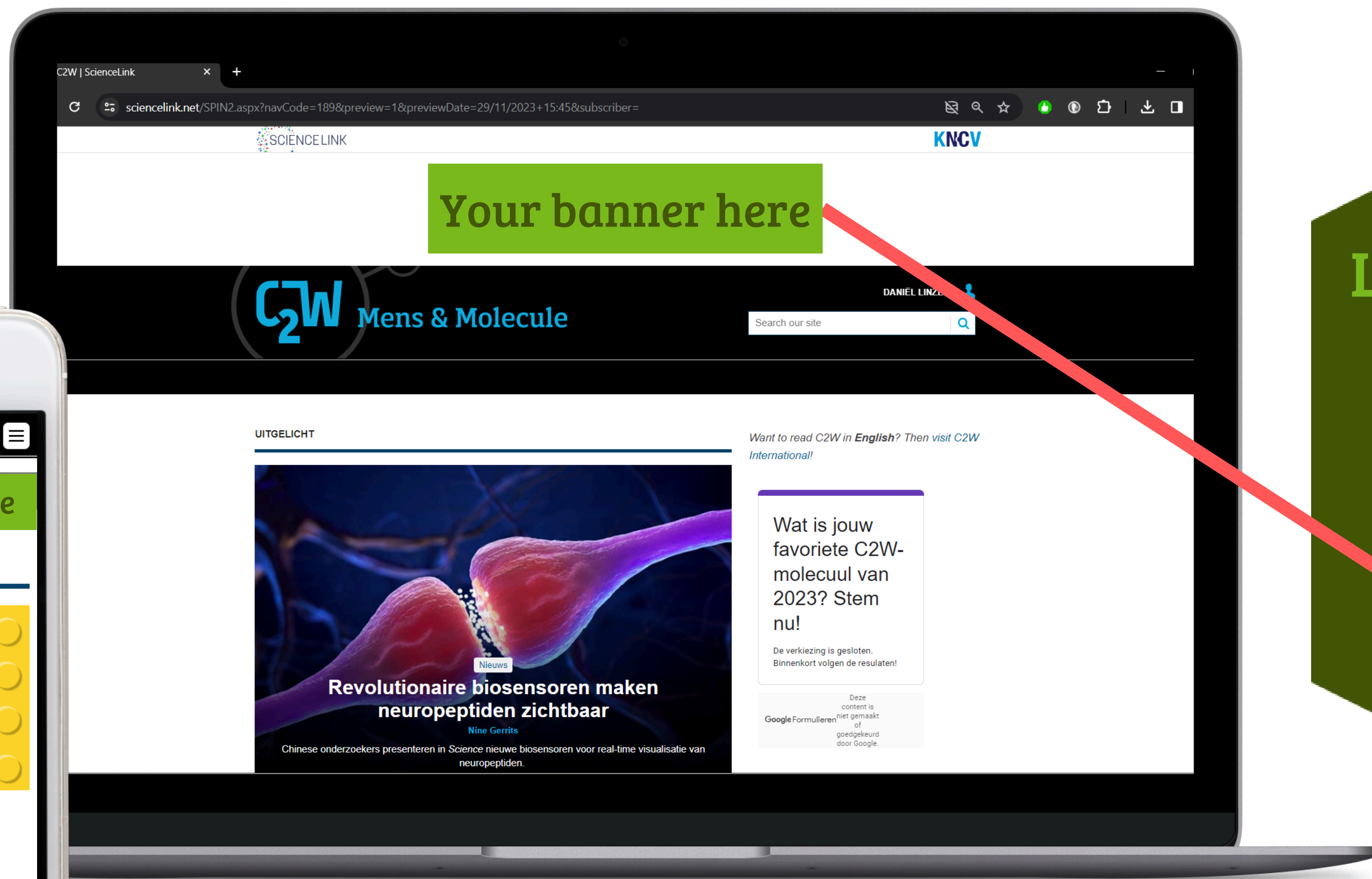
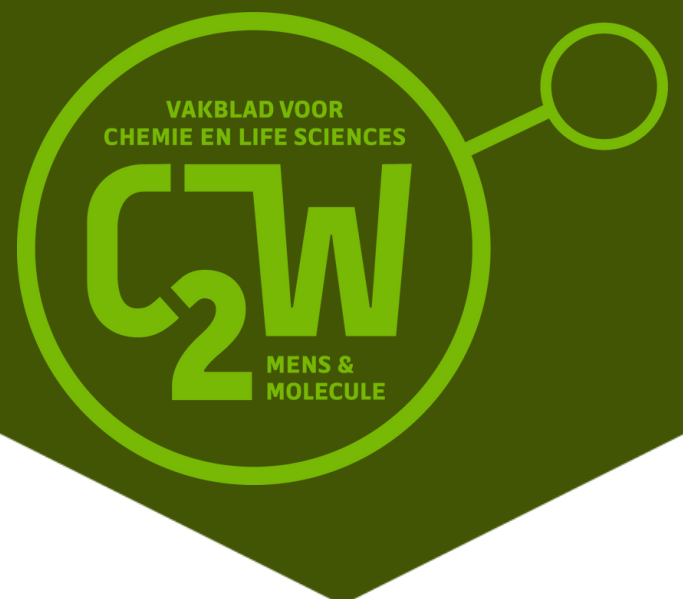
**Advertising in  
C2W | Mens &  
Molecule**

**Website  
Newsletters**

VAKBLAD VOOR  
CHEMIE EN LIFE SCIENCES

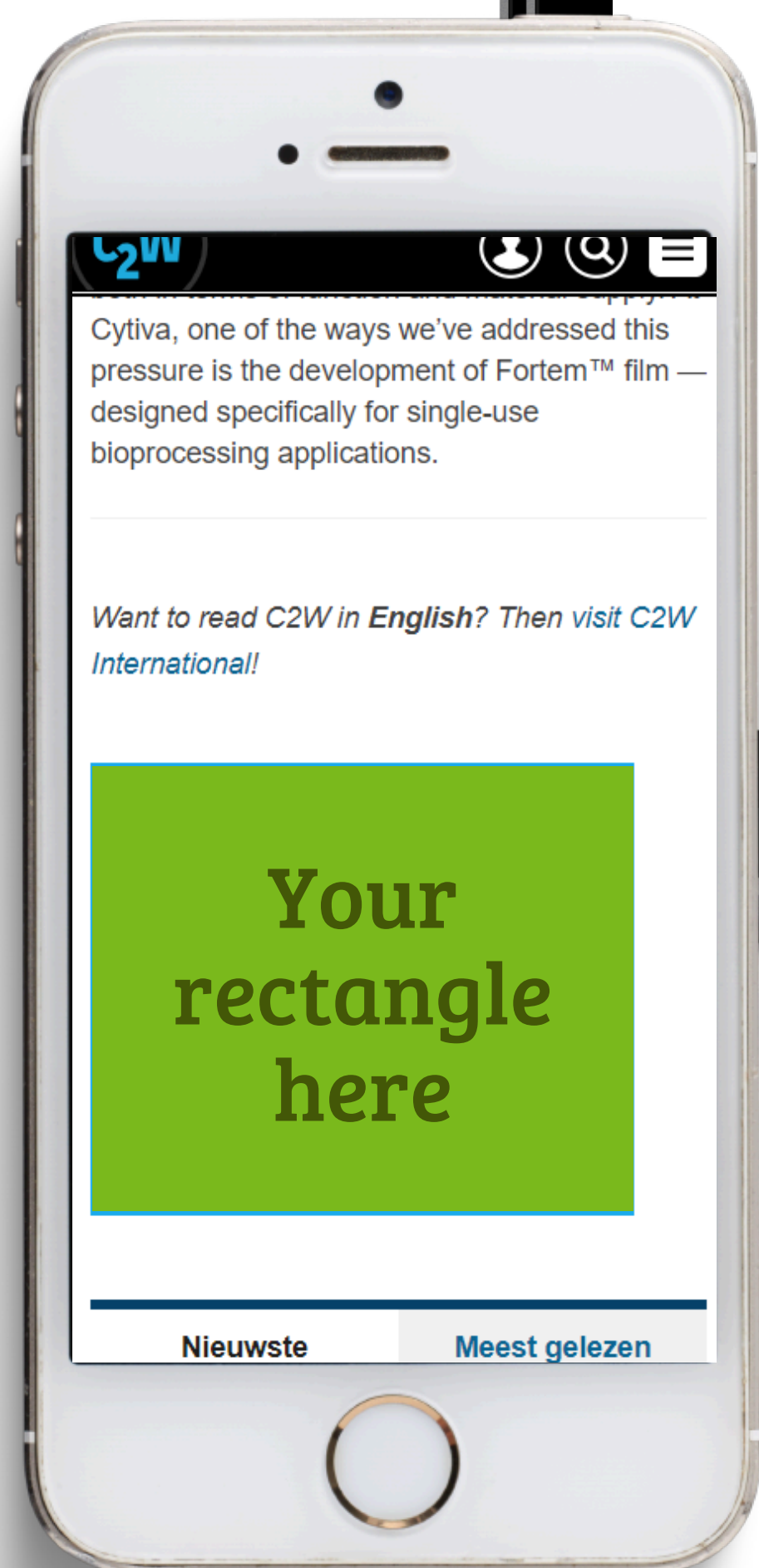
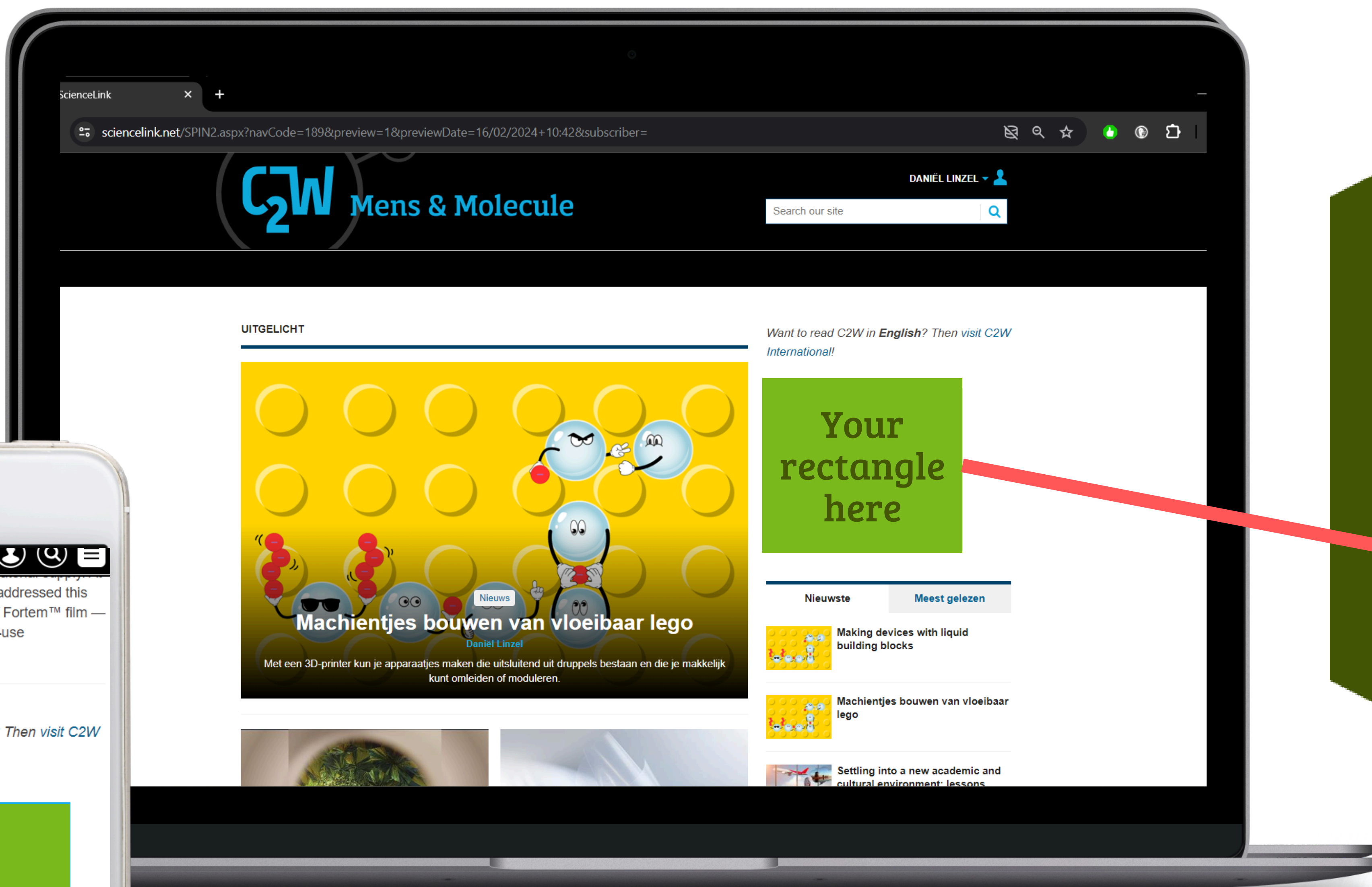
**C2W**  
MENS &  
MOLECULE

The unique monthly reach of this platform, including the C2W newsletter and related C2W/KNCV LinkedIn groups, is very large, with over 24,000 professionals in the life sciences, biotechnology, bioprocessing, molecular research and laboratory sectors.



**Leaderboard header**  
**'Sticky' ad is possible**  
**Period: 1 month**  
**Format: 728x90 px**  
**+ url**  
**Price: € 750**



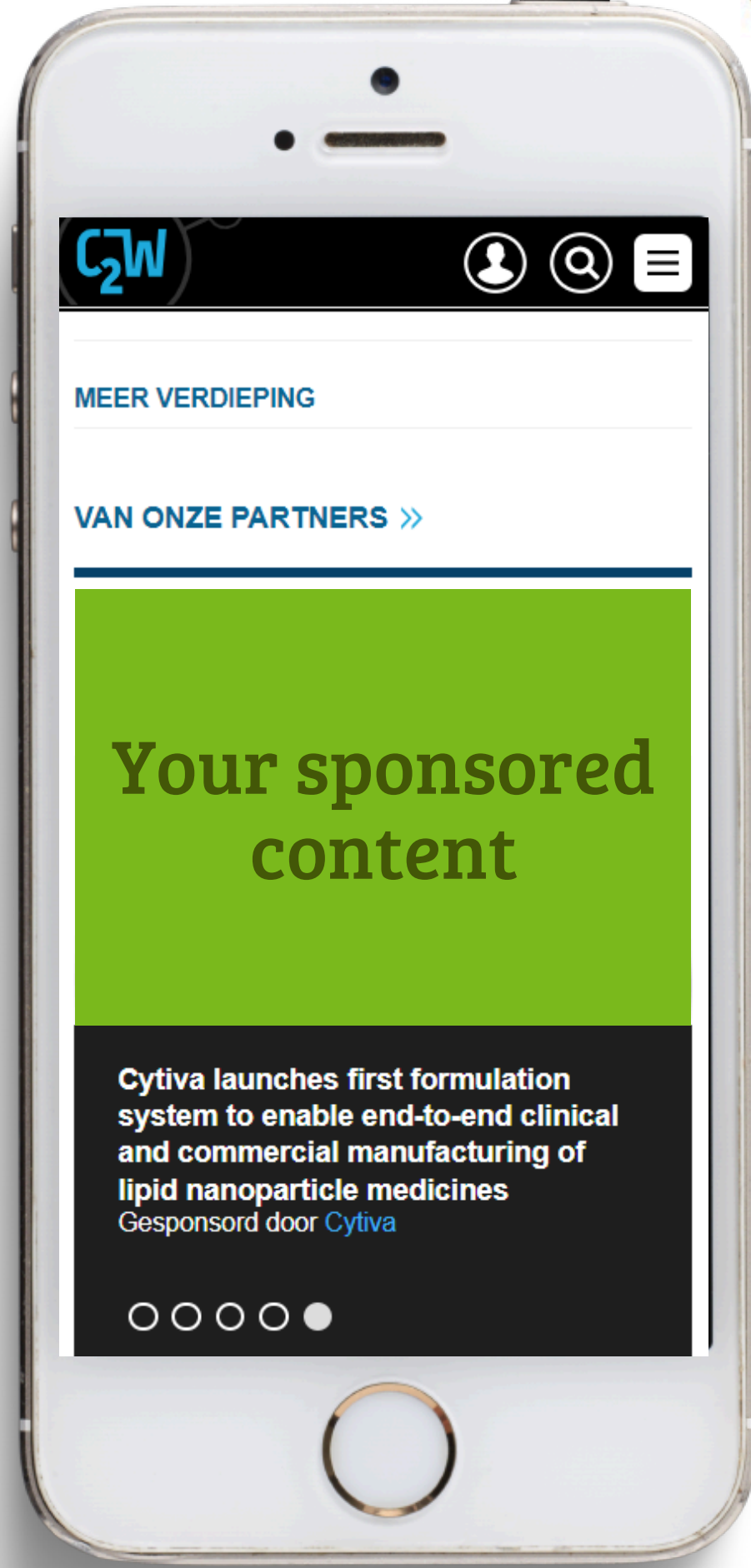
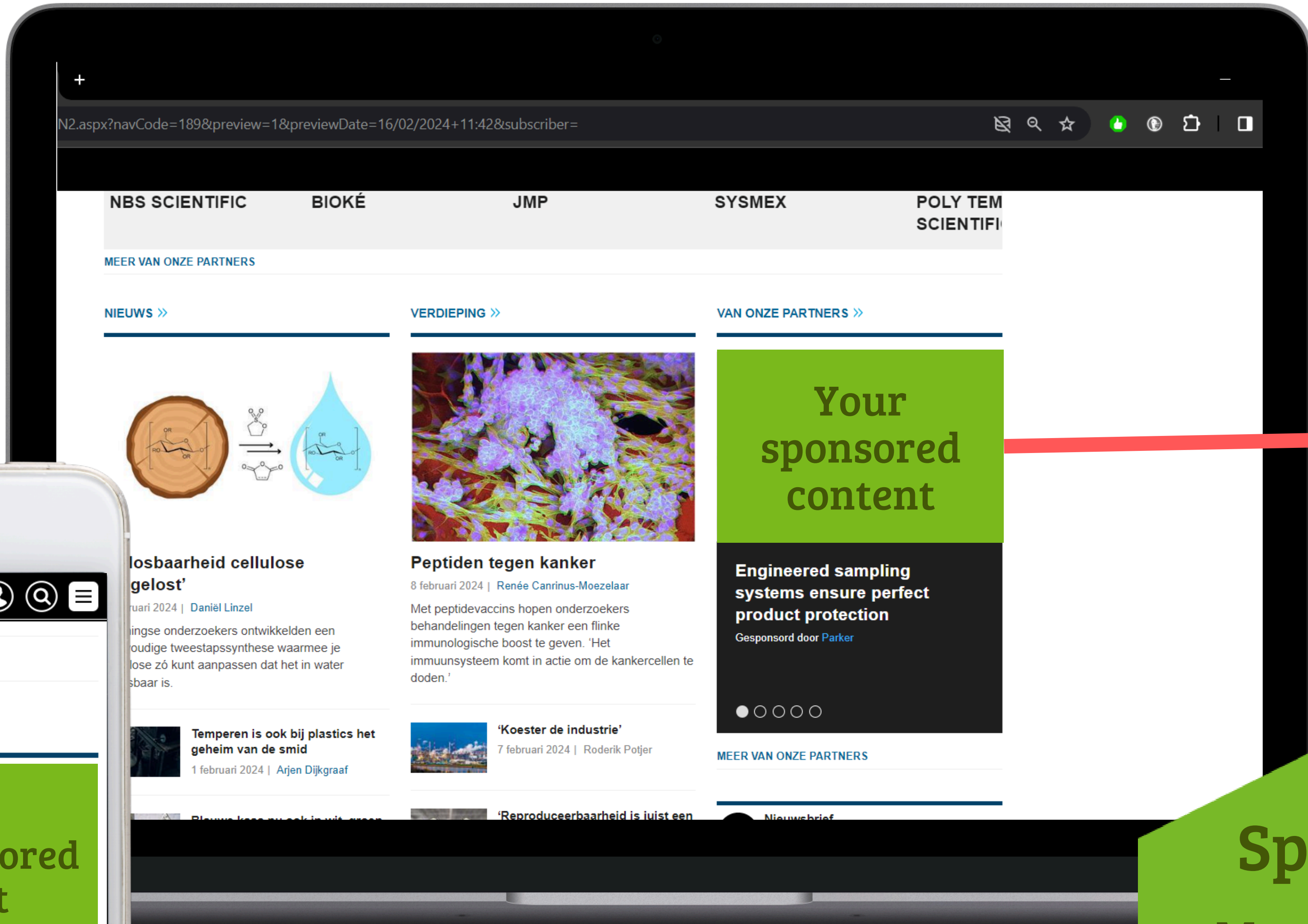


**Medium rectangle**  
Rectangle on desktop in the right-hand column and on mobile between the articles  
Period: 1 month  
Format: 300x250 px  
+url  
Price: € 700



Website



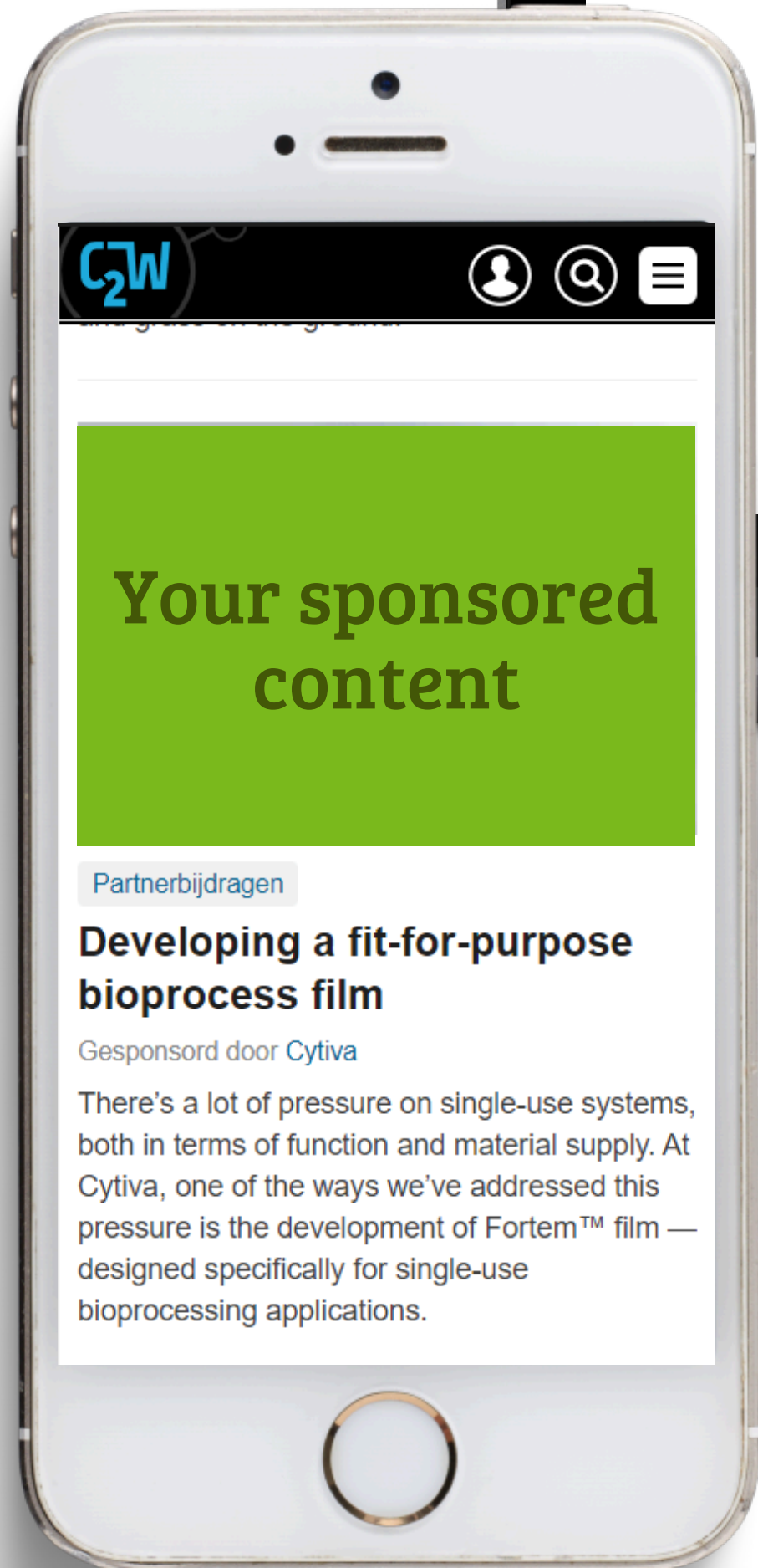
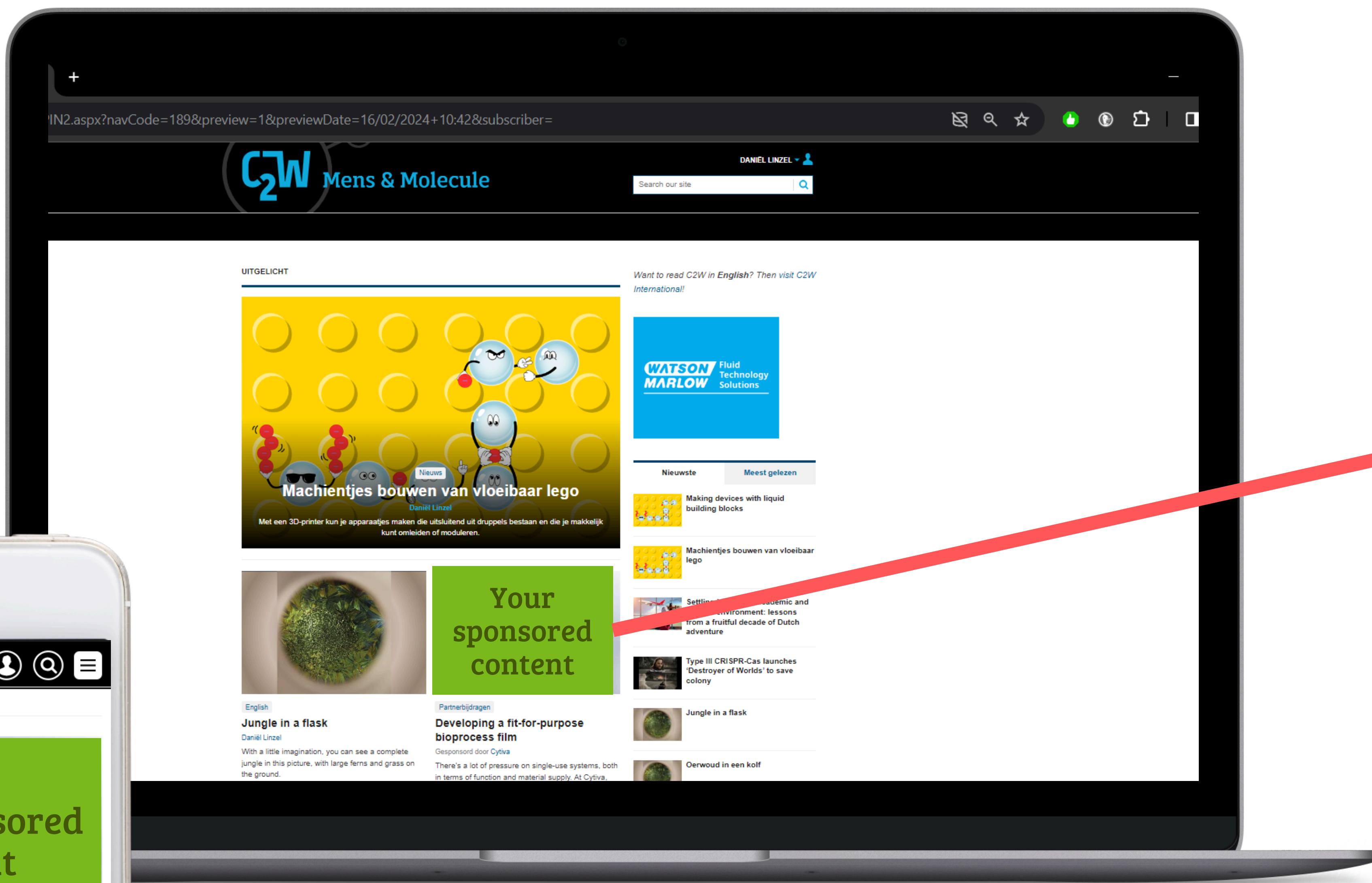


**Sponsored content**  
The carousel will cycle through the latest sponsored content. If the client is listed in the online business directory, their name will be visible under the header as 'Sponsored by XXX'.  
Period: 1 month  
Price: € 750

**Specifications**  
Max 450 words, with max 2 hyperlinks in the text + 1 image of 1500x1000 pixels. Multiple images possible

**Website**



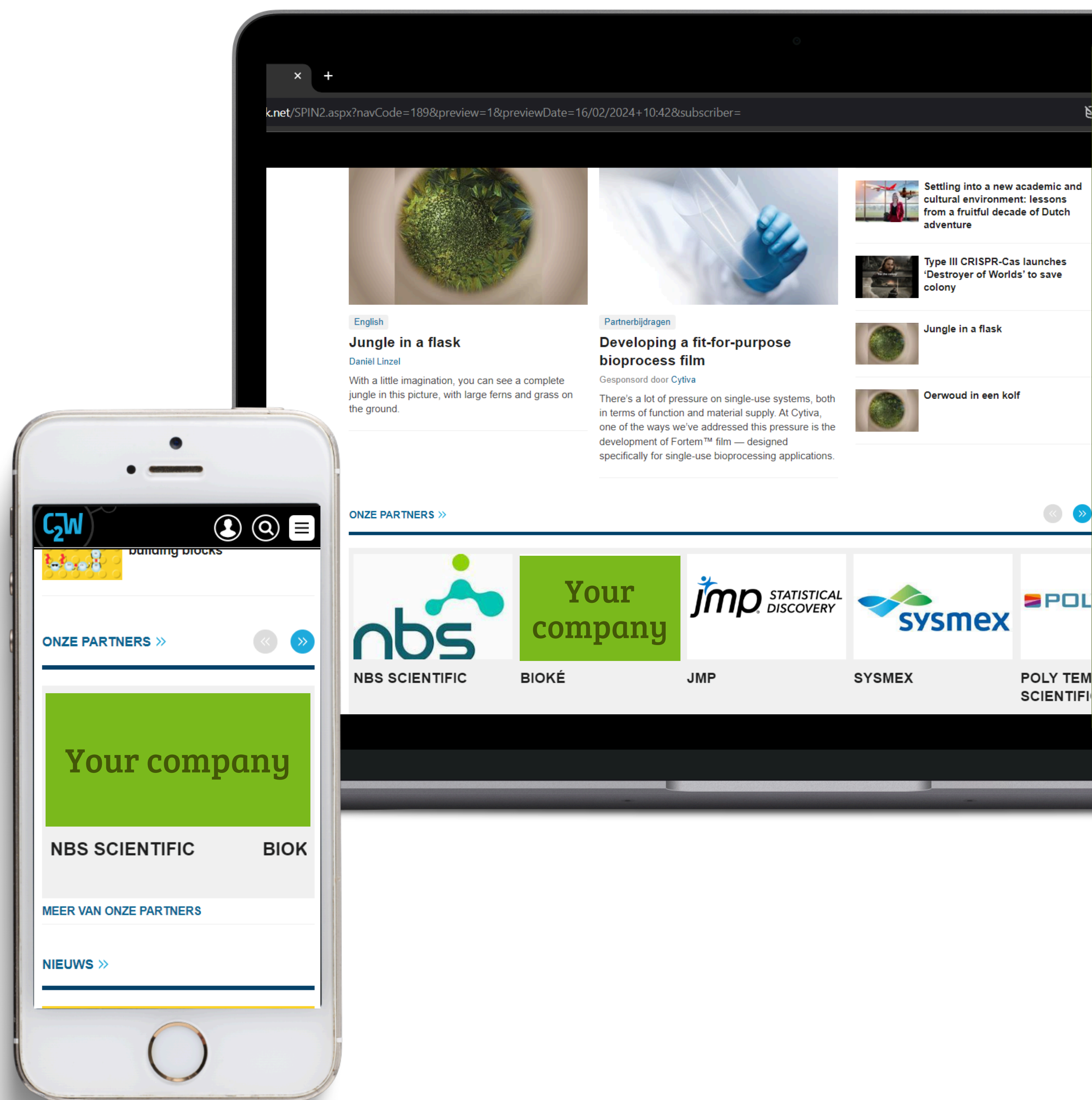


**Featured position**  
**Your sponsored content**  
**prominently displayed**  
**alongside editorial content**  
**Period: 1 week**  
**Price: € 500**



**Website**

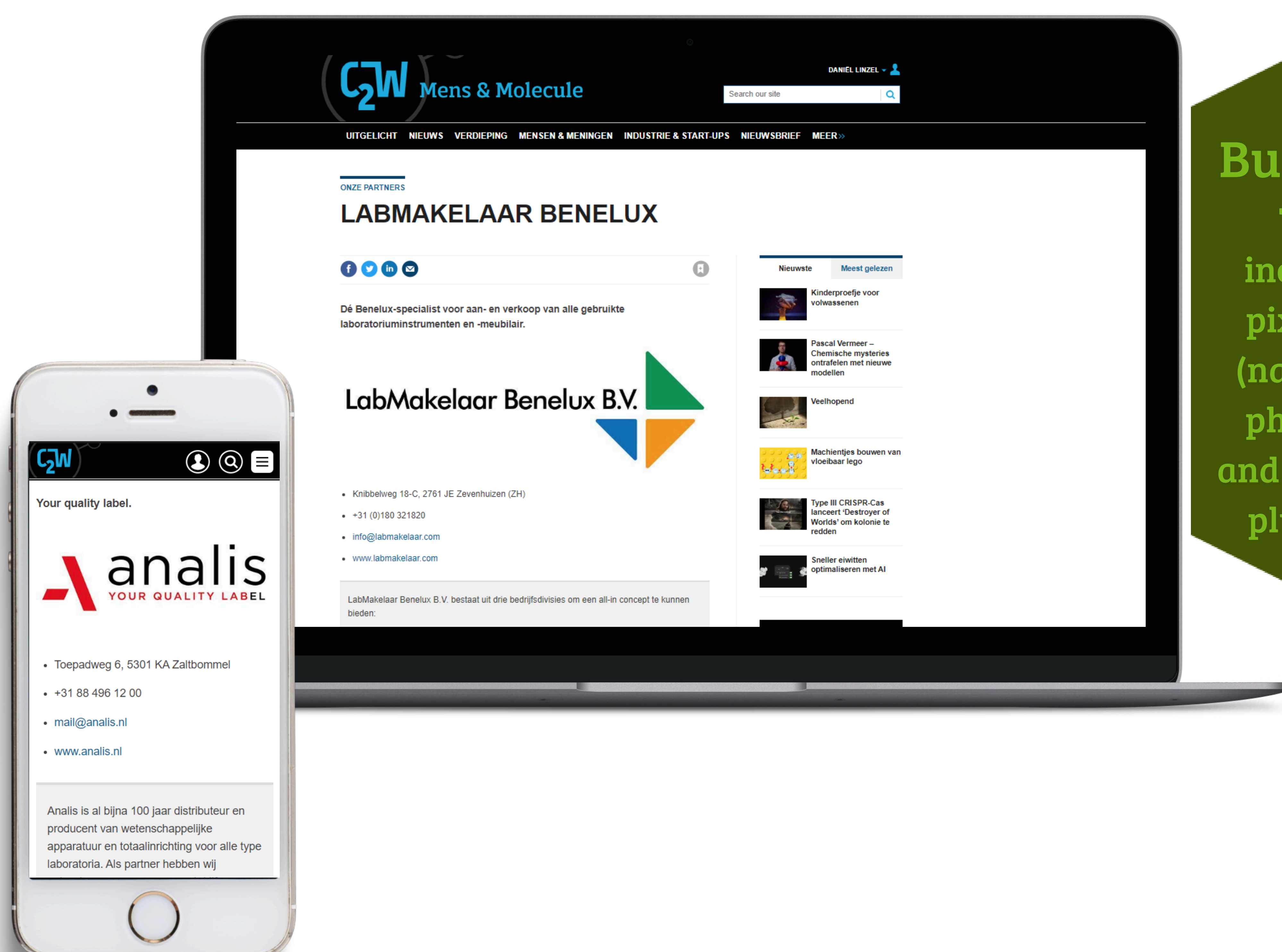




## Partner Scroller / Business directory online

The scroller is linked to the online business directory ([c2w.nl/onze-partners](http://c2w.nl/onze-partners)), in which each partner provides a logo (high-res, 300x200 pixels, jpg or png), contact details (name, position, email address and phone number/mobile), web links and a piece of text of up to 150 words for the website, plus a 1-line intro/slogan (max 15 words). This also enables a partner to be featured as a clickable author in sold sponsored content/advertorials.

Period: 1 year  
Price: € 900



## Example

### Business directory online

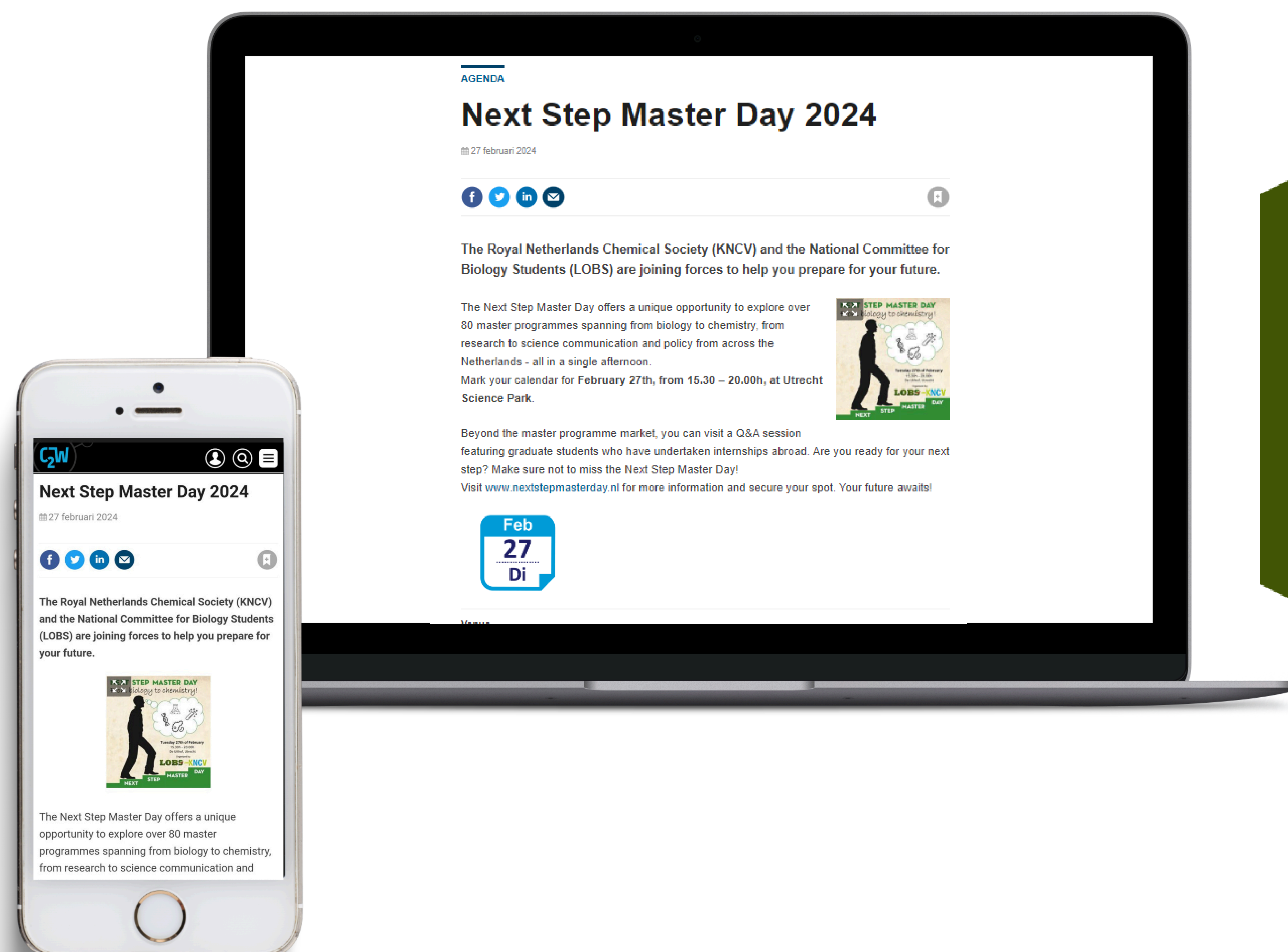
The online business directory includes a logo (high-res, 300x200 pixels, jpg or png), contact details (name, position, email address and phone number/mobile), web links and a piece of text of up to 150 words, plus a 1-line intro/slogan (max 15 words)





**Events**  
 You can promote an event in the calendar. The next 3-5 events are shown on the homepage and in our newsletter.  
 Price: € 700

**Event specifications**  
 Max 100 words including event name, intro, url, event date, location and organiser



**Example Event item**  
 The calendar on the homepage links to a short article about the event, with a picture, link, venue and organiser. This material is required for a place in the calendar





# Newsletters

**C2W | Mens & Molecule publishes two weekly and two monthly newsletters with a total of over 18,000 recipients. All newsletters have an open rate of 30-50%.**

**Weekly:  
C2Weekly (NL)  
C2W International (ENG)**

**Monthly:  
C2W Top 5 (NL)  
C2W-i Top 5 (ENG)**

**If you buy an ad in the Dutch newsletter, you can also have it placed in the English newsletter for just €100 more, or the other way round.**



# ADVERTISING RATES FOR THE NEWSLETTERS

Type	Format	1x	3x	6x	13x	26x
Banner at the top of the newsletter	420 x 50 pixels	€ 700	€ 675	€ 650	€ 625	€ 600
Advertise with an image!	400 x 250 pixels	€ 500	€ 475	€ 450	€ 425	€ 400
Sponsor calendar	420 x 50 pixels	€ 700	€ 675	€ 650	€ 625	€ 600
Event promotion	100 words url, date, location, organiser	€ 700	€ 675	€ 650	€ 625	€ 600
Sponsored content	450 words 2 hyperlinks 1 image 1500x1000 px	€ 750	€ 725	€ 700	€ 675	€ 650

Your banner here

**C2Weekly**

14/2/2024

Start-up Cradle wil met kunstmatige intelligentie [eiwitten ontwerpen én optimaliseren](#). Het is een verhaal dat begon met mobiele Uber-applicaties en de coronamelder app van het Ministerie van Volksgezondheid.

Verder in C2Weekly zorgt [Type III CRISPR-Cas](#) voor een soort apoptose, onderzoeken we [peptidevaccins tegen kanker](#), moeten we volgens Roderik Potjer de industrie koesteren, zoomen we in op [ontdooien bij cold storage](#) en doen organische kristallen [alsof ze een oerwoud zijn](#). Onderaan vind je onze [agenda](#).

Wie heeft er een prijs gewonnen? Wie kreeg die subsidie? Of wie heeft er een nieuwe positie gekregen? In [Ons kent Ons](#) houden we je op de hoogte van deze personalia.

**Full banner**  
At the top of the newsletter.  
GIF-file possible.  
Format: 420x50 pixels  
+url  
6-month rate: € 6.000  
12-month rate: €11.000

Your banner here

**C2Weekly**

21/2/2024

Lego en ander bouwspiegelgoed zijn van alle tijden en blijven jong en oud inspireren. Zo ook Chinese wetenschappers die modulaire minimachines bouwden met vloeistofdruppels. Zonder membraan, zonder dichte vakjes. De toepassingen lopen van een [mini chemische reactor tot een vloeibare batterij](#).

Verder moeten we volgens columnist Enith Vlooswijk [niet 'veelbelovend' maar 'veelhopend'](#) zeggen, wil Michiel Van Cauwelaert [impact maken als chemisch ingenieur](#) in de Global South, kun je een roos [op sterk \(fluorescerend\) water](#) zetten en ontrafelt Pascal Vermeer in onze nieuwste Eye-opener [chemische mysteries met nieuwe modellen](#). Onderaan vind je onze [agenda](#).

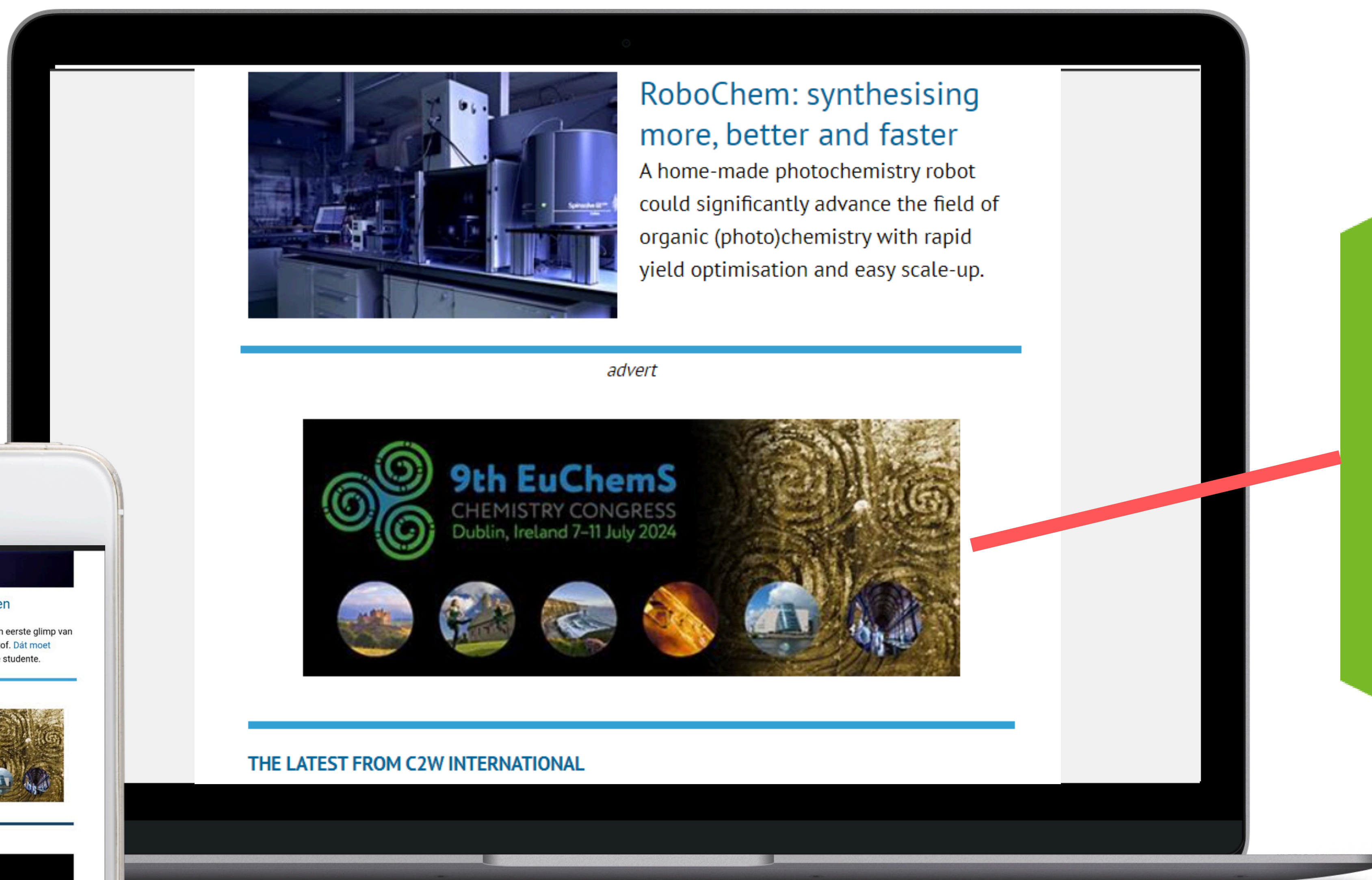
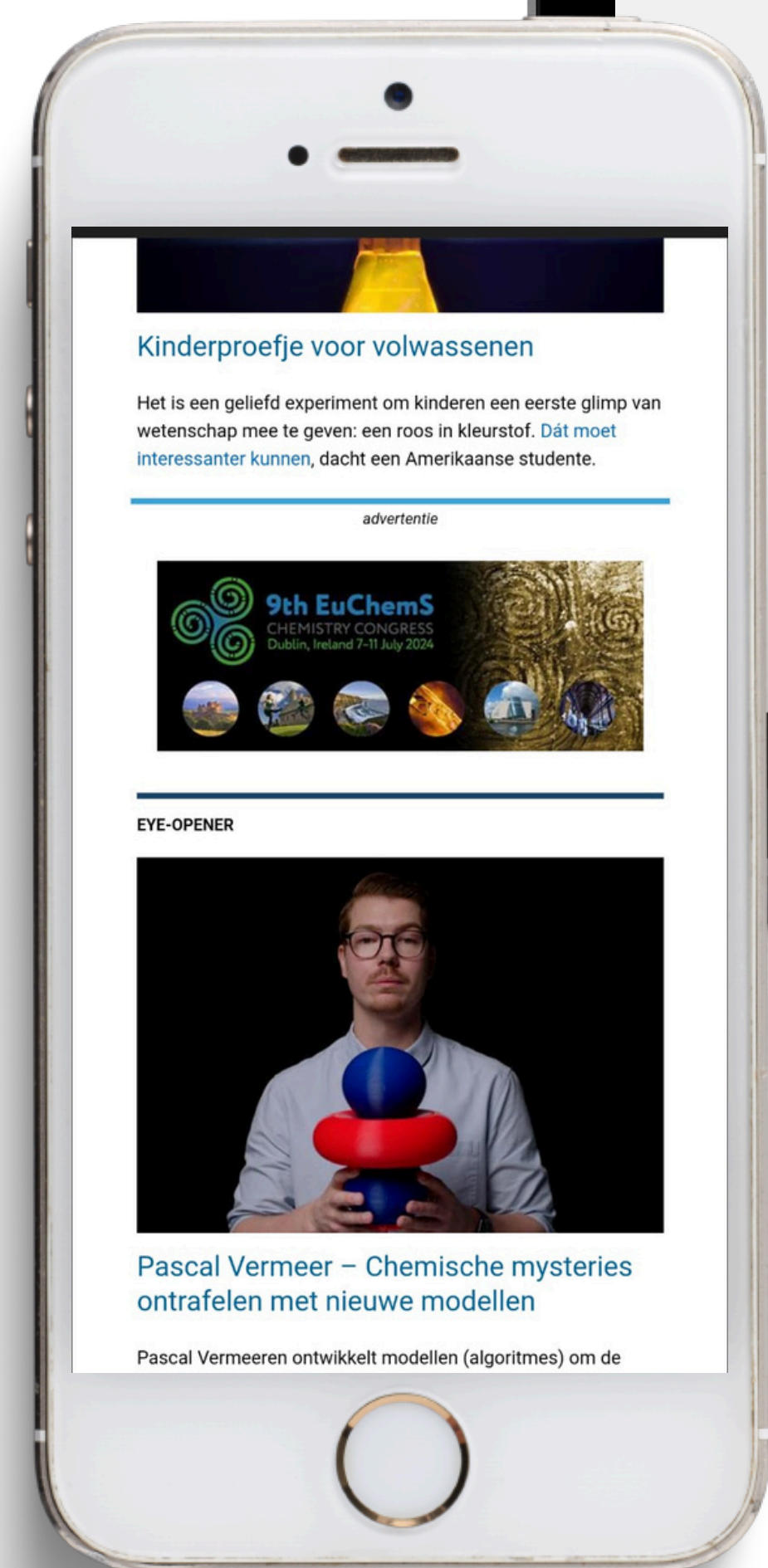
Wie heeft er een prijs gewonnen? Wie kreeg die subsidie? Of wie heeft er een nieuwe positie gekregen? In [Ons kent Ons](#) houden we je op de hoogte van deze personalia.

27 februari is de Next Step Master Day, waar honderden bachelorstudenten kennis kunnen maken met [meer dan 80 masterprogramma's](#) in alle smaken die biologie en chemie te bieden hebben. [Zes opleidingen stellen zich alvast voor](#).

DEZE WEEK IN C2WEEKLY







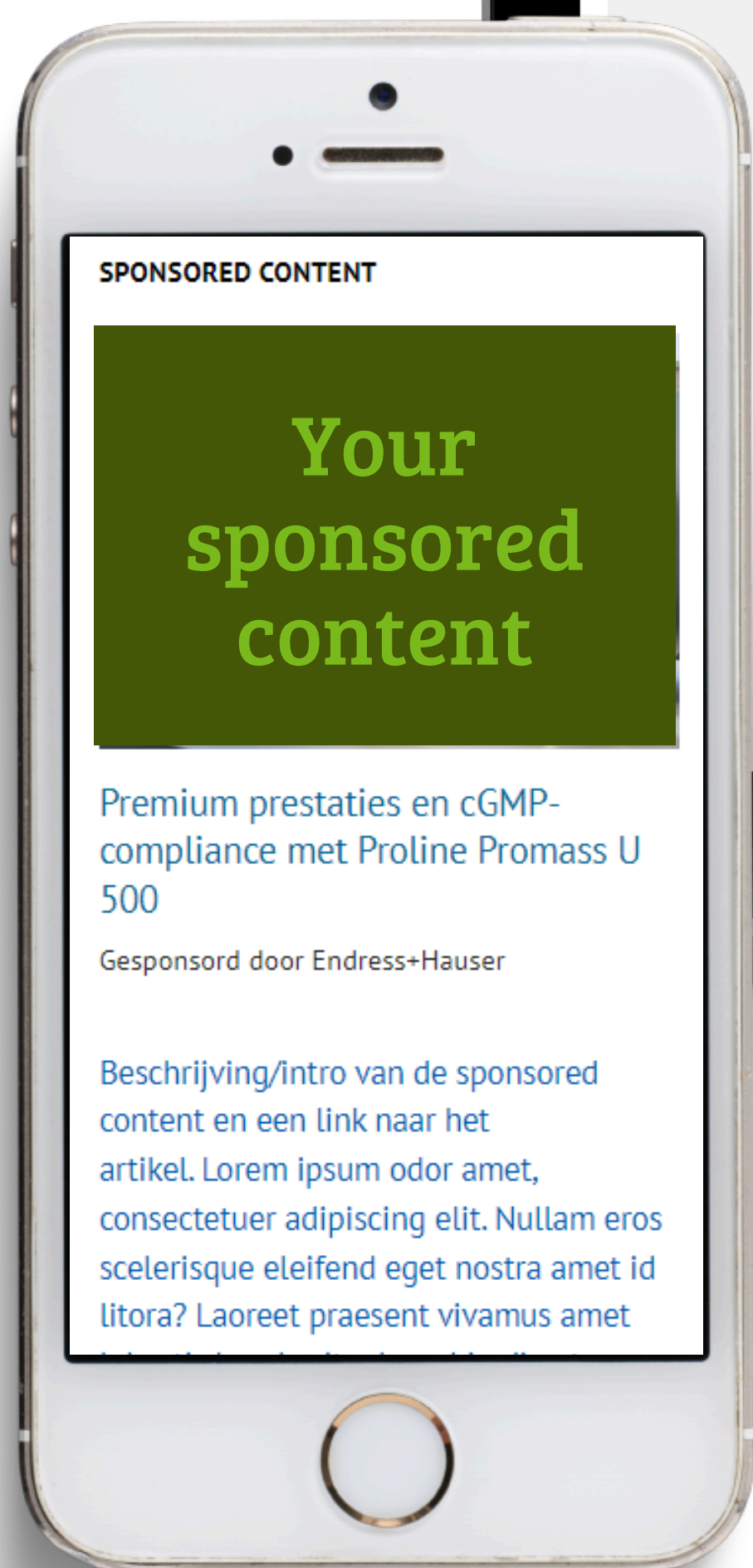
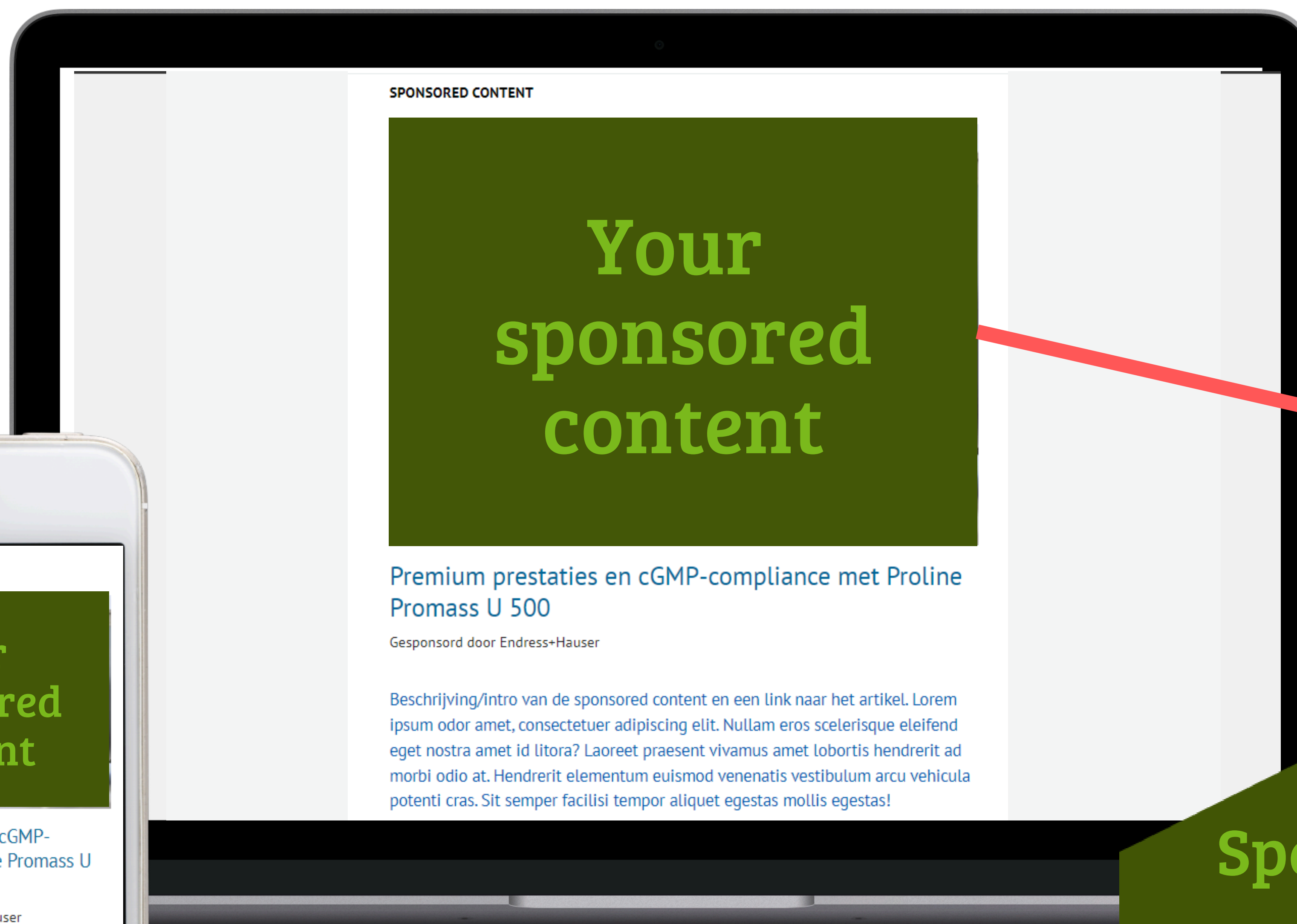
**Advertise with an image!**

Image with url, text exclusively in the image.

Format: 400x250 pixels.

Price: € 500



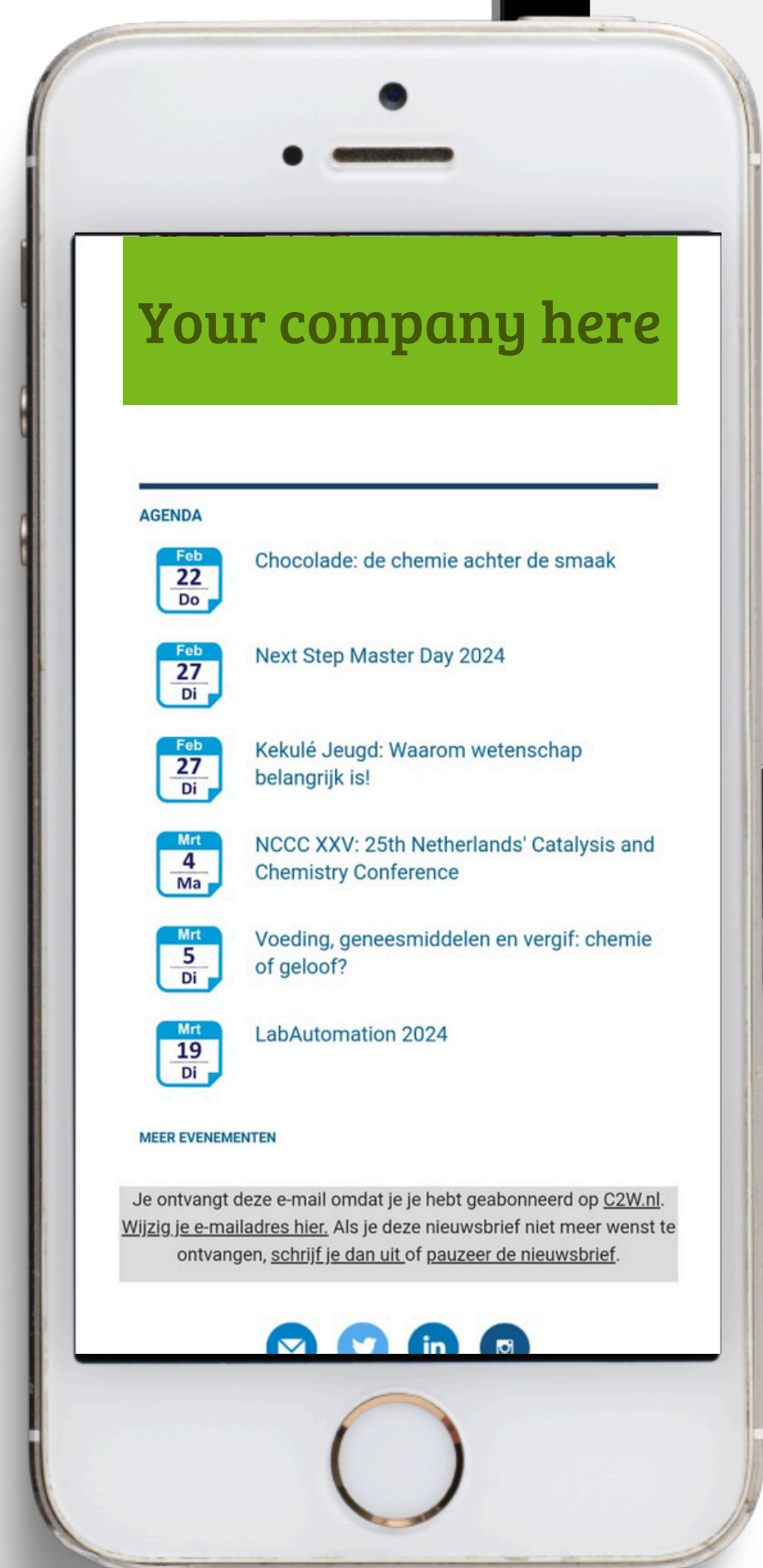
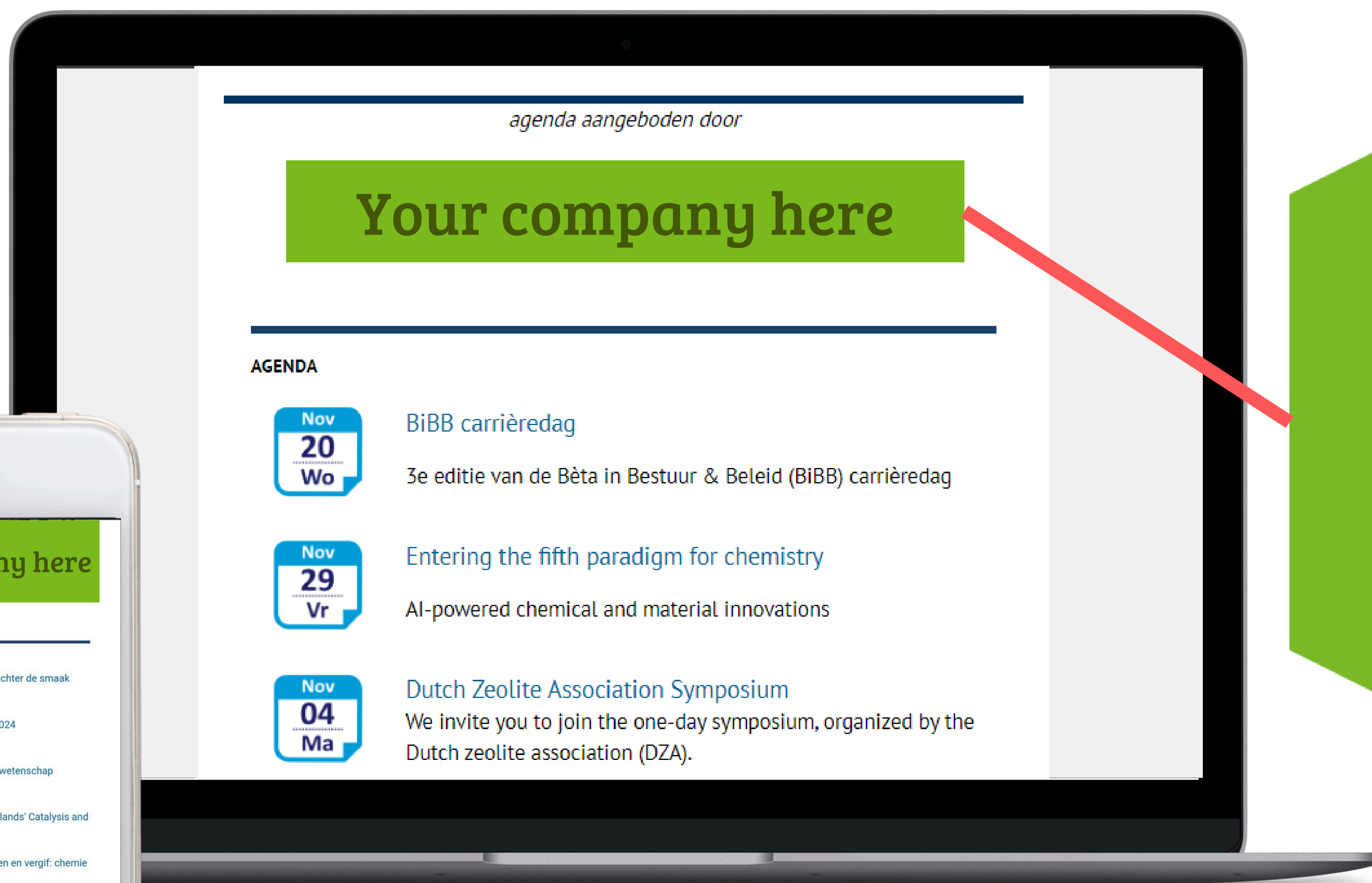


**Sponsored Content**  
Header and intro (max 50 words) are placed in eye-catching blue text. Your sponsored content will be published on the website. Maximum 1 per newsletter  
**Rate: € 750**

**Specifications**  
Max 450 words, with max 2 hyperlinks in the text + 1 image of 1500x1000 pixels. Multiple images possible

**Newsletters**





Sponsor the events calendar with a full banner above the calendar.  
Format: 420x50 pixels  
Price: € 700

agenda aangeboden door

Your company here

AGENDA

Nov  
20  
Wo

BiBB carrièredag

3e editie van de Bèta in Bestuur & Beleid (BiBB) carrièredag

Nov  
29  
Vr

Entering the fifth paradigm for chemistry

AI-powered chemical and material innovations

Nov  
04  
Ma

Dutch Zeolite Association Symposium

We invite you to join the one-day symposium, organized by the Dutch zeolite association (DZA).

AGENDA

Feb  
22  
Do

Chocolade: de chemie achter de smaak

Feb  
27  
Di

Next Step Master Day 2024

Feb  
27  
Di

Kekulé Jeugd: Waarom wetenschap belangrijk is!

Mrt  
4  
Ma

NCCC XXV: 25th Netherlands' Catalysis and Chemistry Conference

Mrt  
5  
Di

Voeding, geneesmiddelen en vergif: chemie of geloof?

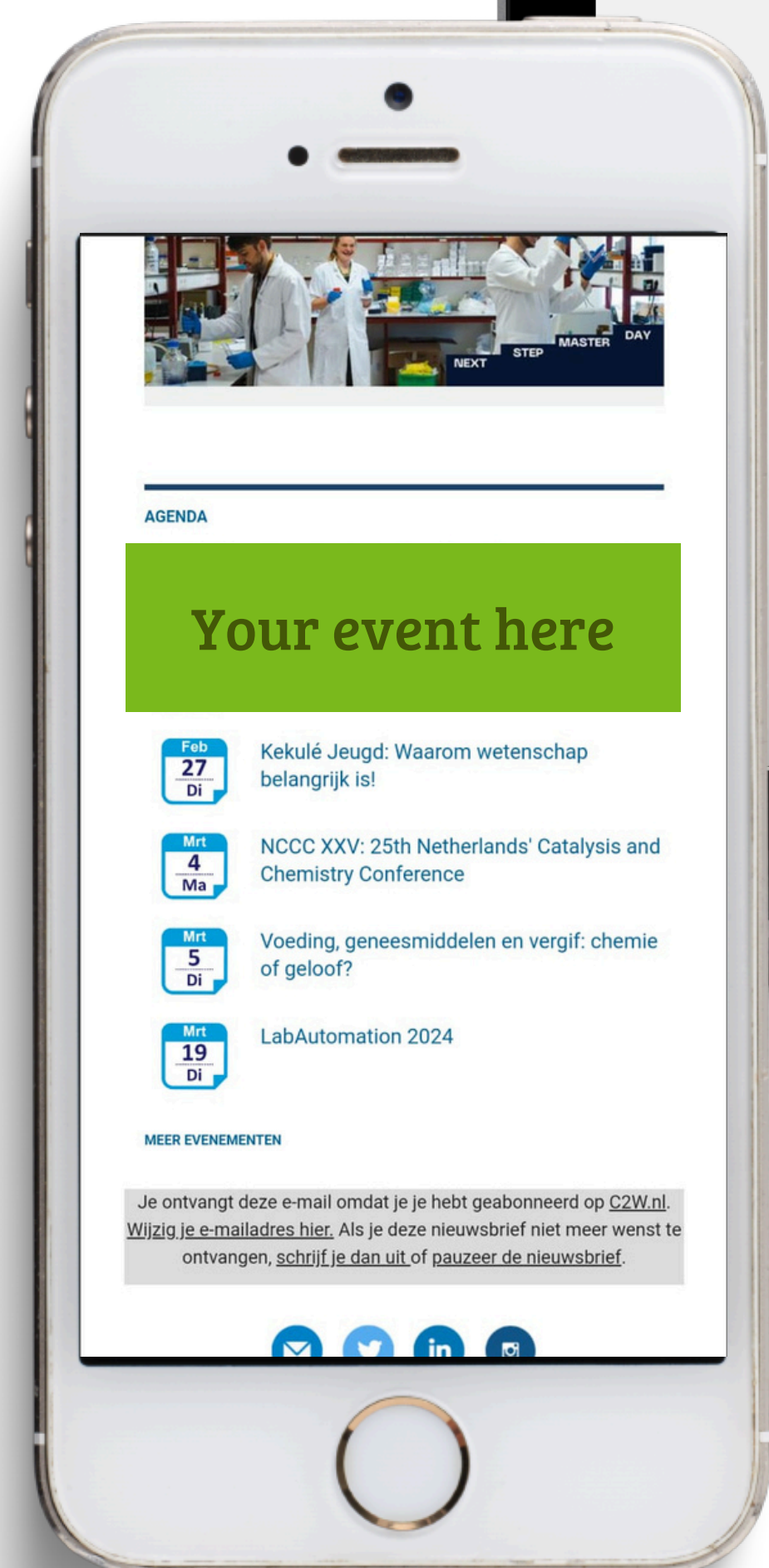
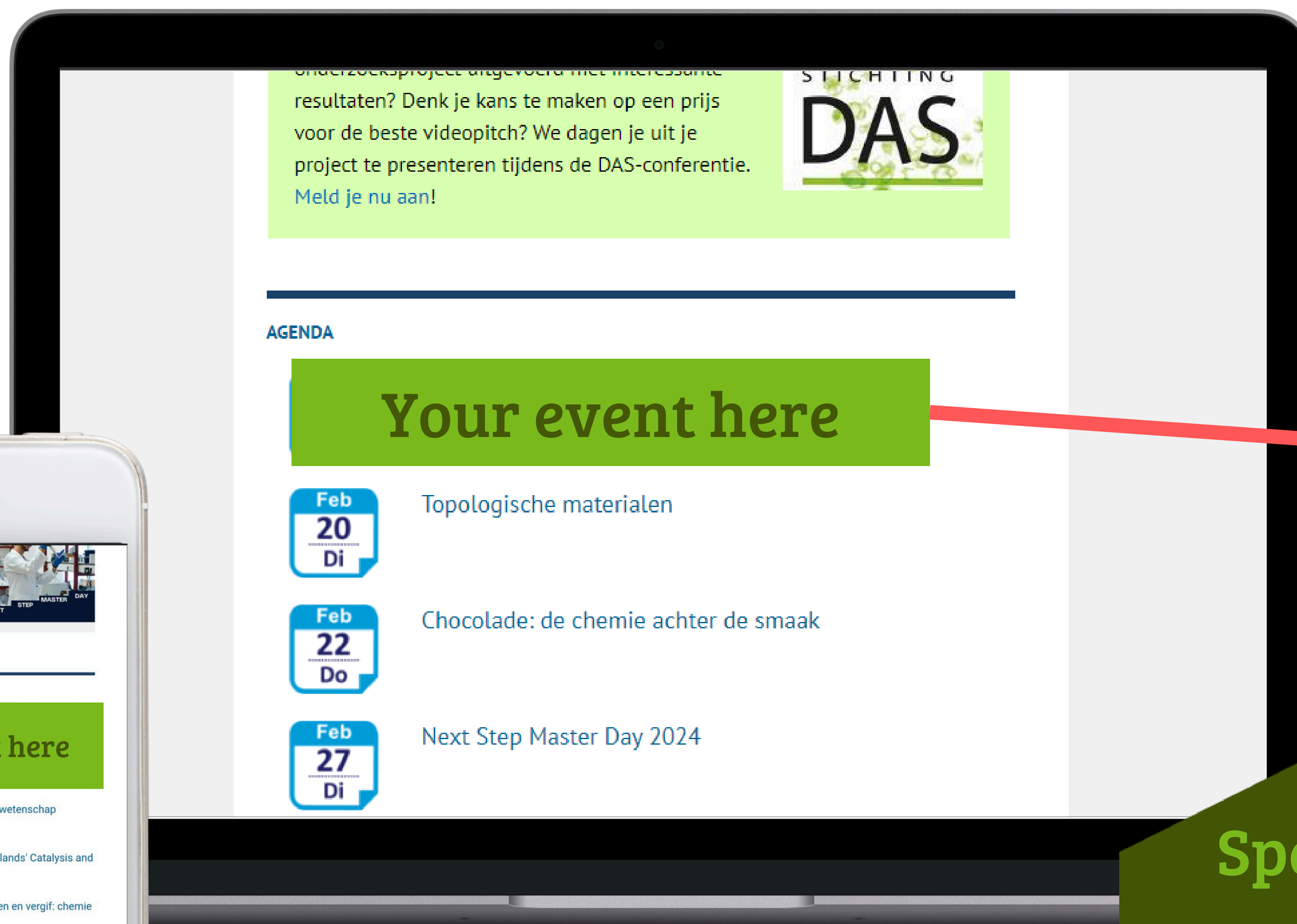
Mrt  
19  
Di

LabAutomation 2024

MEER EVENEMENTEN

Je ontvangt deze e-mail omdat je hebt geabonneerd op C2W.nl. [Wijzig je e-mailadres hier](#). Als je deze nieuwsbrief niet meer wenst te ontvangen, [schrijf je dan uit](#) of [pauzeer de nieuwsbrief](#).





**Events**

Events can also be added to the newsletter calendar. Links to the event website on [c2w.nl](http://c2w.nl).  
Price: € 700

**Specifications**

Max 100 words incl. event name, intro, url, event date, location and organiser

**Newsletters**



**sgnm.**

Address:

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6825 ME

Arnhem

Netherlands

VAKBLAD VOOR  
CHEMIE EN LIFE SCIENCES

**C2W**  
MENS &  
MOLECULE

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Email: [bas@sgnm.nl](mailto:bas@sgnm.nl)

Advertising in  
C2W | Mens &  
Molecule

Website  
Newsletters