

C2W | MENS & MOLECULE MAGAZINE 2024

PLACEMENT COSTS ADVERTISING C2W MAGAZINE* Format (width x height)	1x	3x	6x	10x
2/1 page (420 x 285 + 3 mm bleed)	€ 4.940	€ 4.615	€ 4.395	€ 3.995
1/1 page (210 x 285 + 3 mm bleed)	€ 2.470	€ 2.250	€ 2.085	€ 1.965
1/1 page Cover 4 (210 x 235 + 3 mm bleed)	€ 2.470	€ 2.250	€ 2.085	€ 1.965
1/2 page portrait (90 x 265)	€ 1.415	€ 1.325	€ 1.225	€ 1.125
1/2 page landscape (185 x 130)	€ 1.415	€ 1.325	€ 1.225	€ 1.125
1/4 page (90 x 130)	€ 820	€ 760	€ 705	€ 670

(print run 9.200)

NOTE:

- For the supply of advertisement material we use an online supply portal.
- After reserving your advertisement space you will receive a link through this portal well in advance of the supply date, with which you can upload and check your advertisement.
- Advertisement material: certified PdF-file, resolution 300 dpi minimal
- Print process: sheets offset

*in digital advertisement material supplied ready-made

Edition 2024	Publication date	Deadline material	Theme	Areas of interest
Edition 1	9 th of February 2024	17 th of January 2024	Bioprocessing,(bio)pharma & single- use technologies	
Edition 2	8 th of March 2024	14 th of February 2024	LABORAMA Event magazine 2024	LabAutomation – software, LIMS, robotics, digitalisation
Edition 3	5 th of April 2024	11 th of March 2024		Safety & monitoring
Edition 4	3 rd of May 2024	10 th of April 2024	Lab Technology Event magazine 2024	
Edition 5	7 th of June 2024	15 th of May 2024		Spectroscopy – imaging, photonics, optics
Edition 6	2 nd of August 2024	10 th of July 2024	Special Single-Use Event 2024	
Edition 7	6 th of September 2024	14 th of August 2024		WOTS Event Magazine 2024
Edition 8	4 th of October 2024	11 th of September 2024	Carreer & Education	Chromatography, mass spectrometry & material research
Edition 9	1 st of November 2024	9 th of October 2024	Bioprocessing, (bio)pharma & single-use technologies	
Edition 10	13 th of December 2024	20 th of November 2024		Lab of the future- development, design & automation

PUBLISHER

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All amounts mentioned in this brochure are exclusive of VAT!

KNCV
sgnm.

ADVERTISING RATES SPONSORED CONTENT

- Text, design and image are provided by yourself and are supplied ready-made digitally, or are provided by SGNM as operator on your instructions (rates: see right column)
- Content is created outside the responsibility of the editors of C2W
- Is in a clearly visible different look-and-feel than that of C2W Magazine. In the text no references may be made to KNCV and/or C2W
- Sponsored content is possible for any subject. If desired, the monthly themes that are discussed in both C2W Magazine and on the C2w.nl website can be referred to:

IF PROVIDED BY SGNM:

TEXT:

- Surcharge 1/1 page on the placement rate: € 350 including 1 correction round.
- In case of 2 or more rounds: € 50 per additional round

DESIGN:

- Surcharge 1/1 page on the placement rate: € 100

IMAGE:

- Surcharge on the placement rate: (excluding stock material) € 50 per image

BUSINESS DIRECTORY

- An entire year with the same presentation in every edition of C2W Magazine (1/12)
- Page for only € 2.150
- In case of changes: € 50 per change

PRODUCT PREVIEWS C2W MAGAZINE

- Only for advertisers who take out one contract of at least 6 entire advertising pages for 2024
- Free and only for advertisers who take out a contract of at least 6 entire advertising pages for 2024: ¼ page product preview with every placement.
- Layout costs: free in case of readymade delivery of text and image.
- Images in high resolution.
- Surcharge for making a trial that is submitted for approval prior to placement: € 50.
- Surcharge for reworking: per text or image: € 50.

ADVERTISING RATES E-MAIL NEWSLETTER C2WEEKLY

(in case of readymade advertising material)

Newsletter (circulation 18.161)	1x	3x	6x	13x	26x
Leaderboard banner	€ 700	€ 650	€ 625	€ 580	€ 540
Advertorial	€ 650	€ 625	€ 600	€ 550	€ 500
Website (12.500 unique visitors per month)	1x	3x	6x	12x	
Leaderboard banner	€ 750	€ 675	€ 635	€ 575	
Medium rectangle	€ 700	€ 630	€ 595	€ 560	
Format: 300 x 250 px	€ 950	€ 875	€ 800	€ 695	
Announcement of webinars/seminars/conferences	€ 550	€ 515	€ 480	€ 425	

*rates are net, excluding 21% vat and based on ready-made advertising material.

SPECIFICATIONS NEWSLETTER ADVERTISEMENTS

Leaderboard banner 728 x 90 (file format gif, jpeg, png) + URL

ADVERTORIAL

To be supplied:

- text 30 to 40 words
- URL
- Image: format 200 x 200 pixels in gif, jpeg or png

PUBLICATION DATES E-MAIL NEWSLETTER C2WEEKLY

Publication and supply
The e-mail newsletter is published 64 x per year 52 x weekly on Wednesdays and 12 x monthly with most read articles
Delivery date: 1 week before publication

WEBSITE ADVERTISEMENTS

Leaderboard banner – shown on all pages of the site
(note: to be supplied in 2 formats and make sure that it is correctly displayed on all equipment!)

Format desktop: 728 x 90 px
Format mobile phone: 320 x 50 px

Medium rectangle – shown on all pages of the site
Format: 300 x 250 px
White paper
Announcement of webinars/seminars/conferences

WERKENINDECHEMIE.NL

For labour market campaigns around the recruitment of staff or in the context of employer branding, you can advertise on www.werkenindecemie.nl.

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