

C2W | MENS & MOLECULE MAGAZINE 2023

Placement rates and specifications Format (width x height)	1x	3x	6x	11x
2/1 page (420 x 285 + 3 mm runoff)	€ 4.940	€ 4.615	€ 4.395	€ 3.995
1/1 page (210 x 285 + 3 mm runoff)	€ 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.
- Print process: sheets offset
- Advertisement material: certified PDF-file, resolution 300 dpi minimal

(in digital advertisement material supplied ready-made)

Edition 2023	Publication date	Deadline material	Theme
Edition 1	Friday, 20 January 2023	Wednesday, 21 December 2022	Biopharma, Bioprocessing & Single-Use Technologies Materials Research & Analysis
Edition 2	Friday, 10 February 2023	Wednesday, 18 January 2023	Pharma
Edition 3	Friday, 10 March 2023	Wednesday, 15 February 2023	Lab Automation Event 2023 Automation, Informatics, Digitalization & Smart Labs LABORAMA 100 Years PharmaFuture - Oss
Edition 4	Friday, 7 April 2023	Wednesday, 15 March 2023	Lab Technology 2023 Food Technology 2023
Edition 5	Friday, 12 May 2023	Wednesday, 19 April 2023	Security & Monitoring
Edition 6/7	Thursday, 23 June 2023	Wednesday, 31 May 2023	Biobank Solutions Cleanroom Technology Single-Use Event 2023
Edition 8	Thursday, 11 August 2023	Wednesday, 12 July 2023	Biopharma & Bioprocessing Career & Education
Edition 9	donderdag 8 september	Wednesday, 16 August 2023	Imaging Spectro, Optics & Fotonica
Edition 10	Friday, 13 October 2023	Wednesday, 20 September 2023	Biopharma, Bioprocessing & Single-Use Technologies Environmental Research & Analysis
Edition 11	Friday, 10 November 2023	Wednesday, 18 October 2023	Chromatography Mass spectrometry
Edition 12	Friday, 8 December 2023	Wednesday, 15 November 2023	Biopharma, Bioprocessing & Single-Use Technologies Lab of the Future

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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 for only € 2.150
- a company name + logo
- a subheading/tagline of 1 line/ or 4 or 5 lines of address details

- and a small piece of text of about 50 words
- 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 2023
- Free and only for advertisers who take out a contract of at least 6 entire advertising pages for 2023: 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 C2-WEEKLY

(in case of readymade advertising material)

Newsletter (circulation 16.783)	1x	3x	6x	13x	26x
Leaderboard banner	€ 700	€ 650	€ 625	€ 580	€ 540
Advertorial	€ 650	€ 625	€ 600	€ 550	€ 500
Website (21.332 unique visitors per month)	1x	3x	6x	12x	
Leaderboard banner	€ 750	€ 675	€ 635	€ 575	
Medium rectangle	€ 700	€ 630	€ 595	€ 560	
Advertorial	€ 750	€ 675	€ 635	€ 575	
White paper	€ 950	€ 875	€ 800	€ 695	
aankondiging webinars/seminars/congres	€ 550	€ 515	€ 480	€ 425	

(rates are exclusive of VAT and per placement)

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

The e-mail newsletter is published
64 x per year
52 x weekly on Wednesdays and
12 x monthly
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

- URL

Medium rectangle – shown on all pages of the site

Format: 300 x 250 px

- URL

WHITE PAPER

Announcement of webinars/seminars/conferences

Sponsored content carousel link to sponsored content, including own

company pages with partner archive (all collected content of the partners clearly arranged)

WERKENINDECHEMIE.NL

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