



HISWA Magazine

Editorial formula

HISWA Magazine is the trade magazine for the watersport industry. This business-to-business publication is distributed free of charge via a controlled circulation to HISWA members, all other watersport companies in the Netherlands, stakeholders in the watersport sector and government authority decision makers. HISWA Magazine is published six times a year with a circulation of approx. 6,000 copies per issue and a reach of at least 18,000 readers. Each issue offers a mix of information and news, human interest, opinion, trade content and technology. HISWA Magazine is also available digitally via: www.hiswa.nl/magazine.



Themes and publication dates

HISWA Magazine will be published six times in 2019.

Edition	Main theme and other HISWA topics	Published	Advertisement deadline
1	HISWA Amsterdam Boat Show Operational management New laws and regulations	22 February	8 February
2	Water recreation Marinas, sailing schools and rental companies Marina equipment	12 April	29 March
3	Export Innovation International business	24 May	10 May
4	HISWA Amsterdam in-water Boat Show Yachtbuilding and yacht design Market - facts and figures	16 August	2 August
5	METS Suppliers Elektronics, navigation and onboard comfort	18 October	4 October
6	Sustainability Employment market and training Environment and safety	13 December	29 November

Rating: 7,5

Readers give HISWA Magazine a high value. They rate the magazine with an excellent mark of 7,5. Each number readers spend between 10 and 30 minutes reading the magazine. Often they store the magazine and read it several times. (source: Reader survey, October 2017).



HISWA Magazine

Advertising rates

You can advertise in HISWA Magazine with a normal advertisement, an advertorial or a job ad. Options and rates for (bound) inserts and annexes are available upon request.

Size	Number of purchased advertisements per year (rate per ad)		
	1x	3x	6x
1/4 page	€ 1,725	€ 1,595	€ 1,475
1/2 page	€ 915	€ 845	€ 785
3/4 page	€ 485	€ 445	€ 415
2/4 page	€ 3,375	€ 3,125	€ 2,885
inside cover front/back	€ 2,035	€ 1,885	€ 1,745
back page	€ 2,165	€ 2,000	€ 1,850
advertorial 1/4 page	€ 1,725	€ 1,595	€ 1,475

Delivery specifications

Sizes and dimensions in millimeters.

Type page	Width	Height
2x 1/4 page	340	240
1/4 page	170	240
1/2 page horizontal	170	118
1/2 page vertical	83	240

Type area	Width	Height
1/4 page	150	220
1/2 page horizontal	150	108
1/2 page vertical	73	220
3/4 page horizontal	150	52
3/4 page vertical	73	108

Conditions

- Rates are excluding VAT.
- HISWA members and HISWA Business Club members always receive an extra discount of 10% on normal advertisements and advertorials. For job advertisements, HISWA members receive a 25% discount.
- Supplements: 10% supplement for editions 1, 4 and 5.
- Preferred position on request.
- We can create your advertisement or advertorial based on a complete briefing including text, high-resolution images and logo for an agreed rate.
- HISWA Holland Marine Industry retains the right to refuse advertisements without stating the reason.
- Technical costs will be charged for non-repro ready material (min. €€7.50).
- No technical costs will apply to fully formatted digital material in accordance with our specifications.

Information subject to change.

Print

Repro material Repro material Certified PDF - Magazine Ad
Composed of 4 colours (CMYK)
High-resolution (300 dpi)
Bleed 3 mm all-round in formatting on type page

Printing process Sheets offset

Paper cover 150 gram wood-free satin finish mc

Paper inside 100 gram wood-free matte mc

Raster 80

More information

Publisher HISWA Holland Marine Industry
P.O. Box 37111
1030 AC Amsterdam
The Netherlands
www.hiswa.nl/magazine

Editorial staff Liane Jansen
T +31 20 705 14 05
E communicatie@hiswa.nl
(also for press releases)

Advertisements Roskam Media
Frank van Gils
T +31 (0)6 53 88 82 66
E f.gils@roskammedia.nl
I www.roskammedia.nl