



# 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](http://www.hiswa.nl) -> Voor Bedrijven -> Producten en Diensten.



## Themes and publication dates

HISWA Magazine will be published six times in 2016: three issues in the spring and three in the autumn.

Edition	Main theme and other HISWA topics	Published	Advertisement deadline
1	<b>HISWA Amsterdam Boat Show</b> Operational management Financial & fiscal New laws and regulations Electronics, navigation and communication	26 February	12 February
2	<b>Water recreation</b> Welcome on the water Week of Watersport/National Sailing Day Marinas, sailing schools and rental companies Marina equipment	15 April	1 April
3	<b>Export</b> Export promotion Innovation International business Internet marketing Transport (cranes/lifts)	27 May	13 May
4	<b>HISWA Amsterdam in-water Boat Show</b> Trade Yachtbuilding and yacht design Interior design and construction Brokerage and expertise	19 August	5 August
5	<b>METS Supply companies</b> Comfort on board (noise and vibration, air conditioning and heating, stabilisation, privacy) Propulsion, engines and generators	21 October	7 October
6	<b>Sustainability Employment</b> CSR Environment, Health & Safety Boot Düsseldorf Boot Holland	16 December	2 December



# 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

## Aanleverspecificaties

Formaten en afmetingen 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 Yachting Group 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 Yachting Group  
Post Box 37111  
1030 AC Amsterdam  
The Netherlands  
[www.hiswa.nl](http://www.hiswa.nl)

**Editorial staff** Liane Jansen  
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(also for press releases)

**Advertisements** Roskam Media  
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I [www.roskammedia.nl](http://www.roskammedia.nl)



# hiswa.nl

## Portal from, for and by the watersport sector

As the website [www.hiswa.nl](http://www.hiswa.nl) is for consumers and companies alike, your banner will reach a large number of watersport businesses and enthusiasts or a combination of both. The website has over 80,000 unique visitors a year, good for over 225,000 page visits.

## Banners

On hiswa.nl we provide the option to place a banner on a content page of your choice, except for the homepage and landing pages (for watersport enthusiasts, for companies, welcome to the water, trade Holland Yachting Group). In case of multiple bookings the banners will be placed in a carousel. A content page is any page with an article and image.

<b>Size</b>	168 x 143 px
<b>Kosten</b>	500 euros for 1 month 800 euros for 2 months 1000 euros for 3 months 1200 euros for 4 months 1500 euros for 5 months 1800 euros for 6 months (max. purchase is 6 months for the same banner) Costs for banner design to be discussed.
<b>Discount</b>	HISWA members and HISWA Business Club members always receive an extra discount of 10%.



## Job openings

On hiswa.nl we provide the option to place a job advertisement on the dedicated vacancy page, using a response form if required. This page is only available for job openings in the watersport sector.

<b>Text</b>	Maximum of 500 characters including spaces, with a title of max. 20 characters
<b>Kosten</b>	For HISWA members and HISWA Business Club members: free of charge (via 'My HISWA'); for non-members: 500 euros for 1 month

Indicated rates are excluding VAT. HISWA Holland Yachting Group retains the right to refuse banners or job advertisements.

## More information

HISWA Vereniging  
Liane Jansen  
T +31 20 705 14 05  
E [communicatie@hiswa.nl](mailto:communicatie@hiswa.nl)

*Information subject to change.*

## Combi deals for HISWA Magazine and hiswa.nl

You can also combine print and online thanks to our various favourably priced packages. HISWA members and HISWA Business Club members always receive an extra discount of 10%. Indicated rates are excluding VAT. HISWA Holland Yachting Group retains the right to refuse advertisements and/or banners.

- 1 x 1/1 page advertisement + 1 month banner: € 2000
- 1 x 1/2 page advertisement + 1 month banner: € 1300
- 1 x 1/4 advertisement + 1 month banner: € 900
- 3 x 1/1 page advertisement + 3 months banner: € 5000
- 3 x 1/2 page advertisement + 3 months banner: € 3250
- 3 x 1/4 page advertisement + 3 months banner: € 2200
- 6 x 1/1 page advertisement + 6 months banner: € 9000
- 6 x 1/2 page advertisement + 6 months banner: € 6000
- 6 x 1/4 page advertisement + 6 months banner: € 4000

## More information

Roskam Media  
Frank van Gils  
T +31 (0)6 53 88 82 66  
E [f.gils@roskammedia.nl](mailto:f.gils@roskammedia.nl)  
I [www.roskammedia.nl](http://www.roskammedia.nl)



# HISWA Newsletter

## Member newsletter

The two-weekly newsletter of the HISWA Holland Yachting Group is sent to 1200 e-mail addresses of HISWA members, all of whom are active in the watersport sector. The newsletter includes current and relevant news messages about the watersport industry, regional news and a calendar.

## Advertorial or job advertisement

The newsletter offers the option of printing an advertorial or job advertisement. HISWA members and HISWA Business Club members always receive an extra discount of 10%. HISWA Holland Yachting Group retains the right to refuse job advertisements and/or advertorials.

<b>Text</b>	maximum of 250 characters including spaces, with a title of max. 20 characters
<b>Image</b>	190 px wide
<b>Rate</b>	900 euros ex. VAT
<b>Position</b>	Fourth position, immediately under the 'Agenda' block

## More information

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 E [communicatie@hiswa.nl](mailto:communicatie@hiswa.nl)

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The screenshot shows the 'Nieuwsbrief HISWA Vereniging' page for Thursday, 29 October 2015. It features the HISWA logo, a navigation bar with 'Bekijk online', and a main content area. The main article is 'Promoot watersport' with a photo of a man in sunglasses. Below it is a calendar for November with events: 'METS' (17-18), 'Workshop Google Adwords' (19), 'Jachthaven symposium' (19), and 'Gastraining' (25). Another article is 'Green deal voor minder onkruidbestrijding' with a photo of people at a meeting. The final article is an advertorial for 'Gratis workshop fondsenwerving voor jongeren' with a photo of a young man. Each article has a 'Lees meer' link.