



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 2018.

Edition	Main theme and other HISWA topics	Published	Advertisement deadline
1	HISWA Amsterdam Boat Show Operational management New laws and regulations	23 February	9 February
2	Water recreation Marinas, sailing schools and rental companies Marina equipment	13 April	30 March
3	Export Innovation International business	25 May	11 May
4	HISWA Amsterdam in-water Boat Show Yachtbuilding and yacht design Market - facts and figures	17 August	3 August
5	METS Suppliers Elektronics, navigation and onboard comfort	19 October	5 October
6	Sustainability Employment market and training Environment and safety	14 December	30 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
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The Netherlands
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hiswa.nl

Portal from, for and by the watersport industry

As the website www.hiswa.nl is for consumers and companies alike, your banner will reach a large number of watersport businesses and consumers or a combination of both. The website has over 100,000 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 HISWA Holland Marine Industry). In case of multiple bookings the banners will be placed in a carousel. A content page is any page with an article and image.

Size	168 x 143 px
Rate	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.
Discount	HISWA members and HISWA Business Club members always receive an extra discount of 10%.



Indicated rates are excluding VAT. HISWA retains the right to refuse banners.

More information

HISWA Vereniging
Liane Jansen
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E 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 Marine Industry 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
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I www.roskammedia.nl



HISWA Newsletter

Member newsletter

The two-weekly newsletter of the HISWA Holland Marine Industry is sent to 1300 e-mail addresses of HISWA members, all of them are active in the watersport industry. 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 Marine Industry retains the right to refuse job advertisements and/or advertorials.

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

More information

HISWA Vereniging
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Information subject to change.

Nieuwsbrief HISWA Vereniging

maandag 6 november 2017 Bekijk online

Meld u aan: 16 november HISWA Jachthavensymposium

Op donderdag 16 november vindt op de METSTRADE in Amsterdam RAI weer het HISWA Jachthavensymposium plaats. Het middagsymposium maakt onderdeel uit van het Marina & Yard Paviljoen. Dit paviljoen op de METS is speciaal voor jachthavens en stallingsbedrijven. Het thema van het HISWA-symposium is 'De levendige jachthaven'; door het aantrekken van evenementen en nieuwe activiteiten naar de jachthaven van de toekomst. We gaan in op de bijdrage die evenementen leveren aan een aantrekkelijke haven. Op welke doelgroepen kan de haven zich richten bij events of nieuwe bedrijfsactiviteiten?

[Lees meer >>](#)

9
NOVEMBER

Ledenbijeenkomst HISWA Experts
 HISWA Nautisch Centrum
[Lees meer >>](#)

14-16
NOVEMBER

METSTRADE Show
 RAI - Amsterdam
[Lees meer >>](#)

16
NOVEMBER

HISWA Jachthavensymposium
 RAI - Amsterdam
[Lees meer >>](#)

21
NOVEMBER

Infocafé Technische Regelgeving
 HISWA Nautisch Centrum
[Lees meer >>](#)

Welkom op het water bij Veronica TV

De campagne Welkom op het water heeft de handen ineen geslagen met ON AIR Media. Het productiebedrijf maakt vanaf 11 november wekelijks een televisieprogramma over watersport en lifestyle op Veronica TV. Het programma besteedt wekelijks aandacht aan de Volvo Ocean Race, maar ook aan alle facetten van water en watersport die daarbij komen kijken. Interviews met de zeilers, een schoolprogramma, lifestyle-items, het totaal is een prachtig beeld van wat watersport allemaal te bieden heeft.

[Lees meer >>](#)

Cybercrime en big data: wie is er goed voorbereid?

HISWA Vereniging hield onlangs een infocafé over de toekomst van 'big data', maar ook over de risico's daarvan. Specialisten van ViQit en Meeüs namen de aanwezigen mee in de verwachte ontwikkelingen binnen het 'internet of things'. Daarbij werd ook stilgestaan bij de wetgeving rond de opslag van