MEDIAKIT 2024

📅 BOUWKALENDER

Bouwkalender is the online calendar that lists all construction events. On this website many events such as trade fairs, congresses, symposiums, seminars, webinars and lectures in the Netherlands, Belgium and Germany are collected.

Bouwkalender is **unique** and the only platform with an overview of all events in the construction industry

An average of 4,**600 visitors per month**
They view an average of **over 13,300 events per month**

These visitors are actively involved in business, policy, production, buying and selling and technical issues. They visit Bouwkalender.nl **several times a month** to orientate which trade fair / congress they will visit in the coming period

Newsletter circulation **over 400 recipients**. These are real and verified subscribers with a very high opening rate of 34% (*).
(*) Recipients who do not open the newsletter within 6 months are automatically removed from our mailing list. This ensures real subscribers

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View 'live' current visitor figures online here

Type of visitor
- advisor / consultant
- architect
- building expert
- constructor / engineer
- contractor
- director / owner
- job executor
- management
- planner / calculator
- project manager
- purchaser
- sales / account manager
- student

Type of advertiser
- event organizations
- educational institutions
- suppliers of products / services
- sector associations

Branches
- civil engineering
- utility construction
- home construction
- waterway construction

Bouwkalender possibilities	Tariff
1 **Leaderboard** (1090 x 135 pixels) On top of all web pages. Always in sight, every visitor to Bouwkalender sees your banner!	€ 900 p/month
2 **Rectangle banner** (450 x 375 pixels) To the right of all event pages.	€ 600 p/month
3 **Digital newsletter banner** (1300 x 400 pixels) Between newsletter posts. The newsletter is published every Monday morning.	€ 700 p/p
4 **Publishing event** For organizers: publication of your event online. This event will also be included in the digital newsletter.	€ 200 p/event

Homepage

Event page

Newsletter