

Mediakit 2025

infrastructure
utility development
residential development
hydraulic engineering

BOUWKALENDER

BouwKalender (e.g. BuildingCalendar) is the online platform that comprehensively outlines all construction-related events. This website features a variety of occasions, including trade fairs, congresses, symposiums, seminars, webinars, and lectures across the Netherlands, Belgium, and Germany.

The platform features a variety of events organized by event organizations, training institutes, product and service suppliers, manufacturers, publishers, and trade associations.

- ✓ infrastructure
- ✓ infrastructure development
- ✓ residential development
- ✓ hydraulic engineering



Unique

BouwKalender is the sole platform providing a comprehensive overview of all events within the construction sector, resulting in its frequent visitation.



4,600 monthly visitors

An average of 4,600 visitors per month engages with over 12,000 events monthly.



Reader Target Audience

Director, architect, project leader, constructor, construction engineer, contractor, purchaser, and marketer. These individuals are actively engaged in business operations, policy formulation, production, procurement, sales, and technical matters. They consult BouwKalender multiple times each month to familiarize themselves with upcoming trade fairs and congresses they plan to attend.



Branches

Infrastructure, utility development, residential construction, and hydraulic engineering, emphasizing materials and technology.



Newsletter featuring genuine readers

A weekly newsletter featuring authentic and verified subscribers, boasting an impressive average open rate of 48%. Recipients who fail to open the newsletter within a six-month period are automatically removed from our mailing list.



Quantifiable outcomes


Advertisers receive monthly reports that distinctly illustrate the impact of their campaigns in terms of views, clicks, and daily click-through rates (CTR). We maintain transparency regarding our figures.

1 Event publication € 200 per item
 For organizers: online publication of your event. This will also be featured in the digital newsletter.

2 Leaderboard (1090 x 135 pixels) € 900 p/month
 At the forefront of all web pages, your banner remains ever-visible to every visitor of IndustrieVandaag!

3 Rectangle banner (450 x 375 pixels) € 600 p/month
 To the right side of all web pages.

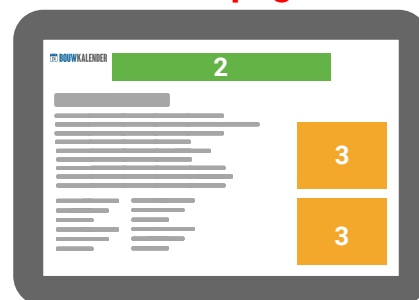
4 Digital Newsletter Banner (1300 x 400 pixels) € 700 per item
 Between the newsletter communications. The newsletter is disseminated every Monday morning.

 **Sponsored content** € 600 per item
 A guaranteed placement of your article, press release, or blog as a news item with a link to your website (excluding writing). This content will be published in the News section.

homepage



event page



newsletter



The aforementioned rates are in EUR and exclude VAT.

The Leaderboards and Rectangle banners are displayed in a carousel format, accommodating a maximum of three advertisers per ad position. Consequently, your banner is visible at least 33% of the time. When shared with one additional advertiser, your banner achieves a visibility rate of 50% per page for all visitors.

The Newsletter banners are displayed exclusively: 100% visibility; this position is not shared with other advertisers.

All banners must be submitted in JPG or PNG format, with a maximum size of 70 KB. Animated GIFs are not permitted. The banners will be automatically resized to the appropriate dimensions.

additional information



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