

VOM STRATEGY

COMMUNICATION - PR - ONLINE - SOCIAL

CROSS MEDIAL COMMUNICATION 2026

- Print VOMinfo
- ONLINE content push
- Digital newsletter e-VOMinfo
- Online www.vom.be
- Social media

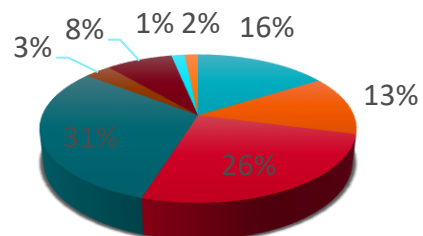
PRINT VOMinfo



The only belgian magazine in the surface treatment industry

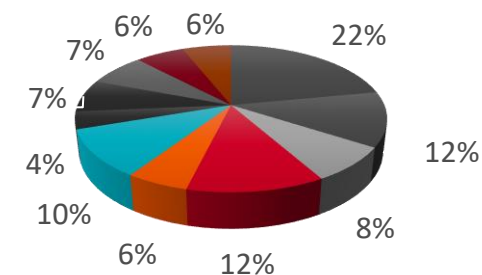
PRINT VOMinfo

Categories of readers



- Principals and buyers of surface treatment
- Subcontractors (main activity)
- Producers of surface treatment (as a final step in their production process)
- Suppliers of products, equipment or process-integrated solutions
- Environmental agencies
- Schools and Research Institutions
- Public Services

Markets / sectors



- Metal industry
- (Petro)chemical industry
- (Micro)electronics
- Medical
- Food industry
- Electric appliances
- Automotive
- Building and construction
- Machinery
- Aeronautic industry
- Transportation sector

PRINT VOMinfo

FEBRUARY | APRIL
JUNE | AUGUST
OCTOBER | DECEMBER

6X A YEAR

DISTRIBUTION

1.900 COPIES

OF WHICH
1470 COPIES TO DUTCH READERS
430 COPIES TO FRENCH READERS

EDITORIAL STAFF VOMinfo

Veerle Fincken
Julie Moreau



COVERAGE

Belgium
The Netherlands
Luxemburg

COORDINATION & RESERVATIONS VOMinfo

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WEBSITE



www.vom.be

PRINT VOMinfo

NEW!

Products marked with a * also include the posting of a message describing your services on our social media.

| ADS Quadri | 1x | | 3x | | 6x | |
|----------------|---------|-------------|---------|-------------|---------|-------------|
| Price per ad | MEMBERS | NON-MEMBERS | MEMBERS | NON-MEMBERS | MEMBERS | NON-MEMBERS |
| 1 page* | 1080 € | 1600 € | 970 € | 1450 € | 920 € | 1380 € |
| ½ page | 830 € | 1240 € | 740 € | 1100 € | 700 € | 1050 € |
| ¼ page | 680 € | 990 € | 610 € | 900 € | 570 € | 850 € |
| Backcover* | 1200 € | 1800 € | 1100 € | 1600 € | 1050 € | 1550 € |
| Insert single* | 700 € | 1050 € | 700 € | 1050 € | 700 € | 1050 € |
| Insert double* | 980 € | 1470 € | 980 € | 1470 € | 980 € | 1470 € |

Frequency: 6x per year : 20/02 – 24/04 – 19/06 – 28/08 – 23/10 - 18/12

Topics

February - Innovation & Entrepreneurship in Surface Treatment.

April - How circular is Surface Treatment?

June - New strategies responding to regulations.

August - Services provided by research groups and academia to the Surface Treatment Industry.

October - Energy efficiency and renewable energy in Surface Treatment.

December - Protective coatings & Cathodic protection.

PRINT VOMinfo

The following sections will be included in the magazine VOMinfo 2026:

VOM NEWS

A overview of our association's actions in support and defense of the industry, both nationally and internationally. Discover how VOM promote knowledge sharing and delve into the dynamic activities that shape our vision for the future.

TRENDS

How and why do the wishes of customers change, how is 'the market' evolving and what is the impact of all these trends on business operations in surface treatment?

NEWS

Dedicated to showcasing companies, this section highlights the latest news, successes, and significant changes within these businesses.

WORKING GROUP & YOUNG VOM

Active members of VOM and Young VOM benefit from this dedicated space to communicate their insights, the activities they propose, and the motivations behind their actions.

MEMBERS IN THE SPOTLIGHT

We want to take the opportunity to let all our members have a moment to shine in VOMinfo.

TECHNIQUE

Surface treatment is above all a technical matter and we want to continuously maintain and expand that knowledge.

QUALITY, SECURITY & SAFETY

You'll find essential tips, tricks, and information for healthy, secure and high quality products.

LEGISLATION

Stay informed about the latest legislative changes impacting our industry to better navigate this constantly evolving environment.

ONLINE x PRINT CONTENT CONTRIBUTIONS

| EDITORIALS REPORTS | VOMINFO PRINT & ONLINE | |
|---|------------------------|-------------|
| | MEMBERS | NON-MEMBERS |
| Editorial article (1) (price per page) | free | 250 € |
| Business Report (price per page) | 300 € | 450 € |
| Cover story(1) (only for members, 2p + cover) | 700 € | / |
| Add QR code to editorial articles (link to be provided by customer) | 150 € | 225 € |
| Company profile | 200 € | 300 € |
| CONTENTPUSH & Follow-up | ONLINE | |
| Article on website VOM, Share on Facebook + LinkedIn + Newsletter | 550 € | 825 € |

•Text submitted by customer (if required, reports can be edited by VOM. In that case, please contact the VOM office.

DIGITAL NEWSLETTER e-VOMinfo



VOM keeps in touch by sending at least 2 newsletters a month

DIGITAL NEWSLETTER e-VOMinfo

| Banner enclosed to the newsletter | MEMBERS | NON-MEMBERS |
|--|---------|-------------|
| Price per banner+active link | 250 € | 350€ |
| Company profile from VOMInfo as a banner in the newsletter | 250 € | 350€ |

Frequency:

13/01 – 27/01 – 10/02 – 24/02 – 10/03 – 24/03 – 14/04 – 28/04 – 12/05 – 02/06 – 16/06 – 30/06 – 07/07 – 18/08 – 01/09 – 15/09 – 29/09 – 13/10 – 27/10 – 17/11 – 01/12 – 15/12

Coverage: 3840 persons (3000 Dutch – 840 French speaking)

Reach: Belgium, Luxemburg, the Netherlands, border regions

Active link to media of choice (video, landing page,....)

ONLINE

WEBSITE

JANUARY | FEBRUARY

MARCH | MAY | JUNE

AUGUST | SEPTEMBER

OKTOBER | DECEMBER

2-weekly newsletter

WEBSITE VIEWS

+/-3.512/month

SOCIAL



COVERAGE

Belgium

The Netherlands

Luxemburg

NEWSLETTER e-VOMinfo

3840 subscribers

28,88% open rate

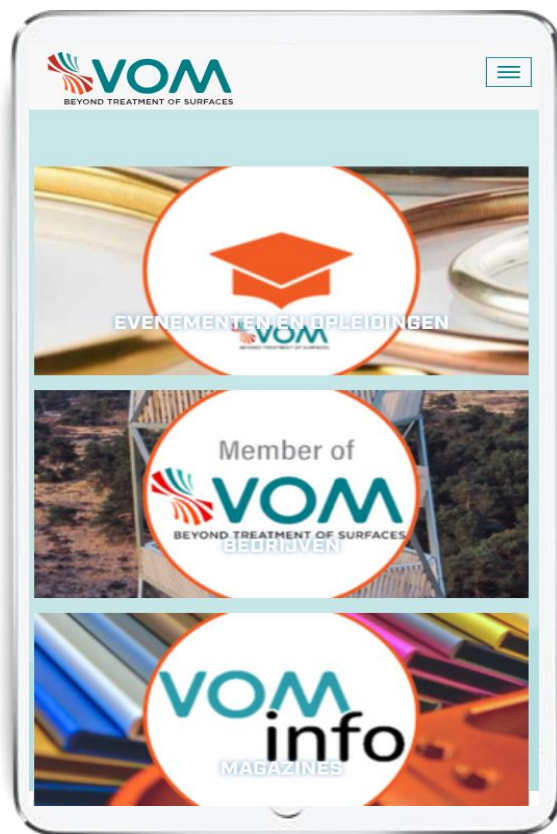
87% click rate

WEBSITE



www.vom.be

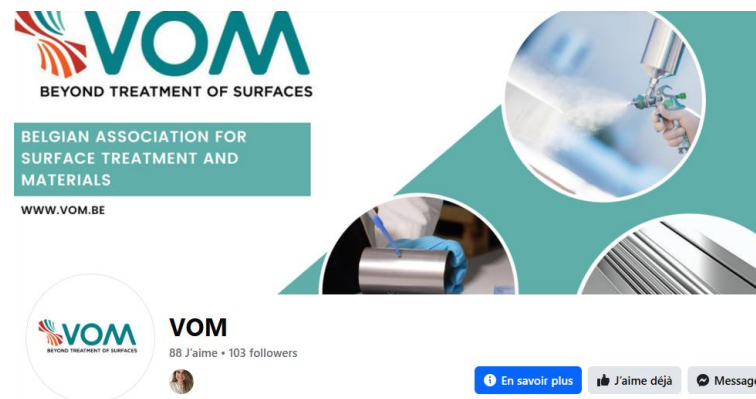
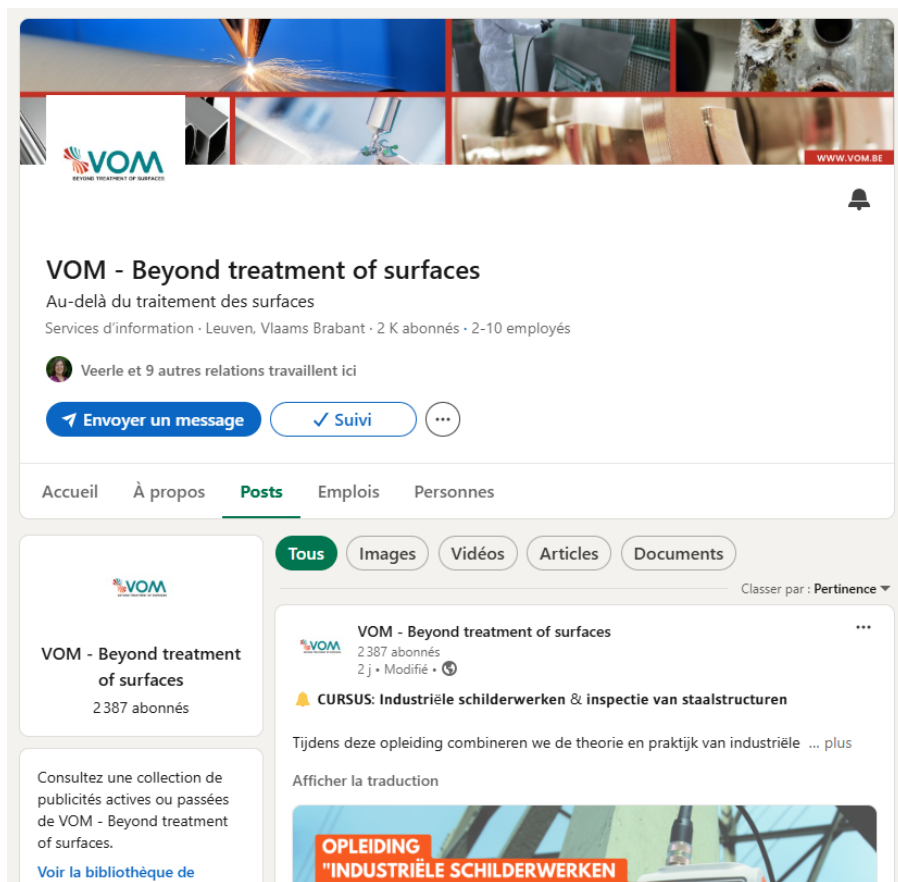
ONLINE WEBSITE



Have a look at our website
www.vom.be



SOCIAL MEDIA



INFORMATION

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