

VOM STRATEGY

COMMUNICATION - PR - ONLINE - SOCIAL

CROSS MEDIAL COMMUNICATION 2024

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

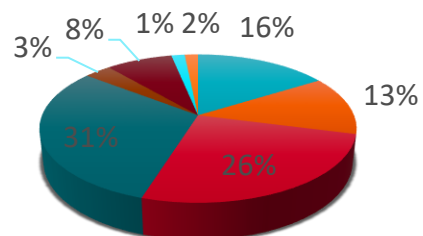
PRINT VOMinfo



The only belgian magazine in the surface treatment industry

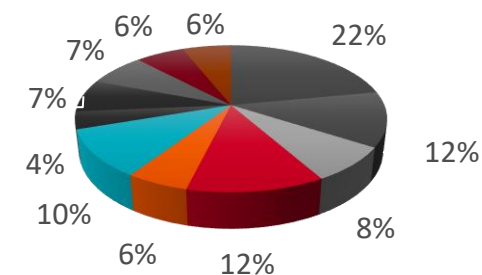
PRINT VOMinfo

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



COVERAGE

Belgium
The Netherlands
Luxemburg

DISTRIBUTION

1.900 COPIES

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

COORDINATION & RESERVATIONS VOMinfo

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EDITORIAL STAFF VOMinfo

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WEBSITE



www.vom.be

PRINT VOMinfo

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 : 23/02 – 22/04 – 17/06 – 27/08 – 28/10 - 16/12

Topics

February: Proper management of water consumption and waste treatment
April: Surface treatment in construction and infrastructure
June: Surface treatment in new markets
August: Regulations and standards as drivers for surface treatment
October: Surface treatment in aeronautics
December: Corrosion control in aggressive environments

PRINT VOMinfo

The following sections will be included in the magazine VOMinfo 2024:

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	150 €	225 €
Partnerpage(2)	200 €	300 €
CONTENTPUSH	ONLINE	
Article on website VOM, Share on Facebook + LinkedIn + Newsletter	490 €	735 €

- Text submitted by customer (if required, reports can be edited by VOM. In that case, please contact the VOM office.
- Logo + QR code to website + company details

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: 13/2 – 27/2 – 12/3 – 26/3 – 16/4 – 7/5 - 21/5 - 4/6 - 18/6 - 2/7 - 20/8 – 3/9 – 17/9 – 1/10 – 15/10 – 29/10 – 12/11 – 26/11 – 10/12 – 1/2025

Coverage: 3840 persons (3035 Dutch – 805 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

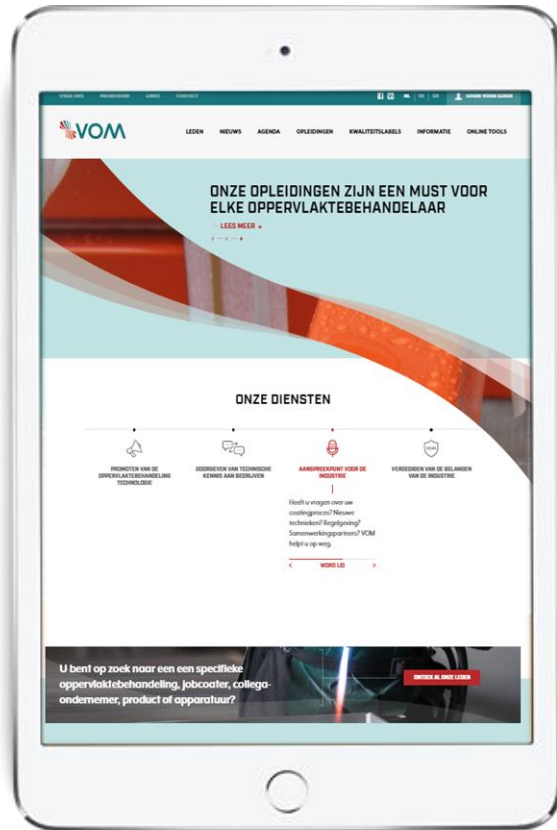
87% click rate

WEBSITE



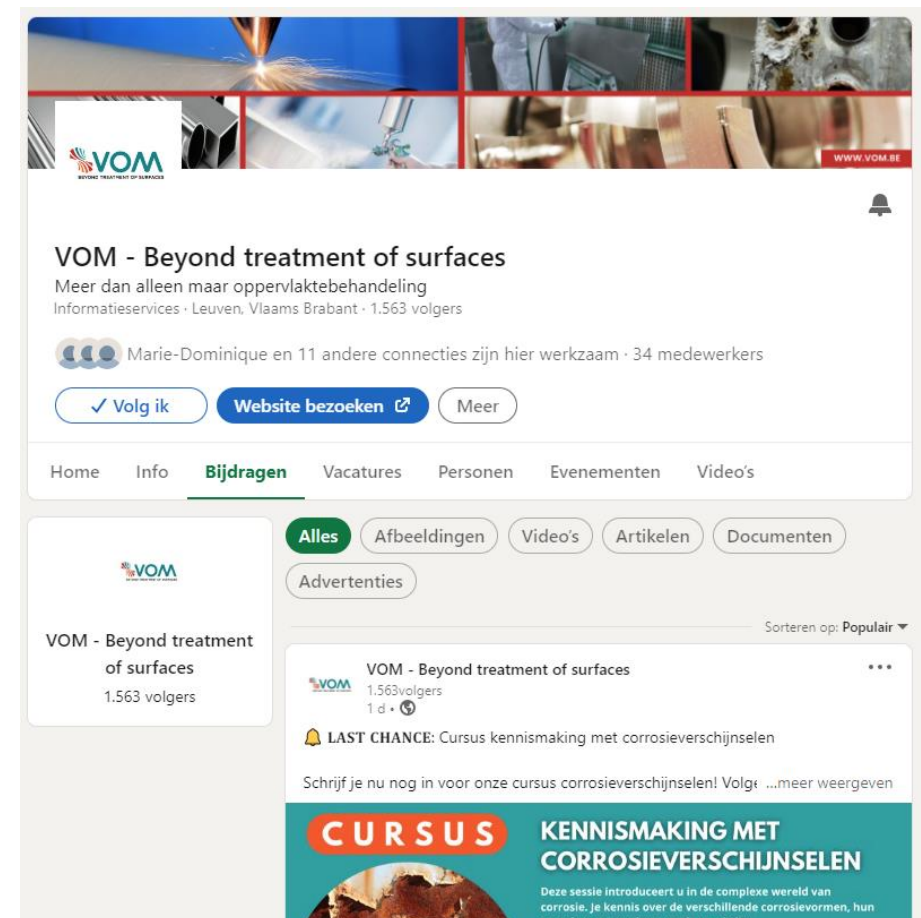
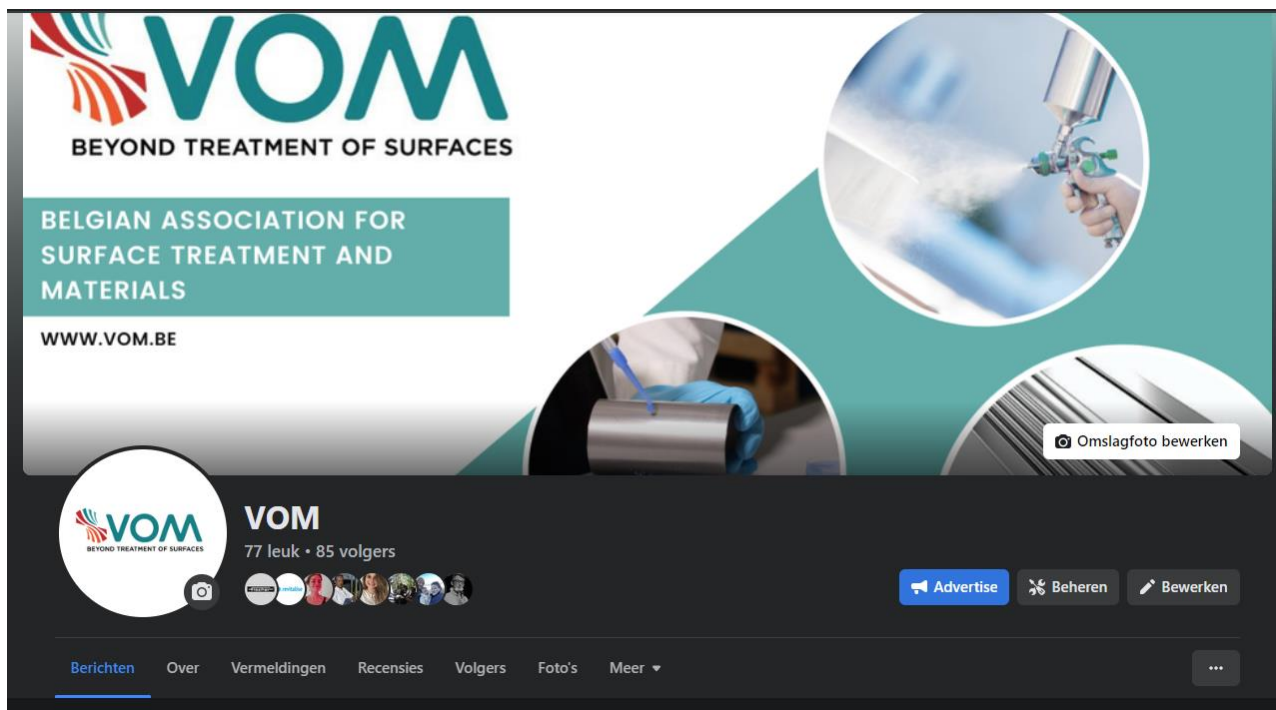
www.vom.be

ONLINE WEBSITE



Have a look at our website
www.vom.be

SOCIAL MEDIA



INFORMATION

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