

# VOM STRATEGY

COMMUNICATION - PR - ONLINE - SOCIAL

# CROSS MEDIAL COMMUNICATION 2019

- Print VOM INFO
- ONLINE content push
- Digital newsletter
- Online [www.vom.be](http://www.vom.be)
- Social media

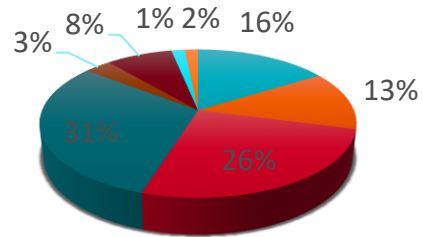
# PRINT VOM INFO



The only belgian magazine in the surface treatment industry

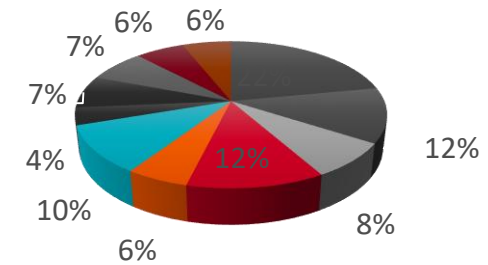
# PRINT VOM INFO

## 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 VOM INFO

FEBRUARY | APRIL

JUNE | SEPTEMBER

OKTOBER | DECEMBER

**6X** A YEAR



## COVERAGE

Belgium

The Netherlands

Luxemburg

## DISTRIBUTION

**2.000** COPIES

OF WHICH

1470 COPIES IN DUCTH

530 COPIES IN FRENCH

## COORDINATION & RESERVATIONS VOMINFO

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## EDITORIAL STAFF VOM INFO

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De Wachter Hilde

Fincken Veerle

Schelfaut Frank

Van den Abbeele Marie-Dominique

## WEBSITE



[www.vom.be](http://www.vom.be)

# PRINT VOM INFO

ADVERTENTIES Quadri	1x		3x		6x	
	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS
Price per ad						
1 page	985 €	1478 €	886 €	1330 €	837 €	1257 €
½ page	756 €	1134 €	680 €	1021 €	642 €	963 €
¼ page	621 €	932 €	559 €	838 €	527 €	792 €
Backcover	1137 €	1706 €	1023 €	1535 €	966 €	1449 €
Insert single	700 €	1050 €	700 €	1050 €	700 €	1050 €
Insert double	980 €	1470 €	980 €	1470 €	980 €	1470 €

## Frequency: Topics

**6x per year : 25/2 - 25/4 - 25/6 - 6/9 - 25/10 - 10/12**

Feb. The challenges of additive manufacturing in the coating industry  
 Apr.: Fair & congress EUROFINISH+MATERIALS 2019  
 Jun.: Quality control of coatings and inspection methods  
 Sept.: New substrates, new materials, new applications  
 Okt.: Environment and regulation in the surface treatment industry  
 Dec.: Surface finishing 4.0

# ONLINE x PRINT CONTENT CONTRIBUTIONS

## CONTENT PUSH (PRINT TO ONLINE)

### CONTENT PUSH ONLINE =

Article in VOM blog: vom/nieuws	1 article
Blogarticle shared on Facebook & LinkedIn	1 share on FB & 1 on LI
Blogarticle shared in newsletter VOM	1 share

EDITORIAL CONTRIBUTIONS / BUSINESS REPORTS/ INSERTS	PRINT		ONLINE	
	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS
Editorial contributions <sup>(1)</sup> (cost per page)	Gratis	250 €	465 €	698 €
Business report <sup>(1)</sup> (cost per page)	300 €	450 €	465 €	698 €
Cover story <sup>(1)</sup> (only for members, 2p + cover)	640 €	-	465 €	698 €
Add QR code to editorial articles (link must be provided by customer)	150€	225€	-	-
Company profile (logo, address, info)	150€	225€	-	-

# DIGITAL NEWSLETTER



VOM keeps in touch by sending at least 1 newsletter a month



# DIGITAL NEWSLETTER

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

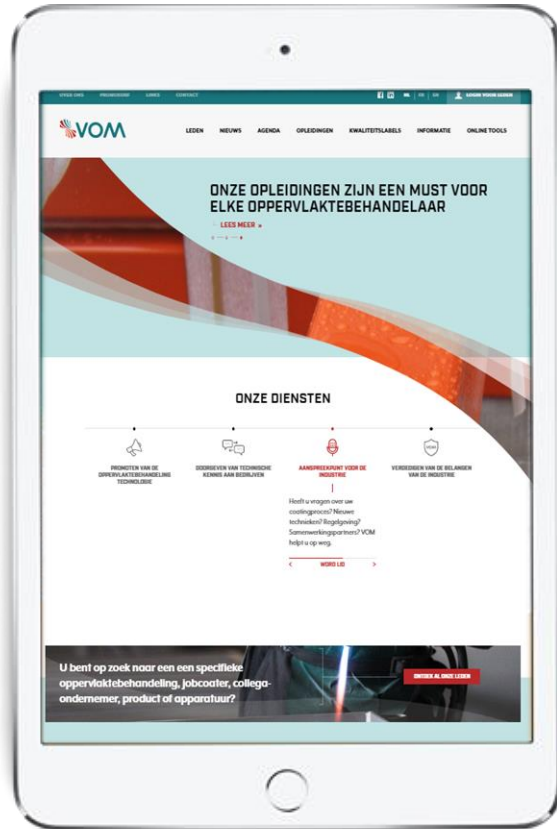
**Frequency:** 29/1, 26/2, 26/3, 30/4, 27/5, 25/6, 30/7, 27/8, 24/9, 29/10, 26/11, 17/12)

**Coverage:** 3349 persons (2747 Dutch – 602 French speaking)

**Reach:** Belgium, Luxemburg, the Netherlands, border regions

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

# ONLINE WEBSITE



Have a look at our website

[www.vom.be](http://www.vom.be)

# ONLINE

## WEBSITE

JANUARY | FEBRUARY

MARCH | MAY | JUNE

AUGUST | SEPTEMBER

OKTOBER | DECEMBER

**2-weekly  
newsletter**

## WEBSITE VIEWS

**+/-3512/month**

## SOCIAL

**LinkedIn**

**Facebook**



## COVERAGE

Belgium

The Netherlands

Luxemburg

## NEWSLETTER

**3349 subscribers**

**18,88% open rate**

**87% click rate**

## WEBSITE



**[www.vom.be](http://www.vom.be)**

# ONLINE WEBSITE

<b>Banner on the MEMBERPAGE</b>	1 month	6 months	12 months
Only for VOM-members	250 €	1000 €	1500 €

**Reach:** Belgium, Luxemburg, the Netherlands, border regions  
**Format:** 350 x 156 pixels

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

# SOCIAL media

The screenshot shows the Facebook profile page for VOM. The profile picture is a close-up of a metallic, reflective surface. The cover photo shows a person wearing safety glasses working on a surface. The page includes a navigation menu on the left with options like 'Startpagina', 'Info', 'Evenementen', 'Foto's', 'Community', 'Recensies', and 'Berichten'. The main content area features a post with a 'Vind ik leuk' button, a 'Volgend' button, and a 'Delen' button. Below the post, there is a 'Bedrijf in Leuven' section with a 5.0 star rating and a 'Nu geopend' status. A 'Community' section lists 'Je vrienden uitnodigen om deze pagina leuk te vinden', '37 personen vinden dit leuk', and '38 mensen volgen dit'.

The screenshot shows the LinkedIn profile page for VOM vzw. The profile picture is the VOM logo. The cover photo is a banner with the VOM logo and the tagline 'BEYOND TREATMENT OF SURFACES'. The page includes a navigation menu at the top with options like 'Home', 'My Network', 'Jobs', 'Messaging', 'Notifications', 'Me', and 'Work'. The main content area features a post with a 'Following' button and a 'See jobs' button. Below the post, there is an 'About us' section with a mission statement: 'Our mission is to provide general and technical information related to all disciplines in surface treatment, as well as to represent our sector towards industry and government. VOM encompasses the widest range of surface activities. Our members consist of potential surface treatment customers, integrated businesses, contractors, suppliers, survey and expertise agencies, research institutions, universities, ...'. A 'Recent update' section shows a post from 'materials' with the text 'Dit jaar via de expo op Materials Komt ook?'. A 'People also viewed' section lists 'Lloyds Pharmacies' and 'SAPience.be'.

# INFORMATION

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