

VOM STRATEGY

COMMUNICATION - PR - ONLINE - SOCIAL

CROSS MEDIAL COMMUNICATION 2020

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

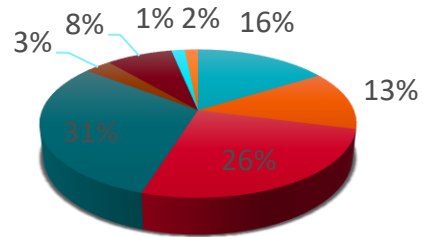
PRINT VOMinfo



The only belgian magazine in the surface treatment industry

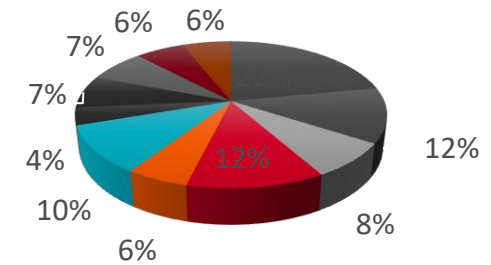
PRINT VOMinfo

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

2.000 COPIES

OF WHICH

1470 COPIES IN DUTCH

530 COPIES IN FRENCH

COORDINATION & RESERVATIONS VOMINFO

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Hans Versmissen

WEBSITE



www.vom.be

PRINT VOMinfo

ADS 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: 6x per year : 03/2 - 03/4 - 05/6 – 20/8 - 02/10 - 03/12

Topics

Feb: Funding & education
 Apr: Management of raw materials and stock in surface treatment
 Jun: The fight against corona from an industrial perspective
 Aug: Corrosion & prevention
 Oct: The importance of labels & certificates
 Dec: Trendwatching & innovation

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 ⁽¹⁾ (cost per page)	Gratis	250 €	465 €	698 €
Business report ⁽¹⁾ (cost per page)	300 €	450 €	465 €	698 €
Cover story ⁽¹⁾ (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 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€

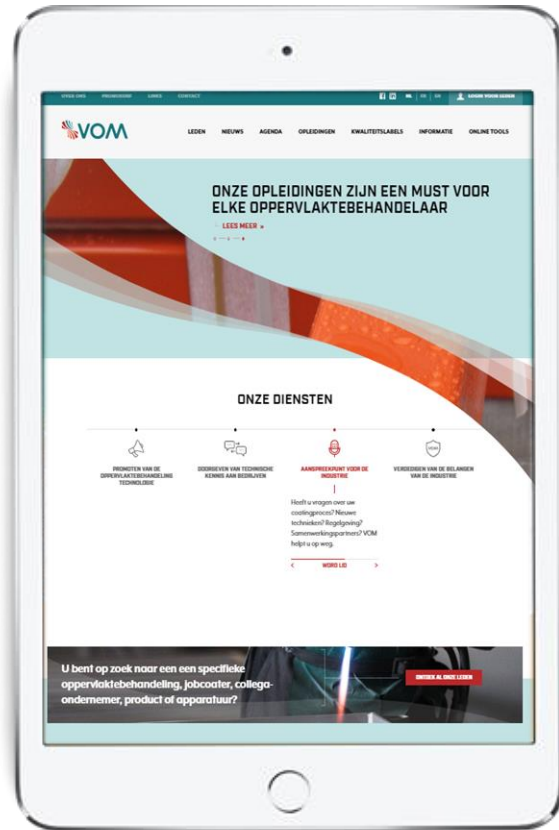
Frequency: 21/1 - 4/2 – 18/2 – 3/3 – 17/3 – 2/4 – 28/4 – 12/5 – 26/5 – 9/6 – 23/6 – 7/7 – 25/8 – 8/9 – 22/9 – 6/10 – 20/10 – 12/11 – 24/11 – 8/12

Coverage: 3520 persons (2836 Dutch – 644 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

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

3520 subscribers

28,88% open rate

87% click rate

WEBSITE



www.vom.be

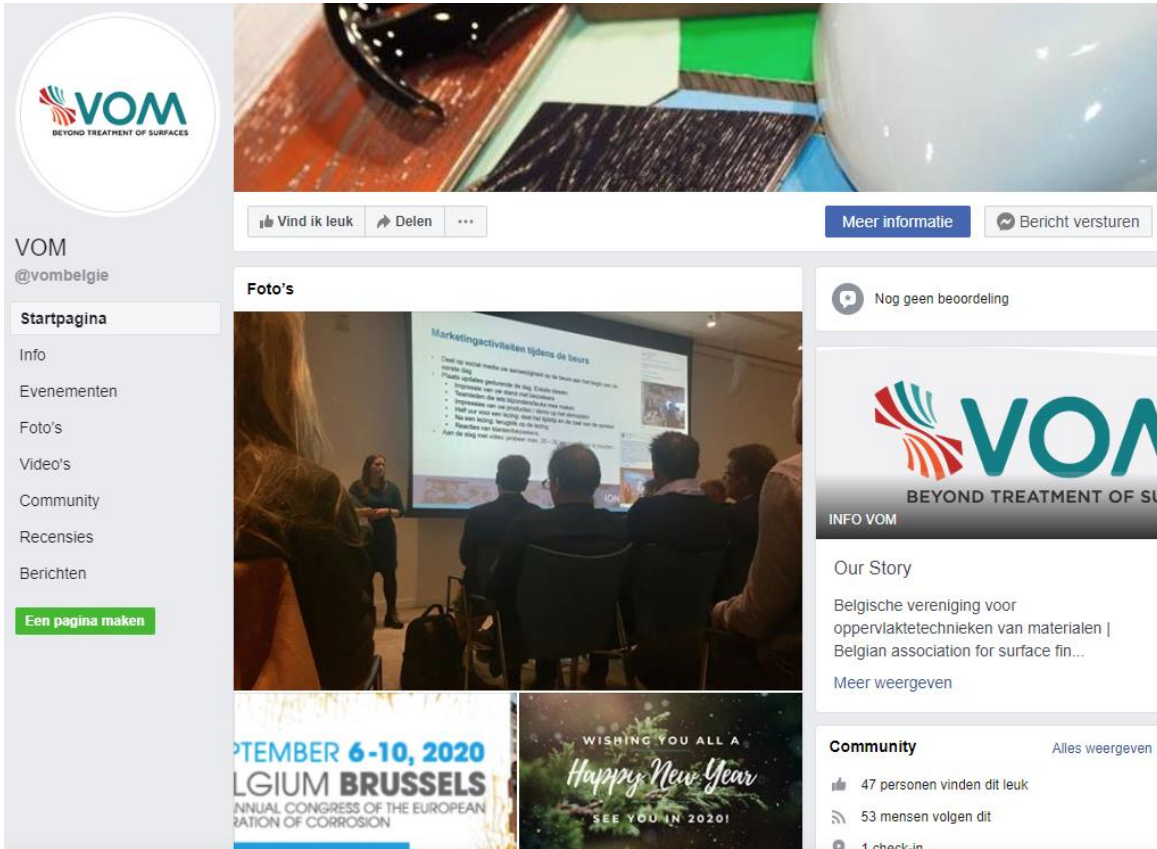
ONLINE WEBSITE

Banner on the MEMBERPAGE	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



VOM
BEYOND TREATMENT OF SURFACES

VOM
@vombelgie

Startpagina
Info
Evenementen
Foto's
Video's
Community
Recensies
Berichten

Een pagina maken

Vind ik leuk · Delen · ...

Meer informatie · Bericht versturen

Foto's

Marketingactiviteiten tijdens de beurs

SEPTEMBER 6-10, 2020
BELGIUM BRUSSELS
ANNUAL CONGRESS OF THE EUROPEAN ASSOCIATION OF CORROSION

WISHING YOU ALL A
Happy New Year
SEE YOU IN 2020!

Nog geen beoordeling

VOM
BEYOND TREATMENT OF SURFACES

INFO VOM

Our Story

Belgische vereniging voor oppervlaktetechnieken van materialen | Belgian association for surface fin...
Meer weergeven

Community Alles weergeven

47 personen vinden dit leuk
53 mensen volgen dit
1 check-in

LinkedIn

Vacatures ▾

VOM - Beyond treatment ...

Heverlee



Nu lid worden

Aanmelden



VOM - Beyond treatment of surfaces

Informatieservices

Leuven, Vlaams Brabant · 661 volgers

Meer dan alleen maar oppervlaktebehandeling

Vacatures weergeven

Volgen



alle 33 medewerkers weergeven

Over ons

Onze taak is het verstrekken van algemene en technische informatie over alle disciplines in oppervlaktebehandeling, alsook het vertegenwoordigen van onze branche bij industrie en overheid.

Het volledig proces - vanaf de voorbehandeling tot en met de kwaliteitscontrole - op coatings wordt behandeld. Tot onze leden behoren opdrachtgevers, geïntegreerde bedrijven, loonbedrijven, leveranciers, controle- en expertisearchieven, wetenschappelijke instellingen, ed.

VOM biedt een rijke informatiebron over oppervlaktetechnologie:

1. Cursussen, seminars, bedrijfsbezoeken
2. Een technisch vakblad VOMInfo alsook een digitale nieuwsbrief E-VOMInfo
3. Een actief netwerk van experts
4. Themagerichte werkgroepen en commissies

Vergelijkbare pagina's

- Haug Chemie GmbH**
Chemie
- Arkite NV**
Informatietechnologie en services
- Boma Coating b.v.**
Chemie
- UITS**
Burgerlijke en sociale organisatie
Courbevoie, IdF

Meer vergelijkbare pagina's weergeven

INFORMATION

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