

VOM STRATEGY

COMMUNICATION - PR - ONLINE - SOCIAL

CROSS MEDIAL COMMUNICATION 2022

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

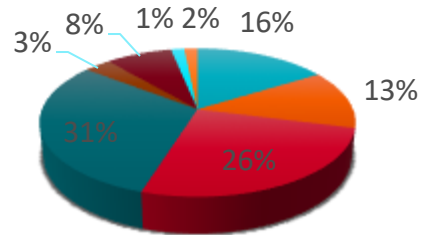
PRINT VOMinfo



The only belgian magazine in the surface treatment industry

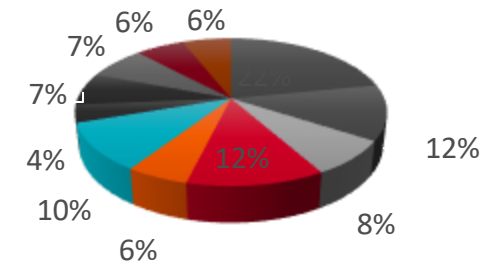
PRINT VOMinfo

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

Veerle Fincken
Kapeldreef 60
BE-3001 Leuven
T: +32 (0)16 40 14 20
v.fincken@vom.be

EDITORIAL STAFF VOM INFO

Bode René
Bertrand Bruno
Fincken Veerle
Van den Abbeele Marie-Dominique

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: Topics

6x per year : 07/02 – 19/04 – 13/06 – 22/08 – 24/10 - 12/12

Feb: Cleaning & decreasing
 Apr: Conversion layers
 Jun: Metallic coatings
 Aug: Organic coatings
 Oct: Heat treatments
 Dec: Accum techniques & Additive manufacturing

PRINT VOMinfo

The following sections will be included in every issue of VOMinfo in 2022:

YOUNG VOM

With YOUNG VOM, young entrepreneurs commit themselves to pushing forward new ideas and insights and to provide VOM with an extra pinch of salt and pepper.

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?

QUALITY

Good quality is an absolute requirement in surface treatment to remain competitive.

MEMBERS IN THE SPOTLIGHT

VOM is 50 years old. 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.

SAFETY

Another constant in operations: safety in the workplace and securing it. But also security in cyberspace.

RECRUITMENT & TRAINING

A challenge that many sectors face, but very acute for surface treatment.

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)	Free	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: 18/1 – 1/2 – 15/2 – 1/3 – 15/3 – 5/4 - 19/4 – 10/5 – 24/5 – 7/6 – 21/6 – 5/7 – 23/8 – 6/9 – 20/9 – 4/10 – 18/10 – 8/11 – 22/11 – 6/12

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

Meer dan alleen maar oppervlaktebehandeling
Informatieservices · Leuven, Vlaams Brabant · 1.230 volgers

 Veerle en 9 andere connecties zijn hier werkzaam · 34 medewerkers

✓ Volg ik

Delen

Meer

Thuis Info Bijdragen Vacatures Personen Evenementen Meer ▾

Info

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...



VOM
@vombelgie · 5 (1 recensie) · Bedrijf
Meer informatie
vom.be

Startpagina Info Meer ▾
Vind ik leuk Bericht 🔍 ⋮

Over Alles weergeven

Kapeldreef 60 BE 3001 Leuven

Veldstraat Koning Boudewijnlaan Kapeldreef

VOM
30 november om 10:04 · 🌐

📣 Sodablast wordt [Cleansurfacegroup](#) by Sodablast en mikt op grotere markt!

Lees hier alles over hun nieuwe naam en hun grootste focus: kwaliteit en service!

[#vom](#) [#cleansurfacegroup](#) [#coatings](#) [#surfacetreatment](#)

👍 67 personen vinden dit leuk
👤 76 mensen volgen deze pagina

INFORMATION

Veerle Fincken

Kapeldreef 60

BE-3001 Leuven

T: +32 (0)16 40 14 20

v.fincken@vom.be



Michelle Vansimpsen

Kapeldreef 60

BE-3001 Leuven

T: +32 (0)16 40 14 20

michelle@vom.be

