

# VOM STRATEGY

COMMUNICATION - PR - ONLINE - SOCIAL

# CROSS MEDIAL COMMUNICATION 2023

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

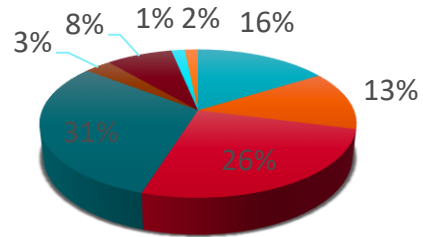
# PRINT VOMinfo



The only belgian magazine in the surface treatment industry

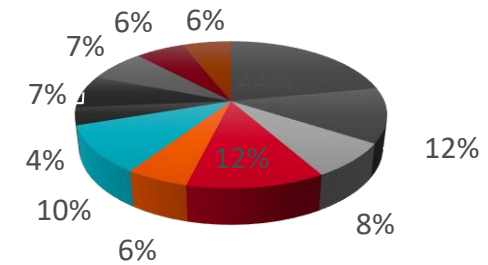
# PRINT VOMinfo

## 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

## EDITORIAL STAFF VOMinfo

Veerle Fincken

Julie Moreau

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## COORDINATION & RESERVATIONS VOMINFO

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## WEBSITE



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

# PRINT VOMinfo

ADS Quadri	1x		3x		6x	
	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS
Price per ad						
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 : 13/02 – 17/04 – 12/06 – 28/08 – 23/10 - 11/12

**Topics**

- Feb: Smart energy consumption measurement
- Apr: Energy savings in surface treatment
- Jun: Corrosion protection toward a circular economy
- Aug: Making existing production lines more profitable
- Oct: Recovery, recycling, reuse, repurposing
- Dec: Process control and final control in surface treatment

# PRINT VOMinfo

The following sections will be included in every issue of VOMinfo 2023:

## 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.

## CORROSION

Corrosion protection is key to increase the life time of products significantly.

## 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.

## 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	<b>1 article</b>
Blogarticle shared on Facebook & LinkedIn	<b>1 share on FB &amp; 1 on LI</b>
Blogarticle shared in newsletter VOM	<b>1 share</b>

EDITORIAL CONTRIBUTIONS / BUSINESS REPORTS/ INSERTS	PRINT		ONLINE	
	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS
Editorial contributions <sup>(1)</sup> (cost per page)	Free	250 €	490 €	735 €
Business report <sup>(1)</sup> (cost per page)	300 €	450 €	490 €	735 €
Cover story <sup>(1)</sup> (only for members, 2p + cover)	700 €	-	490 €	735 €
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

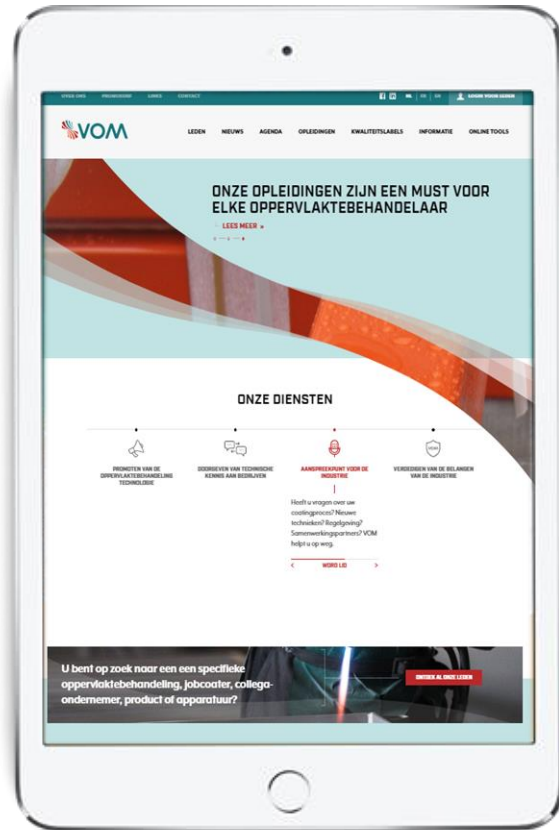
<b>Banner enclosed to the newsletter</b>	<b>MEMBERS</b>	<b>NON-MEMBERS</b>
Price per banner+active link	250 €	350€
Company profile from VOMInfo as a banner in the newsletter	250 €	350€

**Frequency:** 17/1 – 31/1 – 14/2 – 28/2 – 14/3 – 30/3 - 18/4 – 02/5 – 16/5 – 1/6 – 20/6  
4/7 – 22/8 – 5/9 – 19/9 – 3/10 – 17/10 – 7/11 – 21/11 – 5/12

**Coverage:** 3695 persons (2975 Dutch – 720 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

**+/-3.512/month**

### SOCIAL



### COVERAGE

Belgium

The Netherlands

Luxemburg

### NEWSLETTER e-VOMinfo

**3695 subscribers**

**28,88% open rate**


**87% click rate**

### WEBSITE



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

# SOCIAL MEDIA



**VOM**  
BEYOND TREATMENT OF SURFACES

BELGIAN ASSOCIATION FOR  
SURFACE TREATMENT AND  
MATERIALS

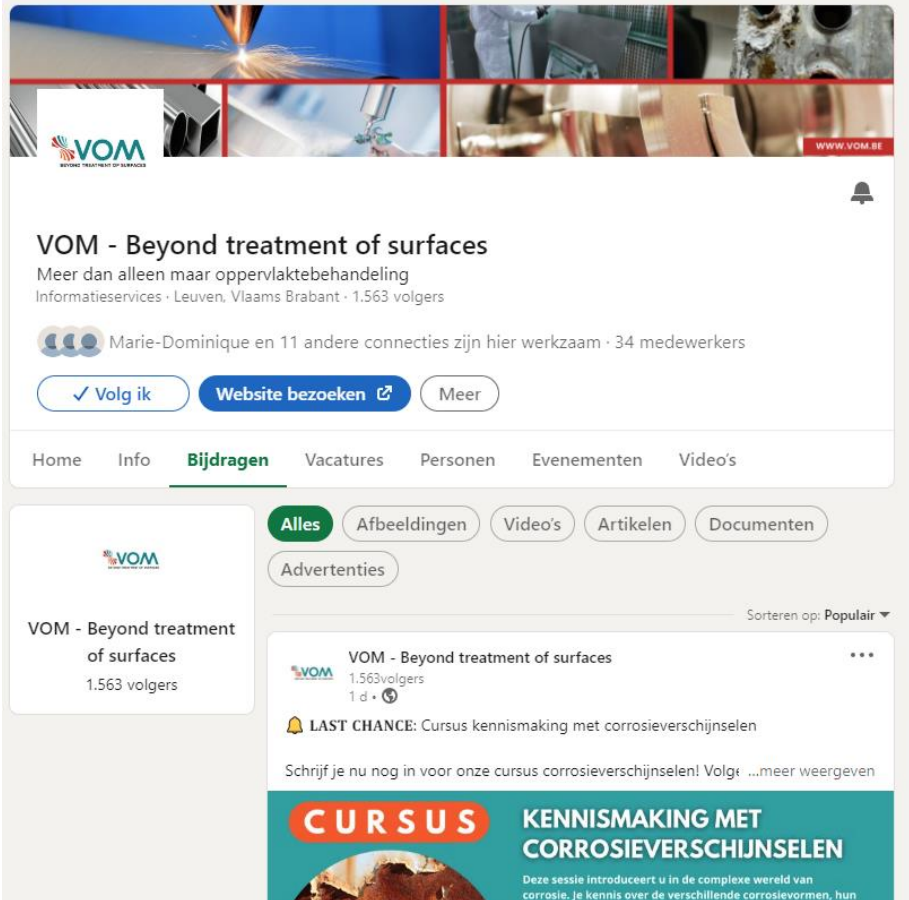
WWW.VOM.BE

Omslagfoto bewerken

**VOM**  
BEYOND TREATMENT OF SURFACES  
77 leuk • 85 volgers

Advertise Beheren Bewerken

Berichten Over Vermeldingen Recensies Volgers Foto's Meer



**VOM - Beyond treatment of surfaces**  
Meer dan alleen maar oppervlaktebehandeling  
Informatieservices · Leuven, Vlaams Brabant · 1.563 volgers

Marie-Dominique en 11 andere connecties zijn hier werkzaam · 34 medewerkers

Volg ik Website bezoeken Meer

Home Info **Bijdragen** Vacatures Personen Evenementen Video's

Alles Afbeeldingen Video's Artikelen Documenten

Advertenties

VOM - Beyond treatment of surfaces  
1.563 volgers

Sorteren op: Populair

**VOM** 1.563volgers  
1 d

**LAST CHANCE:** Cursus kennismaking met corrosieverschijnselen

Schrijf je nu nog in voor onze cursus corrosieverschijnselen! Volg ...meer weergeven

**CURSUS** **KENNISMAKING MET CORROSIEVERSCHIJNSELEN**

Deze sessie introduceert u in de complexe wereld van corrosie. Je kennis over de verschillende corrosievormen, hun oorzaken en gevolgen wordt opgefrist.

# INFORMATION

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