

# VOM STRATEGY

COMMUNICATION - PR - ONLINE - SOCIAL

# CROSS MEDIAL COMMUNICATION 2021

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

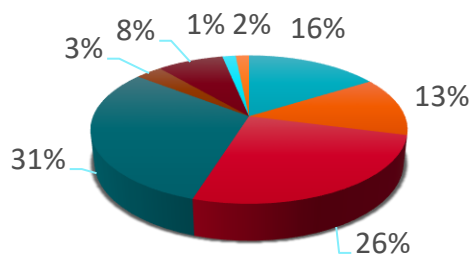
# PRINT VOMinfo



The only belgian magazine in the surface treatment industry

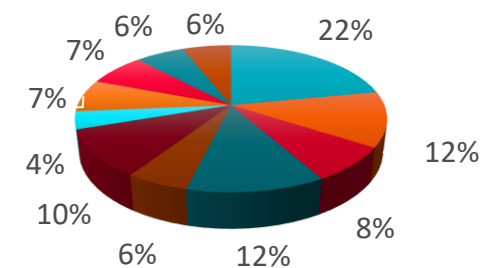
# PRINT VOMinfo

## 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
- Automotive
- Building and construction
- (Micro)electronics
- Medical
- Food industry
- Electric appliances
- 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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## EDITORIAL STAFF VOM INFO

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Hans Versmissen

## WEBSITE



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

# PRINT VOMinfo

ADS Quadri	1x		3x		6x	
Price per ad	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS
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 : 08/02 – 19/04 – 14/06 – 23/08 – 11/10 - 13/12**

**Feb:** Special Coatings  
**Apr** Safety & MES 2021  
**Jun:** Beauty in Surface Treatment  
**Aug:** Partners of VOM in the Spotlight  
**Oct:** Ecology & The Green Deal  
**Dec:** Surface Treatment & Life Expectancy

# PRINT VOMinfo

The following sections will be included in every issue of VOMinfo in 2021:

## 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.

## CORROSION

Perhaps one of the most important reasons for the existence of surface treatment companies and a knowledge area that is still evolving.

## 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?

## TECHNOLOGY

Surface treatment is above all a technical matter and we want to continuously maintain and expand that knowledge.

## QUALITY

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

## 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: <a href="https://www.vom.be/nl/technische-artikels">https://www.vom.be/nl/technische-artikels</a>	<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>

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

(1) Text submitted by customer (if required, reports can be edited by VOM. In that case, please contact the VOM office.)



# DIGITAL NEWSLETTER e-VOMinfo



VOM keeps in touch by sending at least 2 newsletters a month to +/- 3500 subscriptions.

# 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€

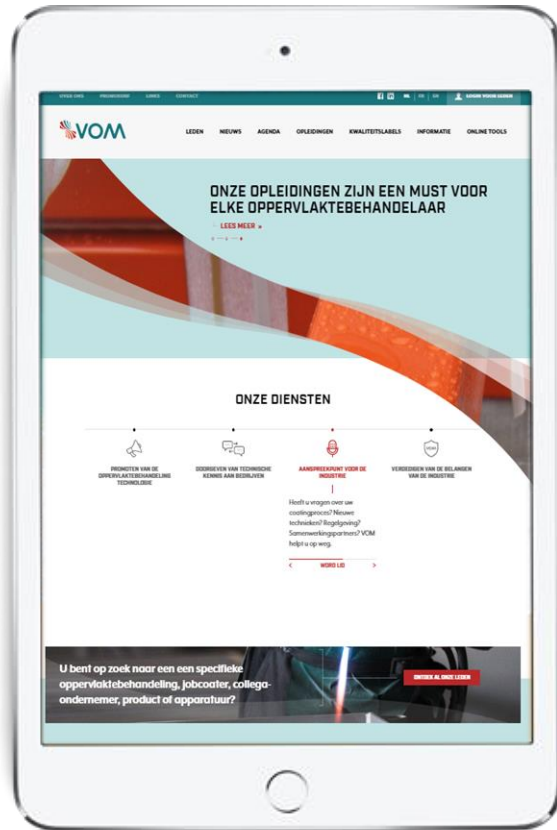
**Frequency:** 19/1 – 2/2 – 16/2 – 2/3 – 16/3 – 6/4 - 20/4 – 11/5 – 25/5 – 8/6 – 22/6 – 6/7 – 24/8 – 7/9 – 21/9 – 5/10 – 19/10 – 9/11 – 23/11 – 7/12

**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](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

**3520** subscribers

**28,88%** open rate

**87%** click rate

### WEBSITE



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





# INFORMATION

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