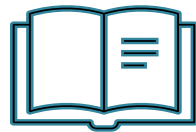


VOM MEDIA KIT

MAGAZINE (print & digital) - NEWSLETTER - WEBSITE - LINKEDIN



CROSS MEDIAL COMMUNICATION

- Magazine VOMinfo Print & digital
- Digital newsletter e-VOMinfo
- Website www.vom.be
- LinkedIn
- Online content push



Cross-media communication

One campaign.
Multiple communication channels.
Maximum visibility.

Content Push (CP)

Your campaign gains maximum visibility across all VOM communication channels. 



PRINT VOMinfo



The only belgian magazine
about the surface treatment industry



Bilingual Edition

Dutch & French in one magazine

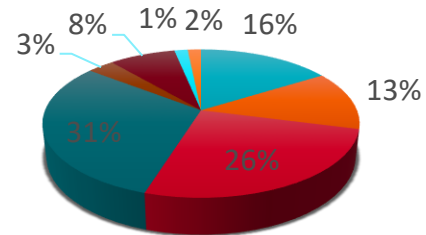


Free Distribution



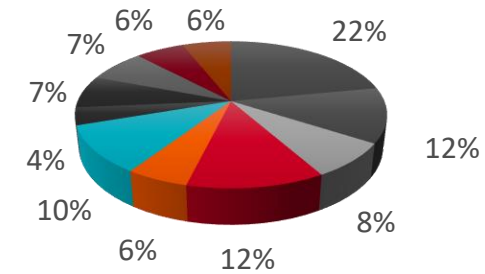
PRINT VOMinfo

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 & Digital VOMinfo

FEBRUARY | APRIL
JUNE | AUGUST
OCTOBER | DECEMBER

6X A YEAR



COVERAGE

Belgium

The Netherlands

Luxemburg

PRINT EDITION

1.500 COPIES

OF WHICH

1020 COPIES TO DUTCH READERS
280 COPIES TO FRENCH READERS

DIGITAL EDITION

2.700 subscribers

OF WHICH

2.100 Dutch readers
600 French readers

RESERVATIONS VOMinfo

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Kapeldreef 60

BE-3001 Leuven

T: +32 (0)16 40 14 20

Julie@vom.be

EDITORIAL STAFF VOMinfo

Veerle Fincken, responsible publisher
Julie Moreau, contact person

Digital magazine

www.vom.be/en/magazines



PRINT & Digital VOMinfo



ADS Quadri	1x		3x		6x	
Price per ad	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS
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 : 20/02 – 24/04 – 19/06 – 28/08 – 23/10 - 18/12
Topics

February - Innovation & Entrepreneurship in Surface Treatment.

April - How circular is Surface Treatment?

June - New strategies responding to regulations.

August - Services provided by research groups and academia to the Surface Treatment Industry.

October - Energy efficiency and renewable energy in Surface Treatment.

December - Protective coatings & Cathodic protection.

PRINT & Digital VOMinfo | CONTENT CONTRIBUTIONS

EDITORIALS REPORTS	VOMINFO PRINT & ONLINE	
	MEMBERS	NON-MEMBERS
Editorial article (1) (price per page)	free	250 €
Business Report (price per page)	300 €	450 €
Cover story (1) (only for members, 2p + cover)	700 €	/
Add QR code to editorial articles (link to be provided by customer)	150 €	225 €
Company profile next to an article	200 €	300 €
Company Directory on the back cover	200 €	300 €
CONTENT PUSH & FOLLOW-UP	ONLINE	
Increase the visibility of your article and discover which companies are reading it. Your article will be published on the Technical Articles page of the VOM website, featured in two editions of the E-VOMinfo newsletter, and shared on VOM's LinkedIn and Facebook pages. In addition, you will receive a report identifying the companies that have viewed your article.	550 €	825 €

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



Print & Digital Magazine | Website | Newsletter | LinkedIn



PRINT & Digital VOMinfo

The following sections will be included in the magazine VOMinfo 2026:

VOM NEWS

Discover the key actions VOM takes to support, represent, and strengthen the industry on (inter)national platforms. From knowledge sharing to forward-looking initiatives, explore the activities that are shaping the future of our industry.

TRENDS

How are customer expectations evolving, what trends are shaping the market, and what impact do these developments have on business operations in the surface treatment industry?

NEWS

Dedicated to showcasing companies, this section highlights the latest news, successes, and significant changes within these businesses.

WORKING GROUP & YOUNG VOM

This dedicated space enables active VOM and Young VOM members to communicate their insights, highlight their initiatives, and share the inspiration behind their actions.



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.

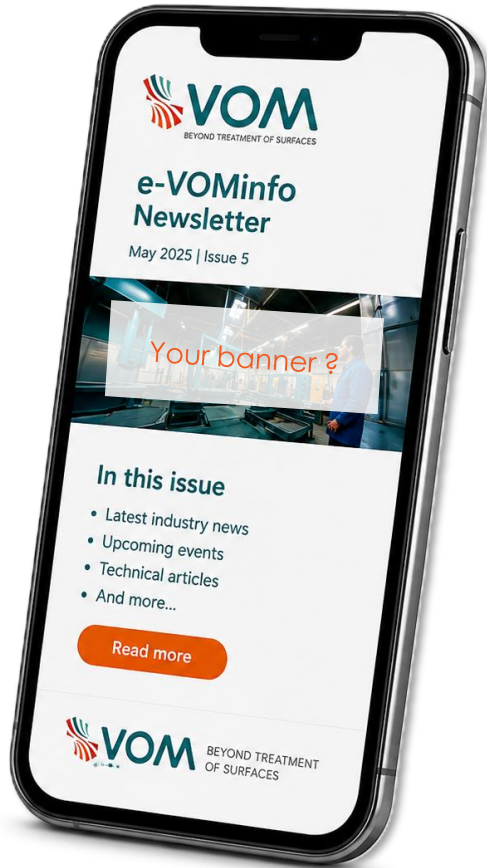
ENVIRONMENT, HEALTH & SAFETY

You'll find essential tips, tricks, and information for healthy, secure and high quality products.

LEGISLATION

Stay informed about the latest legislative changes impacting our industry and successfully navigate an evolving regulatory landscape.

DIGITAL NEWSLETTER | e-VOMinfo



Stay informed with VOM's twice-monthly newsletters.

JANUARY | FEBRUARY

MARCH | MAY | JUNE

AUGUST | SEPTEMBER

OKTOBER | DECEMBER

**2-weekly
newsletter**



COVERAGE

Belgium

The Netherlands

Luxemburg

& border regions

4.000 subscribers

OF WHICH

3.070 Dutch readers

830 French readers

100 Engels readers

30% average open rate

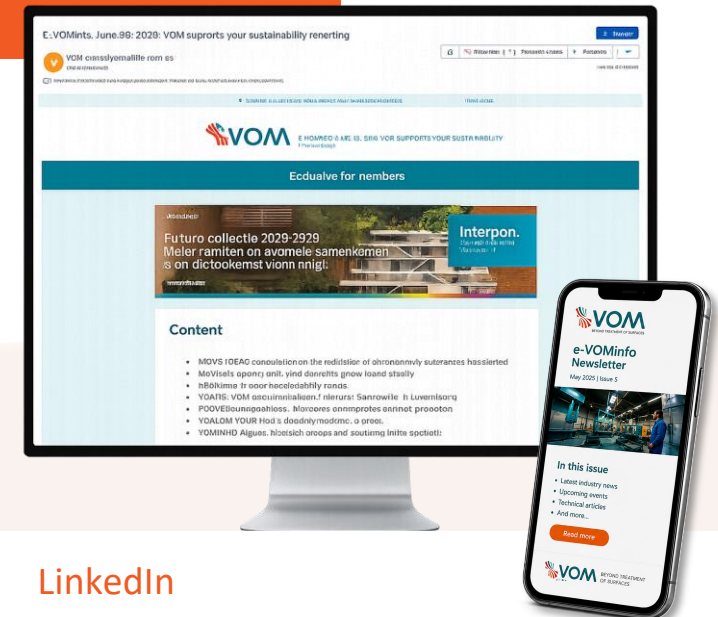
DIGITAL NEWSLETTER | e-VOMinfo

Banner enclosed to the newsletter	MEMBERS	NON-MEMBERS
Price per banner + active link	250 €	350€

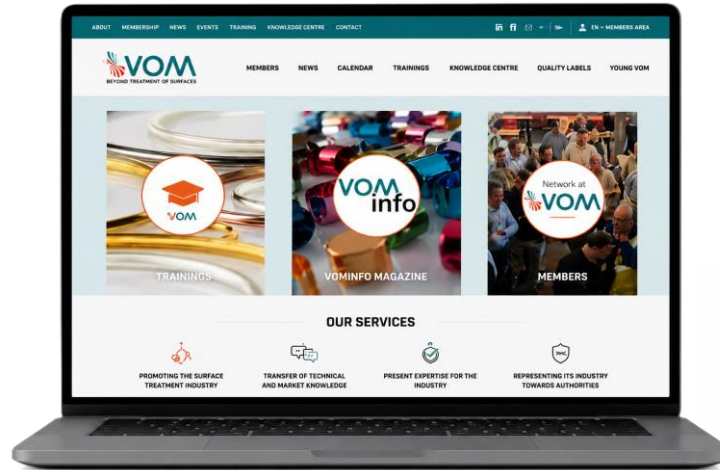
Frequency:

13/01 – 27/01 – 10/02 – 24/02 – 10/03 – 24/03 – 14/04 – 28/04 – 12/05 – 02/06 – 16/06 – 30/06 – 07/07 – 18/08 – 01/09 – 15/09 – 29/09 – 13/10 – 27/10 – 17/11 – 01/12 – 15/12

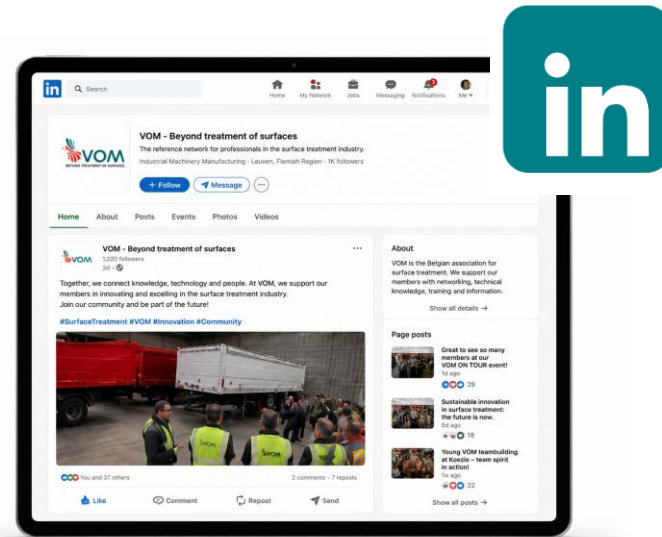
Active link to media of choice (video, landing page,....)



ONLINE | WEBSITE & LinkedIn

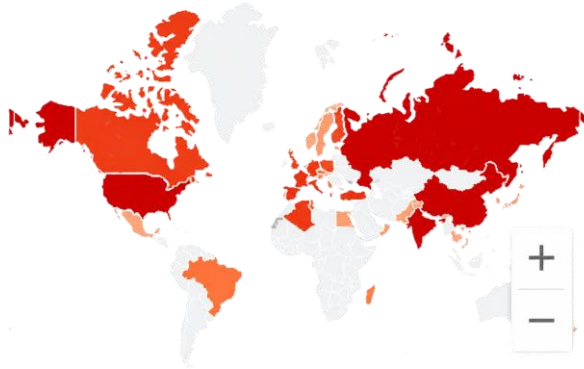


Have a look at our website & our LinkedIn page
www.vom.be



Trilingual
Dutch, French & English

ONLINE | WEBSITE & LinkedIn



COVERAGE
Worldwide!

TOP 3

Belgium

The Netherlands

France

WEBSITE AUDIENCE

1.370 website visits per month

755 unique visitors per month

WEBSITE

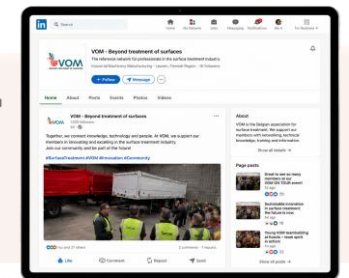
www.vom.be

LinkedIn



3.235 Followers

Professional community of engineers,
manufacturers and decision-makers.





Julie Moreau

MarCom Manager

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Julie@vom.be

Let's find
the right communication solution
for your company.

MAGAZINE (print & digital) - NEWSLETTER - WEBSITE - LINKEDIN

