

## ADVERTISING PRICES 2021

### ADVERTISING PRICES

	1x	3x	6x
1/1 page	€ 1540	€ 1500	€ 1450
1/2 page	€ 990	€ 960	€ 930
1/4 page	€ 660	€ 635	€ 610
1/8 page	€ 375	€ 355	€ 325

#### Special places

Cover 2 and 3	+ 15%
Cover 4	+ 25%

### BANNER ON WWW.DSPE.NL

Banner 150 x 125 pxl € 250 per month

Banner 1/2 year: 10% discount

Banner 1/1 year: 15% discount

### BANNER ON DIGITAL NEWSLETTER DSPE

Frequency 6 times a year; a week before publication of Mikroniek  
Circulation: over 5000 unique email addresses.

BANNER 295 x 177 pxl 1 x € 250 3 x € 225 6 x € 200

### MIKRONIEK GUIDE - 6 EDITIONS

Contact information and logo € 600  
Extra text € 125



All prices per ad excl. tax

### AD FORMATS / DIMENSIONS

	portrait	landscape	width x height (mm)
Publication Trim size	225 x 297		Live Area: 199 x 260
1/1 page	199 x 260		Two-page Spread bleed: 456 x 303 (incl. Trim)
1/2 page	97,5 x 260	199 x 128	Two-page Spread Live: 424 x 260
1/4 page	97,5 x 128	199 x 62	Single page bleed: 231 x 303 (incl. trim)
1/8 page	97,5 x 62	199 x 29	

### CIRCULATION DETAILS

Mikroniek appears six times a year, and has a circulation of 1500 copies.

\* Mikroniek is published by DSPE in cooperation with the 'European Society for Precision Engineering and Nanotechnology' (euspen) and is circulated abroad.

### PUBLICATION TABLE 2021

nr.	deadline reservation	deadline ad materiaal	publication dates	theme (non-exclusive; with reservation)
1	13-01-21	22-01-21	26-02-21	High-tech systems
2	17-03-21	26-03-21	30-04-21	Microsystems
3	12-05-21	21-05-21	25-06-21	Precision mechatronics (incl. DSPE Conference preview)
4	21-07-21	30-07-21	03-09-21	(Bio)medical precision
5	24-09-21	08-10-21	29-10-21	Astronomical Science (incl. Precision Fair preview)
6	12-11-21	26-11-21	17-12-21	Contamination

## 2021

### GENERAL INFORMATION

#### PUBLISHER

Dutch Society for  
Precision Engineering (DSPE)  
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#### ADVERTISING MATERIAL

Certified PDF via [ntp@salesandservices.nl](mailto:ntp@salesandservices.nl)

**Mikroniek** is *the* professional journal on precision engineering and the official organ of DSPE, The Dutch Society for Precision Engineering.

Mikroniek provides current information about technical developments in the fields of mechanics, optics and mechatronics.

Subscribers are designers, engineers, scientists, researchers, entrepreneurs and managers in the area of precision engineering, precision mechanics, mechatronics and high tech industry.

