

# BOUWEN MET

vakblad over staal en staalconstructies

# STAAL

## Mediakit 2025

**Bouwen met Staal** (eg Building with Steel) (re)connects all sectors of the Dutch construction industry: industry, trade and supply, design and consultancy firms, construction and building companies, government entities, research institutes, and educational institutions. Bouwen met Staal promotes the utilization of steel in construction and serves as the independent knowledge organization that assists all stakeholders in the application of steel. Bouwen met Staal initiates research aimed at enhancing the quality of steel construction products and the design and construction processes involving steel, while also contributing to the development of regulations governing steel applications.

### Trade journal

The organization Bouwen met Staal publishes the independent trade journal of the same name. This magazine, aimed at construction professionals, possesses an informative and enlightening character, targeting structural and architectural designers. The trade journal is meticulously read by decision-making units and facilitates indirect engagement with decision-makers and purchasers in the (steel) construction industry.

- ✓ infrastructure
- ✓ utility construction
- ✓ residential construction
- ✓ hall construction



### 5,300 circulation among genuine readers

Subscribers pay (!) for the trade journal to access its content. Most trade journals in the Netherlands and Belgium are distributed free of charge in the hope of readership. The trade journal Bouwen met Staal is indeed read!



### Readers

Directors, technical managers, architects, constructors, project leaders, construction consultants, policy officers, construction draftsmen, educators, and students in infrastructure, utility construction, residential and hall construction.



### Target audiences

Project developers, national, provincial, and municipal authorities, architectural firms, contractors, engineering firms, steel construction companies, manufacturers, and suppliers.



### Executive decision-makers

66% of readers belong to the management team.



### Investment decision-makers

78% of readers are actively engaged in investment decisions.



**Advertising trade publication**

<b>1/1 page</b>	210 x 297 mm + 3 mm bleed	€ 2.400
<b>1/2 page</b>	91 x 267 mm (portrait) or 186 x 132 mm (landscape)	€ 1.300
<b>1/4 page</b>	91 x 132 mm (portrait) or 186 x 65 mm (landscape)	€ 800

**Additional information**  
Erik de Jong



+31 (0)23 73 70 763

**Release Dates**

<b>Edition</b>	<b>303</b>	<b>304</b>	<b>305</b>	<b>306</b>	<b>307</b>	<b>308</b>
<b>Appearance</b>	end Feb	end Apr	mid Jun	end Aug	begin Oct	mid Dec

**Editorial and editorial committee**

The editorial team comprises construction engineers and specialists from the business sector, industry, and academia. To remain informed about the latest advancements in construction and to maintain a balanced perspective on the practice, Bouwen met Staal has established an editorial board. This board serves as an advisory entity, featuring experts from the business community, construction, and scientific fields. This unique combination bestows the trade journal with a distinct advantage and recognition within the market.

E.M.C. Eestermans BCom	Bouwen met Staal
ing. M.C. Pauw	Bouwen met Staal
ir. C.J. Jentink	Tata Steel Nederland
ir. M.F.I. Braem	Croes Bouwtechnisch Ing.bureau
ir. Y. van Diermen	Pieters Bouwtechniek
A. Hagoort BBA	Samenwerkende NL Staalbouw (SNS)
J.A. Boender	Zinkinfo Benelux
ir. H. Bouras, Msc	RC. Rijkswaterstaat
G.J. Kannekens Bsc	Severfield Europe
ir. F. Maatje Bouwen	Bouwen met Staal
ir. K. Oosterman	ZJA Zwarts & Jansma Architects
ing. K. Flierman	Construsoft
ing. J. Seinen	Seinen Rijkswaterstaat
ir. H.J. Van Lint	Movares
ing. F.E. Vasquez	Dumebo DWS
ir. T.S. Wolvekamp Msc	SBE Nederland
ing. I.B. van der Meer	BAM Infra Consult

**Staalbouwdag SPECIAL (Edition 306)**

The August edition of the trade journal provides potential visitors of the Staalbouwdag (eg Steel Construction Day) with insights into what they can anticipate concerning the program, lectures, keynote speakers, and more. This issue is particularly advantageous for exhibitors to showcase their products and services ahead of the event.

**Staalbouwdag Trade Fair Edition (Edition 307)**

In addition to the standard 5,300 subscribers, the October edition will be printed in an additional run of 1,100 copies and distributed to all attendees of the Staalbouwdag (eg Steel Construction Day), 6,400 copies in total.

**Publisher Bouwen met Staal**

Marco Pauw, marco@bouwenmetstaal.nl  
+31(0)883531212, vakbladbouwenmetstaal.nl

**Advertising Sales Advercom**

Erik de Jong, edejong@advercom.nl  
+31(0)237370763, advercom.nl

