

MAGAZINE BOUWEN MET STAAL

MEDIAKIT 2023

BOUWEN MET
vakblad over staal en staalconstructies
STAAL

The association Bouwen met Staal (eg Building with Steel) unites all sections of the Dutch construction industry: industry, trade and supply, design and consulting firms, building and construction companies, governments, research institutions and education. Bouwen met Staal stimulates the use of steel in construction and is the independent knowledge organization, supporting all parties in construction in the application of steel. Bouwen met Staal initiates research to improve the quality of steel building products and design and construction processes with steel and participates in the creation of regulations for steel applications.

Magazine

The organization Bouwen met Staal publishes the independent trade magazine Building with Steel of the same name. This trade magazine for the construction industry has an informative and educational character, targeting structural and building designers. The magazine is read attentively by DMUs and brings you indirectly in contact with decision-makers and buyers in the (steel) construction industry.

Editorial and Editorial Board

The editorial board consists of structural engineers and experts from business, industry and science. To keep abreast of the latest building developments and for a healthy view of practice, Bouwen met Staal has an editorial board. The editorial board is an advisory body consisting of experts from business, industry, construction and science. This combination gives the magazine a special edge and recognition in the market.

ir. P. van Deelen	architectural journalist
H. Orsel	Bouwen met Staal
ing. M.C. Pauw	Bouwen met Staal
W. Borgstein	Tata Steel Nederland
ir. M.F.I. Braem	Croes Bouwtechnisch Ing.bureau
ir. Y. van Diermen	Pieters Bouwtechniek
A. Hagoort BBA	Samenwerkende NL Staalbouw
R.S. Dursin	Zinkinfo Benelux
ir. M. Horikx	Hogeschool van Amsterdam
G.J. Kannekens Bsc.	Severfield Europe
ir. F. Maatje	Bouwen met Staal
ir. K. Oosterman	ZJA Zwarts & Jansma Architects
ing. K. Flierman	Construsoft
ing. J. 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

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5,300 **paying** subscribers. These are real readers: they pay to read the magazine. This is quite unique nowadays, since most trade magazines are sent free of charge in the hope that they will be read.

Readers: directors, (technical) managers, architects, structural engineers, project managers, architectural consultants, policy officers, building designers, teachers and students

Target groups: project developers, national, provincial and municipal governments, architectural firms, contractors, engineering firms, steel construction companies, manufacturers and suppliers.

66% of readers are part of the **management team**

78% of readers are involved in **investment decisions**

Advertisements

1/1 page	210x297 mm + 3 mm bleed	€ 2.400
1/2 page	91x267 mm (horizontal) of 186x132 mm (vertical)	€ 1.300
1/4 page	91x132 mm horizontal) of 186x65 mm (vertical)	€ 800

Publication dates

Edition	291	292	293	294 (*)	295 (**)	296
Publication	end feb	end apr	mid jun	end aug	begin oct	mid dec

(*) STAALBOUWDAG SPECIAL (august)

The August edition of the trade magazine informs all potential visitors about what to expect regarding the program, lectures, keynote speakers, ed. This special is ideal for exhibitors to highlight their products/services prior to the event.

(**) STAALBOUWDAG BEURSEDITIE (october)

The October edition will be printed - in addition to the regular 5,300 subscribers - in an extra increased print run (1,600 copies) and given to all visitors at the Staalbouwdag.

More information

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