

# Reach all IT professionals via one platform:

**AG CONNECT**  
the amazing world of IT



Do you want to do business with IT professionals? AG Connect reaches all IT professionals: developer, architect, consultant, CIO, hacker – via a single platform.

AG Connect has the largest, high quality, IT coverage in the Netherlands and is the only IT title with paying subscribers. Explore all possibilities to connect at once with 85,000 IT professionals.

AG Connect is the platform for all IT professionals in the Netherlands in which AutomatiseringGids, Information and IT-Infra are merged. With 24/7 news and inspiration in the full breadth and depth. Developments, innovations, backgrounds, knowledge – everything that you as an IT professional need to be successful! Online and with a beautiful magazine.

AG Connect has the largest high quality IT coverage in the Netherlands and offers a unique, high-quality editorial environment for your communication message.

- Largest high quality IT coverage in the Netherlands
- Only IT title in the Netherlands with paying subscribers
- Largest independent IT editorial team of the Netherlands
- Broad perspective on IT: science and practice are discussed
- In depth coverage in the articles
- Targeted advertising (by topic) possible
- Your content will get more value through the high quality of the surrounding content
- Due to the high relevance of editorial environment, better results; high response rate, quality leads

## REACH

Pageviews:  
**160.000\***

Unique visitors:  
**75.000\***

Circulation magazine:  
**10.000 copies**

\* average per month according to  
Google Analytics

ONLINE

# AGCONNECT.NL



On AGConnect.nl, the content of 'AutomatiseringGids', 'Informatie' and 'IT-Infra' are brought together in five 'pillars':

- Management
- Innovation & Strategy
- Development
- Infrastructure
- Career

All stories can be found at one of these 'pillars' and also at relevant topics like cloud storage, outsourcing, blockchain, artificial intelligence, data management, security, and many more.

### PARTNER CONTRIBUTIONS

On AGConnect.nl we offer comprehensive ways to make your content visible amongst the visitors of AGConnect.nl. Partner Contributions are visible on the home page, at the relevant pillar and relevant topics. The partner contributions are shown between the editorials. Thus creating an optimal visibility and effectiveness of your content campaign. Please contact us for a tailor-made proposal.

### LEAD GENERATION

Use your content on AGConnect.nl to profile your organisation as an expert in your field. In addition we record all visitors that download your whitepaper and deliver these contact details to you. In addition to the visibility on the website, your content will be added to our newsletter.

**Reach:** 14,000 receivers newsletter



**PARTNER MAIL**

Use the unique reach of AG Connect to bring your conference or product to the attention of thousands of IT professionals. The partner mail will be send in your own style, which ensures a high attention.

Reach: 9,000 recipients

**DISPLAY ADVERTISING**

AGConnect.nl offers several options to increase your visibility on the site. Various banner sizes and positions are available.

Banner	Size	Rate
Billboard	970 x 250 pixels 320 x 100 pixels (mobile)	€ 85,- CPM
Leaderboard	728 x 90 pixels 320 x 100 pixels (mobile)	€ 70,- CPM
Halfpage Ad	336 x 600 pixels	€ 95,- CPM
Large Rectangle	336 x 280 pixels	€ 80,- CPM
Layer Ad/Floor Ad		€ 105,- CPM
Expandable banner		CPM + 40%
Site takeover		€ 5.000,- per dag
Homepage takeover		€ 4.000,- per dag

Please contact us if you require other sizes than mentioned above.

**NEWSLETTER**

The newsletter offers you the opportunity to communicate directly with IT managers and IT professionals. The newsletter is sent daily on weekdays. Reach: 22,000 recipients

**Rates**

- Advertorial (header + 250 characters) € 850,- per placement
- Leaderboard 640 x 90 pixels € 750,- per placement

**RECRUITMENT**

AG Connect reaches thousands of IT managers and specialist. If you are looking for high quality staff, place your job ad on AGConnect.nl and in AG Connect magazine. Your job will also be included in our newsletter.

- Job posting: € 495,-
  - Job spotlight: € 750,-
- Complement your job ad with a recruitment campaign on AGConnect.nl and in the magazine to put yourself in the spotlight as an employer.

# AG CONNECT MAGAZINE

Besides the website AGConnect.nl, we publish a high quality magazine 10 times a year. In this magazine all IT topics are addressed, there is room for in-depth IT studies, but also for the human side of IT in various portraits and interviews.



**SCHEDULE**

Edition	Deliver	Appears
1/2	Mon 05-02-2018	Fri 16-02-2018
3	Mon 05-03-2018	Fri 16-03-2018
4	Tue 03-04-2018	Fri 13-04-2018
5	Mon 07-05-2018	Fri 18-05-2018
6/7	Mon 04-06-2018	Fri 15-06-2018
8	Mon 13-08-2018	Fri 24-08-2018
9	Mon 10-09-2018	Fri 21-09-2018
10	Mon 08-10-2018	Fri 19-10-2018
11	Mon 05-11-2018	Fri 16-11-2018
12	Mon 03-12-2018	Fri 14-12-2018

**SIZES AND RATES**

Size	Portrait	Landscape	Rate
2/1 page*	-	420 x 270 mm	€ 12.500,-
1/1 page*	210 x 270 mm		€ 7.450,-
1/2 page	95 x 232 mm	194 x 116 mm	€ 3.950,-

Trim area: 210 x 270 mm  
Type area: 194 x 232 mm

\* Please submit with 4 mm bleed around  
Keep a safety margin of 4 mm to the side in account.  
For the cover pages 2, 3 and 4 an additional fee will be charged.

## DISCOVER ALL OPTIONS!

For more information please contact our sales team:

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