BOUWNIEUWSVANDAAG

Mediakit 2027



Today's news from the Dutch construction sector, from infrastructure to housing and from commercial construction to the latest building materials and services.

BOUWNIEUWSVANDAAG.NL

bouwnieuwsvandaag.nl

BouwNieuwsVandaag (Construction News Today) is the most up-to-date news platform for the Dutch construction industry. Whatever is news today is online the same day, so construction professionals stay informed about projects, trends and innovations straight away.

8,200
visitors per month on average

24,000+
articles read per month

600+
newsletter recipients, all genuine readers

47%
average newsletter open rate

Target audience

A broad range of construction professionals, from contractors on site to policymakers: construction companies, architects, engineers, project developers, real estate professionals, installers, technicians and government officials. They like to keep up with trends, new products, technology and developments in their field, and are actively involved in management, policy, production, purchasing and sales.

A newsletter with genuine readers

Two newsletters, readers choose which ones they receive. Recipients who have not opened them for 6 months are removed automatically, so only genuine readers remain.

NEWS
Every Friday
The stories of the past week, with upcoming events

EVENTS
First Monday of the month
Upcoming events in the sector

Measurable results

Advertisers receive monthly reports showing views, clicks and CTR per day. We are transparent about our figures: current visitor numbers are shown live at bouwnieuwsvandaag.nl/adverteren.

Construction topics

SECTORS

Housing · Commercial construction · Infrastructure · Hydraulic engineering · Industrial and energy construction

THEMES

Building materials · Sustainable and circular construction · Renovation and maintenance · Construction technology and innovation · Laws and regulations · Market and economy · Architecture and design · Equipment · Business and enterprise · People and safety

More information or bookings Erik de Jong Advercom BV +31 23 737 07 63 bouwnieuwsvandaag.nl

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Advertising options and rates

800 × 270 px

All website banners share one format: **800 × 270 pixels**, in JPG or PNG (no animated GIFs). One design fits every position, on desktop and mobile.

Leaderboard — € 900 per month

At the top of every page, next to the logo. Seen by every visitor.

Full Banner — € 700 per month

Homepage, directly below the news overview. In view as soon as visitors arrive.

Rectangle — € 600 per month

Right-hand column of every page.

Article Banner — € 500 per cat./month

In the middle of all past and new articles in your category, for example Concrete. Highly targeted at your audience. Exclusive.

Logo with articles — € 500 per cat./year

Your logo below all past and new articles in your category, so readers see at once that you supply these products or services.

Newsletter Banner — € 700 each

Between the stories of the NEWS (every Friday) or EVENTS (first Monday of the month) newsletter. Average open rate 47%. Exclusive.

More options

Event listing

For organisers: your event in the online calendar and in all NEWS and EVENTS newsletters, from about 1.5 months before the event until it starts.

€ 1,000 trade fair / conference / symposium
€ 200 seminar / webinar / training / course

Paid content

Guaranteed publication of your article or press release as a news item, with a link to your website. If newsworthy, it is also included in the newsletter.

€ 600 per publication (writing not included)

HOMEPAGE



ARTICLE PAGE



MOBILE

Homepage



Article



Built for mobile

The construction sector increasingly reads its news on the phone. BouwNieuwsVandaag is built specifically for that: fast, clear and as familiar as an app. On a phone screen your banner fills the full width, right in the middle of the news the reader is reading at that moment.

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