

RCC Koude & Luchtbehandeling in 2012

Already 105 years the Dutch authority in HVAC&R



archief | evenementen | video | newsletter | adverteren | contact | links | rss

ORGaan VAN DE KONINKLIJKE NEDERLANDSE VERENIGING VOOR KOUDE - KNVK

RCC K&L
 REFRIGERATION & CLIMATE CONTROL | KOUDE & LUCHTBEHANDELING

Alfa Laval Optigo™ Freshness today and tomorrow

Zoeken... Zoeken

[Vacatures](#) [Plaats een vacature](#)

home | **nieuws** | weblog | marktsensor | techniek | milieu | onderwijs | regelgeving | ROB regeling | productnieuws

PARTNERS

- Carrier
- Daefrest
- ALKLIMA
- VULT
- CONPRO
- LANSBOT
- UNICHEMIE
- DELCA
- LG
- Life's Good
- frascold
- ANDREWS STEEL

NIEUWS

04-10-2011
Wie worden de beste vaklieden van de wereld?
 Op 29 september zijn de drie jonge Nederlandse toppers uit de technische installatiebranche afgereisd naar Londen voor het grootste internationale beroepsevenement ter wereld. Tijdens WorldSkills, startend op 5 oktober, strijden deze jonge vaklieden voor de titel 'Beste vakman ter wereld'.
[Lees verder](#)

03-10-2011
Extra datum bijeenkomst 'Wijzigingen Bouwbesluit 2012 en normen'
 Het Bouwbesluit 2012 stelt eisen aan het (ver)bouwen, het gebruik, de staat en de sloop van gebouwen. Deze eisen waarborgen
[/uploadmap/bm/abmc.asp?b=241.8&z=3](#)

Blijf op de hoogte: Uw naam Uw email >

Vacatures | Dossiers | Blog | Video

- Service Engineer
- Koeltechnisch engineer
- Commercieel medewerker verkoop binnendienst
- Product Manager Climate Systems m/v
- (Aankomend) airconditioning- en installatiemonteurs

Alle vacatures >

PRODUCTEN/ DIENSTEN

Klik hieronder voor alle informatie over:

- Absorptiekoeltechniek

NIEUWE PRODUCTEN/DIENSTEN

R12 R123 R407 R290
 R505 R134a R408 R507
 NH3 R22 R600 R404 FCW

RCC Koude & Luchtbehandeling is already 105 years the official magazine of the KNVvK, the Royal Dutch Association of Refrigeration, and the platform in which trade information between branch organizations, suppliers and specialists is exchanged:

- Focus on refrigeration, cooling and climate control;
- Independent editors;
- Reliable high-quality information.



RCC Koude & Luchtbehandeling is the only Dutch trade medium on refrigeration- and coolingtechnology and integrated climate control.

With daily news and the latest developments on the site www.koudeenluchtbehandeling.nl, weekly the main trends in the e-newsletter and the monthly magazine, in an attractive, contemporary layout.

RCC Koude & Luchtbehandeling informs **24 hours/7 days a week** the market about the latest developments.



With **RCC Koude & Luchtbehandeling** you reach the specialists in the field of refrigeration and climate control in the broad sense of the word.



All associations in the field of refrigeration techniques, airconditioning, airtreatment, ventilation and heat pumps. To know: the KNVvK, NVKL, VERAC, LUKA, VLA, NEKOVRI, NKI and the 'Raad van de Koude' are connected with **RCC Koude & Luchtbehandeling** and deliver continuous input about the latest trends and developments in the field.



RCC Koude & Luchtbehandeling is an invaluable source for specialists. With a targeted circulation of more than 5,000 copies reached the magazine 13 times a year all decision makers.

The strong content driven site of **RCC Koude & Luchtbehandeling** www.koudeenluchtbehandeling.nl is visited by nearly 8,000 unique visitors each month.

The e-newsletter of **RCC Koude & Luchtbehandeling** is sent every two weeks to more than 1,500 HVAC&R-experts.



Monthly 8.000 visitors

RCC&L
REFRIGERATION & CLIMATE CONTROL | KOUDE & LUCHTBEHANDELING

Weekly sent to 1.500 experts



Website:

Website promotional opportunities on the homepage and following pages:

- Action bar at the top of the homepage € 750,- per month;
- Fullbanner € 630,- per month;
- Halfbanner € 315,- per month;
- Partnership with company logo € 1.500,- per year;
- Dossier=Sponsorship 'white paper' € 1.500,-per month
- Product information € 740,- per year;
- Logo-link membership with product entry € 650,- per year.

The screenshot displays the Vakmedianet website interface with several promotional areas highlighted:

- Actionbar:** Located at the top, it features the 'RCC&L' logo (Refrigeration & Climate Control | Koude & Luchtbehandeling) and navigation links like 'nieuws', 'marktmonitor', 'techniek', etc.
- Banner:** A large banner for 'Alfa Laval Optigo' with the tagline 'Freshness today and tomorrow' and a search bar.
- Partnership:** A vertical sidebar on the left containing logos of various companies such as Danfoss, Coolmark, Alklima, DAIKIN, LG, and others.
- Dossiers:** A section on the right titled 'Dossiers' with sub-sections for 'Vacatures', 'Dossiers', 'Blog', and 'Video'. It lists job openings like 'Service Engineer' and 'Koeltechnisch engineer'.
- Half banner:** A smaller banner area below the 'Dossiers' section.
- Product info:** A section on the far right titled 'Product info' with a sub-section for 'PRODUCTEN/ DIENSTEN'.
- News:** A central news section with articles such as 'Wie worden de beste vaklieden van de wereld?' and 'Extra datum bijeenkomst 'Wijzigingen Bouwbesluit 2012 en normen''.

Website:

Web promotion on subsequent pages:

- Logo-link product entry
 € 650,- per year
- Rectangle € 850,- per month

ORGAAN VAN DE KONINKLIJKE NEDERLANDSE VERENIGING VOOR KOUDE - KNVVK

RCK&L
 REFRIGERATION & CLIMATE CONTROL | KOUDE & LUCHTBEHANDELING

AQUASMART EVOLUTION SEMINAR 12 oktober

Zoeken... Zoeken

[Vacatures](#) [Plaats een vacature](#)

home **nieuws** **Logo - link** [tek](#) [milieu](#) [onderwijs](#) [regelgeving](#) [ROB regeling](#) [productnieuws](#)

PARTNERS

- Carrier
- TELTO
- Danfoss
- Coolmark
- ALKLIMA
- DAIKIN
- MULTI
- LG
- CONPRO
- FRASCOLD
- SAMSUNG
- Biges
- UNIECHEMIE
- ANDREWS SYKES
- DELTA
- ICM
- coolenergy
- BUILDING JOBS.NL
- BRAGO
- COLT

CONDENSORS

Condensors voor koelinstallaties en warmtepompen, warmtewisselaars

GRATIS VRIJBLIJVENDE INFORMATIE OVER CONDENSORS

Delta Technics Engineering B.V.

Uniechemie

[Klik hier](#)

[Uw bedrijf hier?](#)

PROMINENTE BEDRIJVEN CONDENSORS

Delta Technics Engineering B.V.
 Levert koelers, condensors en warmtewisselaars voor commerciële en industriële toepassingen. Delta Technics Engineering maakt temperatuurbuiter mogelijk.

Uniechemie
 Uniechemie is een vooraanstaande onafhankelijke importeur/groothandel voor de

PRODUCTEN/ DIENSTEN

Klik hieronder voor alle informatie over:

- Absorptiekoeltechniek
- Advies koeltechniek
- Airconditioning
- Beurzen evenementen
- CO2-emissiebeperking
- Coatings
- Componenten
- Compressoren
- Condensors
- Datacentraalkoeling
- Defectiesystemen

Rectangle

Word expert in de koel- en klimaattechniek

Schrijf je in voor:

- Klimaattechniek algemeen (KLA)
- Meet- en regeltechniek in de klimaatbeheersing (MRKA)
- Basisopleiding koeltechniek (KTA)

2016 geregeld

ELSEVIER OPLEIDINGEN

e-Newsletter:

Promotion in the e-newsletter:

- Advertorial € 500,- per month;
- Fullbanner € 400,- per month;
- Halfbanner € 315,- per month;
- Partnership with company logo;
- Product information.

ORGAAN VAN DE KONINKLIJKE NEDERLANDSE VERENIGING VOOR KOUDE - KNVVK

RCCK&L

Partner

Partners

CLIMATE CONTROL | KOUDE & LUCHTBEHANDELING

Publicaties op Koudeenlichtbehandeling.nl:

Coördinator serviceplanning West Brabant	fulltime
Service technicus koudetechniek Regio Den-Haag	fulltime
Verkvoorbereider service koeltechniek Breda	fulltime
Ontwerper koeltechnische centrales Den Bosch	fulltime
Projectleider nieuwbouw koeltechniek ten zuiden van Amsterdam	fulltime

Half banner

Meld u gratis aan!
Thuis in kleinschalig wonen

Productinfo

Nieuws op Koudeenlichtbehandeling.nl:

8-09-2011

Vanaf 31 oktober: avondcursussen ROVC in Doetinchem

ROVC, partner voor trainingen, opleidingen en advies & implementatie binnen de Nederlandse industrie start vanaf 31 oktober met haar technische avondcursussen in Doetinchem. De verwachting is dat de meeste cursisten, die per oktober met een avondcursus starten, hun diploma in juni 2012 in ontvangst kunnen nemen.

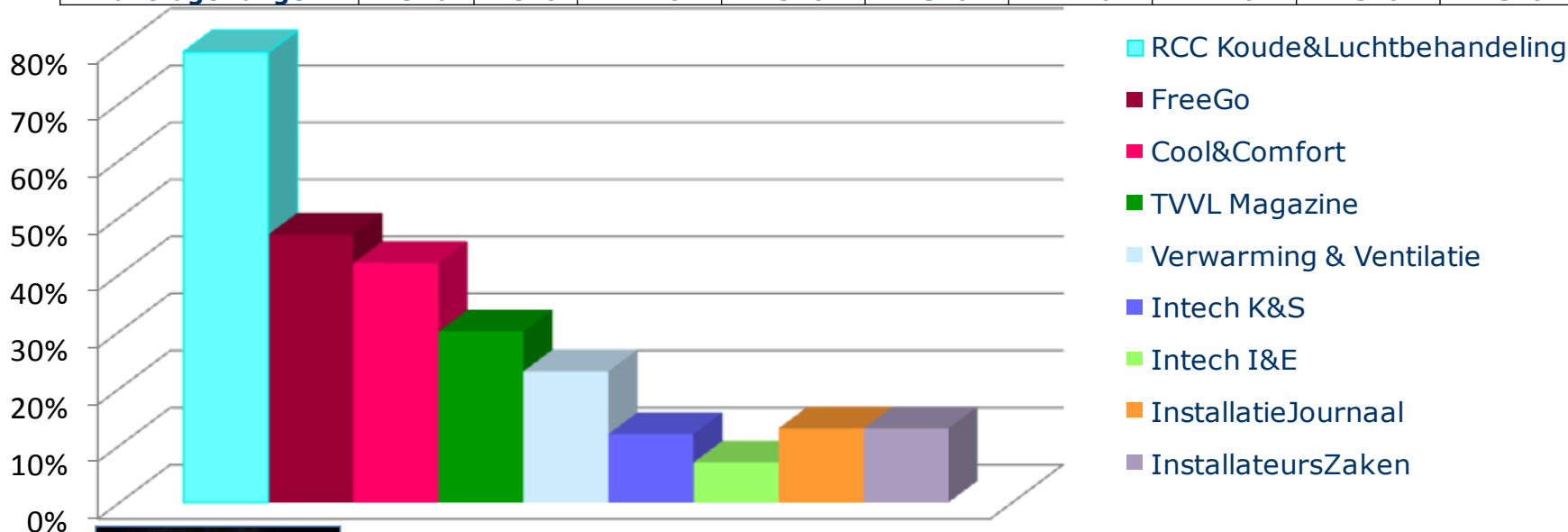
8-09-2011

Energiebesparing door optimale naregeling van klimaatinstallaties

Klimaatinstallaties voorzien van koeling, ventilatie en verwarming zorgen voor optimale werkomstandigheden in een kantoorgebouw. Van belang is dat deze installaties goed zijn ontworpen en nauwkeurig worden geregeld. In dit artikel worden de werking en de kosten van de voor het binnenklimaat benodigde naregeling.

The average range, i.e. the percentage of experts, that on average by any number of a trade magazine is reached, is in the following table and graph. This shows that **RCC Koude & Luchtbehandeling** by far the most and best read title under refrigeration- and coolingexperts.

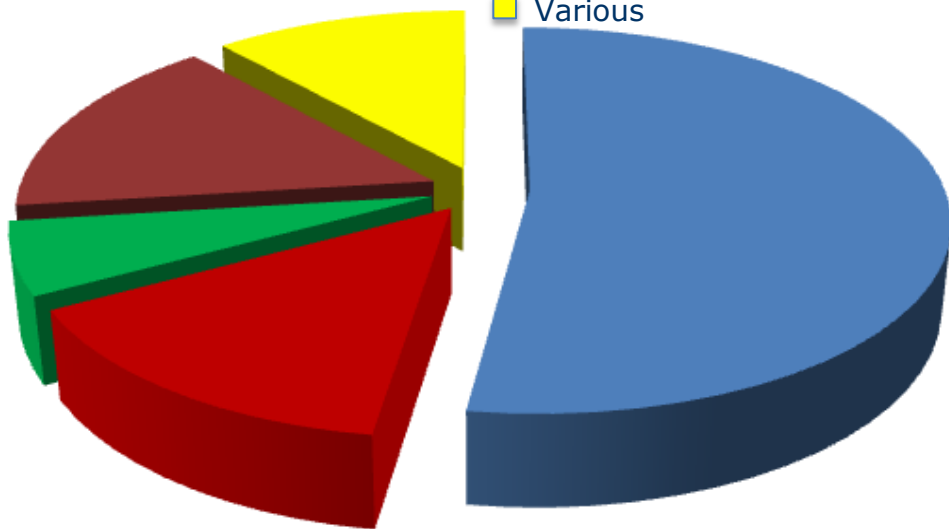
Reach average range	RCC	FreeGo	C&C	TVVL	V&V	I.K&S	I.E&I	IJ	IZ
	79%	48%	42%	29%	23%	12%	7%	13%	13%



Readers circle of **RCC Koude & Luchtbehandeling** exists for more than half of Board members. The distribution according to functions and sector where one is working, is composed as follows:

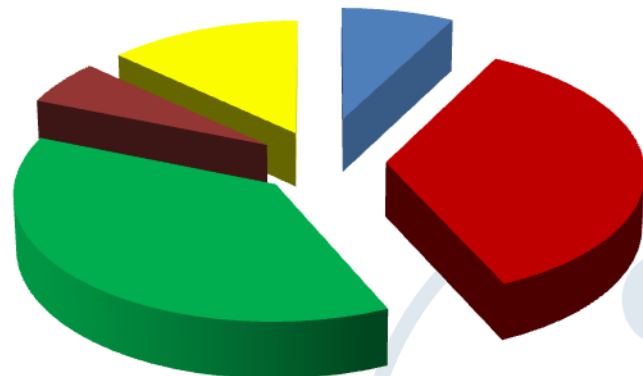
Functions:

- Board member
- Marketing-/ sales
- Scientist
- Technical manager
- Various

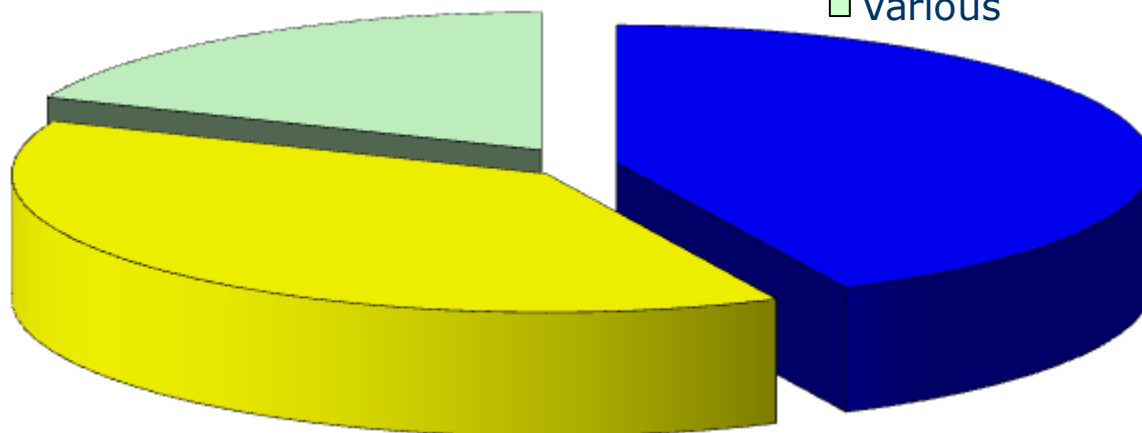


Branches:

- Consulting
- Contractor
- Supplier
- Governmental & education
- Various



- Subscribers
- Contractors in refrigeration and climate control
- Various



Circulation of RCC Koude & Luchtbehandeling	
Subscribers and members of KNVvK, NVKL, Luka, Verac, VLA, Nekovri and NKI	2.173
Contractors Refrigeration, Cooling, Airtreatment	1.937
Various professionals (advisors and endusers)	948
Total circulation	5.058

All advertising possibilities on a row (price per placement / insertion):

Full-Color 2012

Frequency

	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>9x</u>	<u>12x</u>
FrontPage	€ 3.274,-				
2/1 spread page	€ 4.030,-	3.868,-	3.707,-	3.545,-	3.385,-
1/1 page	€ 2.640,-	2.515,-	2.411,-	2.304,-	2.200,-
1/2 page	€ 1.702,-	1.634,-	1.565,-	1.498,-	1.430,-
1/3 page	€ 1.404,-	1.348,-	1.292,-	1.236,-	1.157,-
1/4 page	€ 1.106,-	1.061,-	1.018,-	974,-	929,-
1/8 page	€ 719,-	690,-	662,-	632,-	604,-
Extra charges					
Backcover	+25%				
Advertorial	+15%				
Cover inside	+15%				
(all prices ex.VAT)					

Cross media campaigns focused on creating brand awareness, for example, product launches or targeted generating response, are quoted upon request tailor-made developed advertising in print, online, email and print direct marketing can be used in combination.



Formats

b x h

full page

1/1 page

1/2 page

1/4 page

1/8 page

Portrait

210 x 297 mm

185 x 267 mm

90 x 267 mm

90 x 131 mm

40 x 131 mm

Landscape

n.v.t.

n.v.t.

185 x 131 mm

185 x 60 mm

90 x 60 mm

A descending ad must be delivered to the size of the leaf level + 3 mm bleed

Technical specifications

Printing process: Sheet-fed offset
Paper : 90 grams hh MC
Cover: 135 grams hv MC
Raster: 60 (minimal 300 dpi)

Material: supply as certifiedPDF for magazines



Nr.	Attention for:	Appear	Close
1	Tradespecial VSK-fair (including the VSK-Innovation Experience) Natural and mechanical ventilation	27 January	10 January
2	Tradespecial Klimaatvak-fair Industrial Refrigeration- and coolingtechnology	24 February	7 February
3	Compressors + condensing units / Air treatment + Heat Recovery industrial surroundings <i>inclusive <u>RCC TOTAL-ENERGY: precision-airconditioning</u></i>	16 March	24 February
Spring issue Airconditioning (incl. InstallatieVakbeurs-Venray)		6 April	20 March
4	Temporary cooling / eventcooling	27 April	10 April
5	Thermal storage and heat pumps. Balanceventilation and Heat recovery	25 May	8 May
6	Refrigerants / Gustav Lorentzen Conference <i>inclusive <u>RCC TOTAL-ENERGY: supermarket cooling</u></i>	22 June	5 June
7/8	Chillers and coldwateraggregates; HVAC & R for commercial real estate	27 July	10 July
9	Small coolingsystems / Air treatment: The green entree in focus trade fairs: InstallatieVakbeurs Hardenberg en Energiebeurs	7 September	21 August
10	Tradespecial Chillventa Nürnberg Preventive and corrective maintenance / Airquality of public buildings	5 October	18 September
Autumn issue Ventilation and climate control		2 November	16 October
11	Measurement- and control engineering / GBS / Smart grids/ Climate Control & Technology <i>incl. <u>RCC TOTAL-ENERGY: Cooling in the food chain</u></i>	23 November	6 November
12	Energysavings and sustainability / Visions of Captains of Industry	21 December	4 December

Contact

Ruud Bakker - publisher ruudbakker@vakmedianet.nl
Gejo Flierman - commercial manager gejoflierman@vakmedianet.nl
Leendert van Wezel - marketing manager leendervanwezel@vakmedianet.nl

Office address

Albrechtlaan 1 - 1404 AH BUSSUM

Post address

Postbus 219 - 1400 AE BUSSUM

Telephone: +31(0) 35 694 0740

Fax: +31(0) 35 694 0743

Web: www.vakmedianet.nl

