

IndustrieVandaag is the largest independent platform for industry news. We collect the latest news from and about the industry in its full breadth and bring it together here for you. From process industry to manufacturing industry, from engineering to industrial economic news, along with a calendar of all (online) trade fairs, congresses & webinars.

Average of **9,600 visitors per month**. They view over **36,000 articles per month**.

Target group: managing directors, (technical) managers and engineers

They like to stay updated on trends, novelties, technology, and developments within their field. These technical visitors are actively involved in operations, policy, production, buying and selling, and technical issues.

Main sectors: process industry, production industry and mechanical engineering

Newsletter circulation over 1,600 recipients. These are real and verified subscribers with a very high open rate of 28%. Recipients who do not open the newsletter within 6 months are automatically removed from our mailing list.

Measurable Results: advertisers receive monthly reports clearly showing the impact of your campaigns. We are transparent about our figures.

IndustrieVandaag has the **highest online traffic** in organic search and has the **highest authority score** (source: Semrush. Figures available on request).

Editorial board

To stay updated on the latest technological developments and for a sound view on practice, IndustrieVandaag has an editorial board. The editorial board is an advisory body consisting of experts from the business sector, the industry, and academia. This combination gives IndustrieVandaag a unique advantage and recognition in the market.

[The entire team can be found online here](#)

Check here for 'live' visitors statistics



IndustrieVandaag opportunities	Tariff
1 Leaderboard (1090 x 135 pixels) At the top of all web pages. Always in sight, every visitor of IndustrieVandaag can see your banner!	€ 900 p/month
2 Full banner 1 (1090 x 135 pixels) Directly below the news overview on the homepage. Always in view when visitors enter the news platform.	€ 700 p/month
3 Full banner 2 (1090 x 135 pixels) Right in the middle of the news on the homepage. Always next to the calendar overview.	€ 600 p/month
4 Rectangle banner (450 x 375 pixels) To the right of all web pages.	€ 600 p/month
5 Article banner (1090 x 135 pixels) Your banner will be placed in the middle of all (old and new) articles with products/services related to your company. This will bring you very targeted attention to your specific target group! For example: the banner of a pressure sensor supplier will appear in all articles about pressure sensors. See example ' Machine safety ' and ' Flowmeters '.	€ 700 p/month
6 Logo at relevant articles Your logo will be placed at the bottom of all (old and new) articles regarding products/services related to your company. For example: the logo of a supplier of pressure sensors will be placed below all articles about pressure sensors. See example ' Machine safety ' and ' Flowmeters '.	€ 500 p/year
7 Digital newsletter banner (1300 x 400 pixels) Between the newsletter messages. The newsletter appears every Friday.	€ 700 p/p
Paid content A guaranteed placement of your article/press release/blog post as a news item with a link to your website (excl writing).	€ 600 p/p

