



PromZ.NL Online

www.promZ.nl is our online platform designed for professionals responsible for their company's promotional marketing, promotional products and services, and/or business gifts.



Target Audience: Industry clients
Ad Placements: Available for distributors and brands
Monthly Unique Views: Approximately 12,775

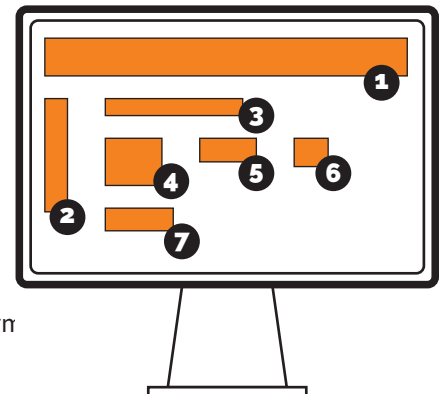
On our platform, you will find a comprehensive range of information and services tailored specifically for industry clients in the promotional products sector. Leverage the independent PromZ ProductZFinder search engine, featuring approximately 8,000 promotional products, to effectively promote your products and services to the right target audience.

Website Banner:

Advantages of Advertising on our Website:

- **Wide Reach:** Access a broad audience of potential customers.
- **Targeted Advertising:** Ads placed strategically to reach relevant audiences.
- **24/7 Availability:** Continuous visibility and engagement.
- **Interactive Features:** Encourage immediate action with interactive elements.
- **Cost-Effective:** Affordable compared to traditional media, with measurable results.
- **Enhanced Brand Visibility:** Increase brand recognition on a high-traffic platform.
- **Integration with Digital Channels:** Complement social media and email campaigns for a unified marketing strategy.

Position		Format	Rate	Period
Super Leaderboard	1	1920x 200 pixels	525 €	month
Skyscraper	2	120 x 600 pixels	525 €	month
Leaderboard	3	728 x 90 pixels	435 €	month
Large rectangle	4	300 x 250 pixels	435 €	month
Medium rectangle	5	300 x 125 pixels	150 €	month
Rectangle	6	180 x 150 pixels	310 €	month
Category banner	7	360 x 120 pixels	370 €	year



All banners must be submitted in RGB colour mode, at 72 dpi, and in JPG/PNG form. Please note that animated banners are not supported!

The Newsletter – an essential complement to your website, enhancing engagement and communication.

Advantages of Advertising in our Newsletter:

- **Direct Reach:** Immediate visibility with direct delivery to your audience's inbox.
- **High Engagement:** Dedicated readership ensures higher interaction rates.
- **Cost-Effective:** Affordable compared to traditional advertising.
- **Targeted Exposure:** Tailored to specific industries or demographics for maximum impact.
- **Increased Brand Awareness:** Boosts recognition through regular, trusted exposure.
- **Complementary to Other Channels:** Enhances and amplifies the effectiveness of your overall marketing strategy.

PromZ.NL	our monthly newsletter
Language:	Dutch
Sending Date:	4 th week of the month
Target group:	± 70.000 industry clients
Opening Rate:	± 22,6 %

E-Mail Banner:

Position	Format	Rate	Period
Full banner	600 x 125 pixels	525 €	month
Partner Logo	65 x 65 pixels	1.890 €	year

If you would like to book a fixed banner position, an additional charge of 25% per banner will apply.

All banners must be submitted in RGB colour mode, at 72 dpi, and in JPG/PNG format. Please note that animated banners are not supported!

Specials - Website and E-NewZ

Type	What's that?	Rate
sponsored content	Planning a special promotion or looking to highlight a particular product? Feature your content for €320 in our newsletter and on our website.	336 €
GadgetZ	Showcase your products with an image, a detailed description, and your contact information.	336 €
vacancy in JobZ	Looking to hire new employees? Submit your complete job advertisement, and we will promote it on your behalf.	158 €

Dedicated Mailing:

You want to send a customized mailing to our database? We make it easy! You can design it yourself or let us assist you.

That are your advantages:

- **Targeted Reach:** Direct communication with a highly relevant audience.
- **Customizable Content:** Personalize the message to your brand or products.
- **High Engagement:** Higher open and click-through rates compared to general newsletters.
- **Exclusive Branding:** Your message is the sole focus, maximizing visibility.
- **Increased Conversions:** Stronger calls to action lead to higher engagement.
- **Cost-Effective:** An efficient, affordable method to reach potential clients.
- **Flexibility & Control:** Full control over design, content, and timing.

Rate: € 2.500 for a one-time mailing to our entire database.



Aandacht loont

Wie wil er nu niet eens een beetje extra aandacht? Altijd leuk en indien oprecht gegeven, maak je er levenslange ambassadeurs voor je merk mee. Toegegeven, ik ben de laatste tijd niet de grootste fan van KLM geweest, maar van wat ik onlangs op social media voorbij zag komen, deed mijn mening over KLM wijzigen.

[Lees verder](#)

Themed E-NewZ:

Throughout the year, we distribute themed newsletters to industry clients, offering inspiration for specific segments of promotional products and business gifts.

What's Included:

- Showcase one of your products, selected to align with the theme of the newsletter.
- A maximum of 12 products from multiple distributors will be featured.
- Online listing in the PromZ ProductZfinder.nl for one year.
- The mailing will be sent to approximately 70,000 industry clients.
- Rate: 320 € per product.



Themed E-NewZ - Plan 2025

March	Corporate- and Workwear
Mei	Summerspecial
September	Christmas Presents & Packages
December	Giftcards

Please feel free to contact us for additional information on Themed E-Newsletters or to discuss potential topic ideas.

Themed E-NewZ - Plan 2024

- Summer Special May
- Christmas September
- Giftcards September

Please don't hesitate to contact us for more Themed E-NewZ or topic ideas!