



### PRINT

- 4X PER YEAR
- NEED-TO-READ INFO
- THE OFFICIAL PUBLICATION OF THE INDUSTRY ASSOCIATION



### ONLINE

- 24/7
- BEWERKEN ONLINE: INFORMATION HUB
- NEWS SELECTED BY THE ASSOCIATION



### NEWSLETTER

- TWICE PER MONTH
- LATEST INDUSTRY UPDATES
- SMART "READ MORE" LINKS TO BEWERKEN ONLINE



# SUCCESSFUL COMMUNICATION LIES IN THE AUTHORITY OF THE MESSENGER

# COMMUNICATING has never been more challenging



## THE PROBLEM:

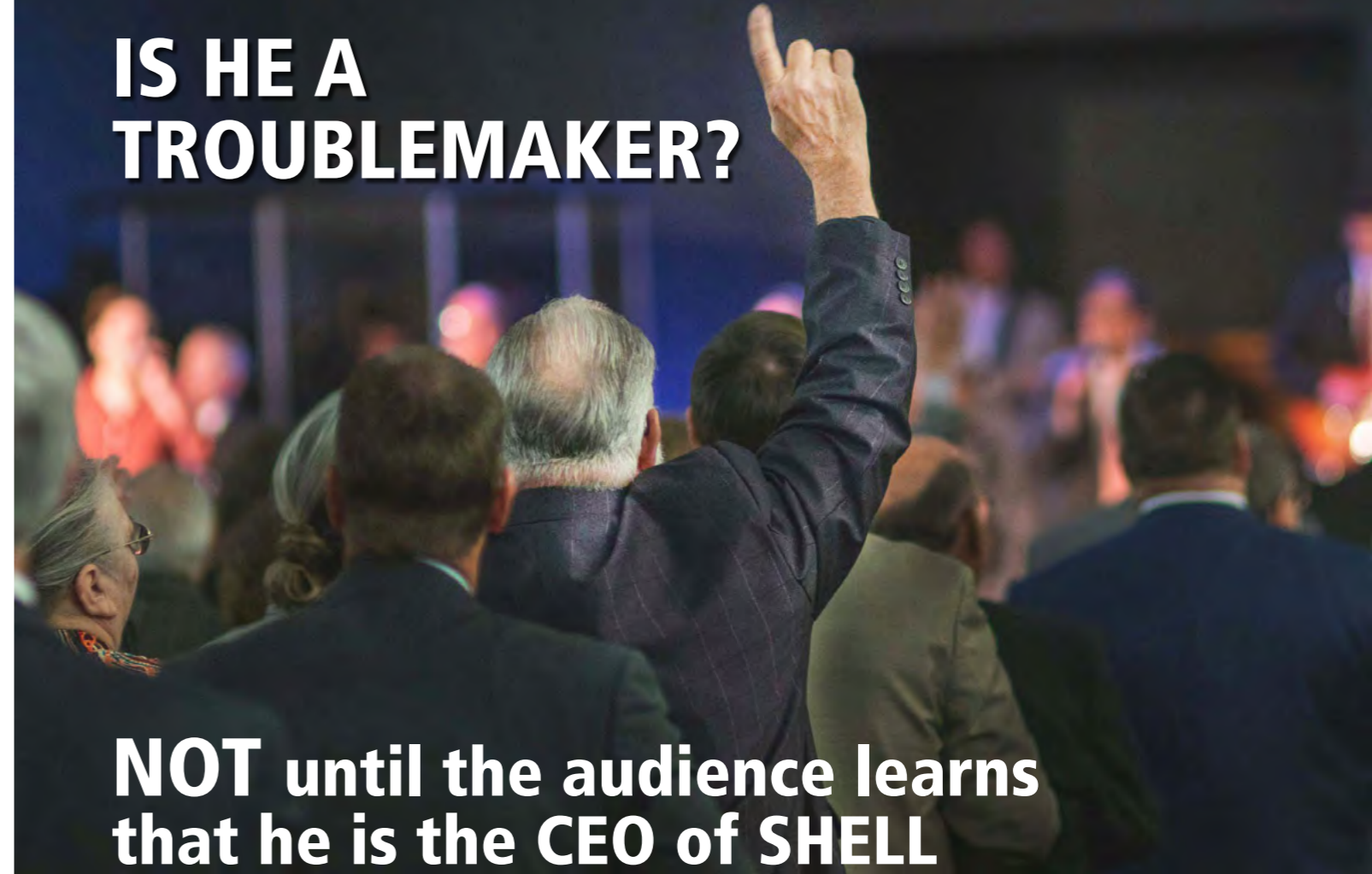
- 📉 Gaining impact and attention has become rare.
- 📄 The recycling industry faces information overload and staff shortages.
- 👂 As a result, audiences are less receptive (to put it bluntly).
- 🔍 Meanwhile, you have more complex solutions to communicate as the problems become more complex.
- 🔒 But long emails go unread, and firewalls block your PDFs (due to hacking fears).
- 📚 Knowledge levels are declining within your target audience.
- 🧐 They don't understand the problem = they don't see the need for your solution.
- 🌐 So they are NOT searching for solutions + restricted internet access (due to hacking fears)
- 👥 It's nearly impossible to get all the key decision-makers in one room.
- 👉? You are not tapping into new markets sufficiently ("likes" from colleagues aren't new business).

## THE SOLUTION:

Communicate from a Platform with Authority

- ✓ Successful communication is rooted in the authority of the messenger.
- ✓ Authority ensures both **impact** and the **right timing**.
- ✓ **BRBS Recycling** is the highest authority in this industry.
- ✓ **BRBS Recycling** provides target audience with need-to-read information.
- ✓ This generates attention and makes your target audience receptive.
- ✓ Communicate from its platforms and use that contact moment.
- ✓ BEwerken offers you space for your message (in print, online, and in the BRBS newsletter).
- ✓ On top of your promotional booking, we add a ½-page editorial in print, a banner, or an advertorial in the BEwerken-BRBS newsletter for FREE.
- ✓ Why? Because it works! At BEwerken, advertisers are not just "short term visitors"; they become lasting partners.

# IS HE A TROUBLEMAKER?



**NOT** until the audience learns that he is the CEO of SHELL  
does he command **everyone's** attention.

## CONCLUSION

- Successful communication lies in the authority of the messenger.
- An authority has impact and always the right timing.
- An authority generates attention and receptiveness.

## WHAT DOES THIS MEAN FOR YOU?

- BRBS Recycling is that authority for your target audience, and BEwerken is its platform.
- So it is a wise choice to ensure your presence there.
- Very reasonable rates: after all, BRBS Recycling is not a commercial publisher.

# BRBS RECYCLING IS LEADING IN THIS MARKET



ONE NET IS NO LONGER ENOUGH TO CAPTURE YOUR TARGET AUDIENCE. BRBS RECYCLING OPERATES ON MULTIPLE FRONTS. YOU CAN TAKE ADVANTAGE OF THIS.



CLICK HERE FOR AN EXAMPLE

## Podium A - WEBSITE

### 1. Banner Advertising

- The knowledge hub of the recycling industry.
- Ads appear alongside editorial content, ensuring relevance and visibility.
- **Optimized SEO:** Visibility on the industry's authoritative platform.
- **Format:** 300 x 250 banner – € 225/month.

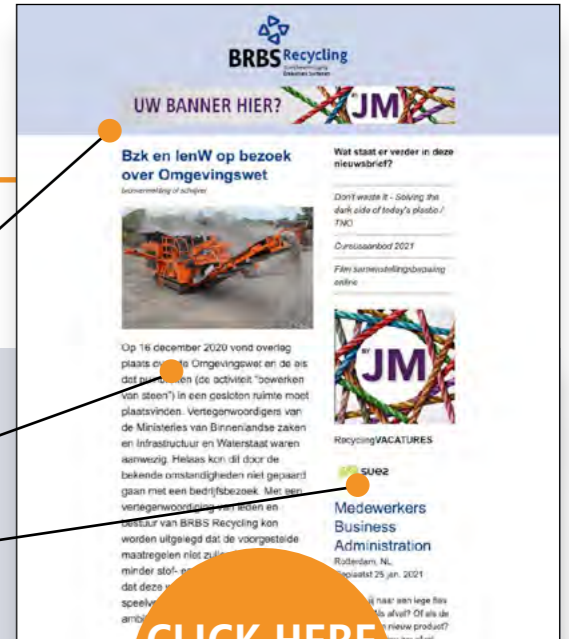
### 2. PARTNER CONTENT

- Your content + a dedicated profile page on the BRBS Recycling website.
- Showcase your articles, expertise, and solutions where your audience seeks them.
- Previous posts are displayed on your profile page within this trusted BRBS-website
- This creates a comprehensive overview of your capabilities.
- **Cost:** € 975 for 6 months | € 1,475 for 12 months.

SHARE KNOWLEDGE WITH YOUR MARKET

## Podium B - BRBS/BEwerken Newsletter

- 2x a month distribution
- 1,400 subscribers.
- Options:
  - Full-width banner: € 195/edition
  - Advertorial: € 195/edition
  - Column banner: € 85/edition
- Advertorials include your logo and website link, with a standout background for extra visibility.
- **Free Cross-Media Exposure:** Repeated bookings come with a free ½-page editorial in the magazine.



CLICK HERE FOR AN EXAMPLE

## Podium C - MAGAZINE BEWERKEN

Every advertisement booking includes a ½-page editorial space—ideal for explaining the “how” and “why” of your solutions.

### AD FORMATS & RATES:

Frequency	1x	4x
Full Page	€ 945(*)	€ 805(#)
Half Page	€ 565(*)	€ 495(#)

(\*) a half page editorial space is included  
 (#) four half pages of editorial space are included

### 2025 PUBLICATION DATES:

- March 13
- June 12
- September 18
- December 15



### Ongeëvenaard: Epiroc SB-serie sloophamers



CLICK HERE FOR AN EXAMPLE



**For rates & specs, check out:**

**[WWW.MOOIJMANMARKETING.NL](http://WWW.MOOIJMANMARKETING.NL)**