



PromZ Vak Digital

PromZ Vak Digital is the leading digital platform for the promotional products industry, workwear and branded merchandise. It connects suppliers and brands with distributors and agencies through a combination of industry-specific websites and high-performing newsletters. With country-focused editions in the Netherlands, Germany and Sweden, PromZ Vak Digital offers targeted visibility in a trusted trade-only environment – supporting brand awareness, product discovery and long-term presence within the market.

Advertisers

- ▶ Suppliers, producers and importers of promotional products
- ▶ Workwear, textile and brand specialists
- ▶ Service providers active in the promotional products industry

Key facts

- ▶ Platforms: PromZ Vak NL, DE and SE
- ▶ Channels: Website, newsletters and digital specials
- ▶ Languages: Dutch, German and Swedish
- ▶ Focus: Industry news, brand visibility and product discovery
- ▶ Coverage: Country-specific reach within the promotional products market

Target audience

- ▶ Promotional product distributors and agencies
- ▶ Country-specific per platform (NL, DE, SE)
- ▶ Trade-only audience, no end consumers

Why advertise with PromZ Vak Digital?

- ▶ Reach a highly relevant trade audience of promotional product distributors and agencies.
- ▶ Country-specific targeting across the Netherlands, Germany and Sweden.
- ▶ Always-on visibility through the combination of website presence and direct inbox communication.
- ▶ High engagement supported by strong newsletter opening rates and trusted editorial content.
- ▶ Cost-effective and measurable exposure within a trade-only digital environment.

Platforms & Reach

Brand	Product	Language	Country	Target Group	Reach	
PromZ Vak NL	Website	NL	BeNeLux	Distributors	107,000 visits per year	
PromZ Vak DE	Website	DE	Germany	Distributors	launching	
PromZ Vak SE	Website	SE	Sweden	Distributors	launching	

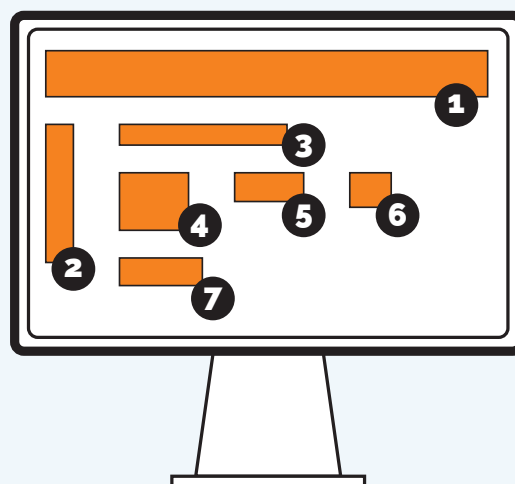
Website Banner Formats

	Position	Format	Rate	Period
1	Super Leaderboard	1920 × 200 px	€ 1,200	per month
2	Skyscraper	120 × 600 px	€ 800	per month
3	Leaderboard	728 × 90 px	€ 800	per month
4	Large Rectangle	300 × 250 px	€ 300	per month
5	Medium Rectangle	300 × 125 px	€ 155	per month
6	Rectangle	180 × 150 px	€ 80	per month
7	Category Banner	360 × 120 px	€ 3,395	per year

Technical specifications

RGB colour mode · 72 dpi · JPG / PNG

Animated banners are not supported.



promZ
VAK

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PROMZ MARKET

PROMZ VAK

PROMZ PRODUCT PREMIERE

#Vak NewZ

EEN BLIKJE, FLESJE IN RUIL VOOR EEN RECYCO SAMPLE

#Vak NewZ

DOE MEE AAN DE ZOEKACTIE NAAR DE RITUALS EASTER GIFT VAN TRENDFACTORY EN WIN!

Tijdens de PromZ Product Premiere kun je deelnemen aan een exclusieve zoektocht naar denieuwe Easter Gift van Trendfactory, met kans op een mooie verrassing. Waarom een...

#Vak NewZ

HET BEGIN VAN HET JAAR GOED AFGETRAPT OP PSI IN DÜSSELDORF

Vorige week reisde ik af naar PSI in Düsseldorf (7 t/m 9 januari) meteen een mooie manier om het jaar knallend te beginnen. Samen met...

#ADVERTZ

ENDLESS POSSIBILITIES ON EVERY BUDGET

#ADVERTZ

The Newsletter

the best sparring partner of a website!

The PromZ Vak newsletters strengthen website visibility by bringing content directly to the inbox of distributors and agencies. They create regular touchpoints, drive traffic to the platform and ensure high engagement through timely, relevant industry updates.

PromZ Vak E-NewZ (NL)

- ▶ **Language:** Dutch
- ▶ **Frequency:** twice per month
- ▶ **Sending:** 2nd and 4th week
- ▶ **Opening rate:** ± **31.6 %**

PromZ Vak BeNeLux E-NewZ (DE)

- ▶ **Language:** German
- ▶ **Frequency:** monthly
- ▶ **Sending:** 4th week
- ▶ **Opening rate:** ± **28.4 %**

PromZ Vak Sweden E-NewZ (SE)

- ▶ **Language:** Swedish
- ▶ **Frequency:** monthly
- ▶ **Sending:** 4th week
- ▶ **Premiere:** January 2026
- ▶ **Opening rate:** **tbc**

Newsletter Reach

Brand	Language	Country	Target Group	Reach per Edition
PromZ Vak NL	NL	BeNeLux	Distributors	8,750
PromZ Vak DE	DE	Germany	Distributors & suppliers	4,200
PromZ Vak SE	SE	Sweden	Distributors	2,000

E-Mail Banner Advertising

Position	Format	Rate	Period
Full Banner	600 × 125 px	€ 550	per month
Medium Banner	250 × 125 px	€ 450	per month
Partner Logo	65 × 65 px	€ 1,105	per year

Technical specifications

RGB colour mode · 72 dpi · JPG / PNG
Animated banners are not supported.

Specials-Website & Newsletter

Format	Description	Rate
Sponsored Content	Individual content placement on website and newsletter	€ 380
New ProductZ	Product presentation with image, text and contact details	€ 300
JobZ Vacancy	Industry-wide publication of your job opening	€ 200

Dedicated Mailing

Send your own designed mailing directly to our database. You can deliver the mailing ready-to-use or let us support you with the layout.

- ▶ One-time mailing to the full database
- ▶ Rate: **€ 2,680**