

# Market leader in marketing, media and communication

**Adformatie is the market leader in the field of professional information for the marketing, media, creative and communication industry. The cross-media platform is aimed at all professionals who are concerned with “how brands and organisations behave”.**

## Market leader in marketing

With a glossy trade journal, website, e-zine and newsletters, Adformatie reaches over 350,000 professionals in the marketing, media and creative sector every month. Adformatie also organises various events, including SpinAwards, MarketingLive! and the talk show Adformatie Connects Live.

## Extensive media mix

Our audience is reached through a comprehensive mix of activities:

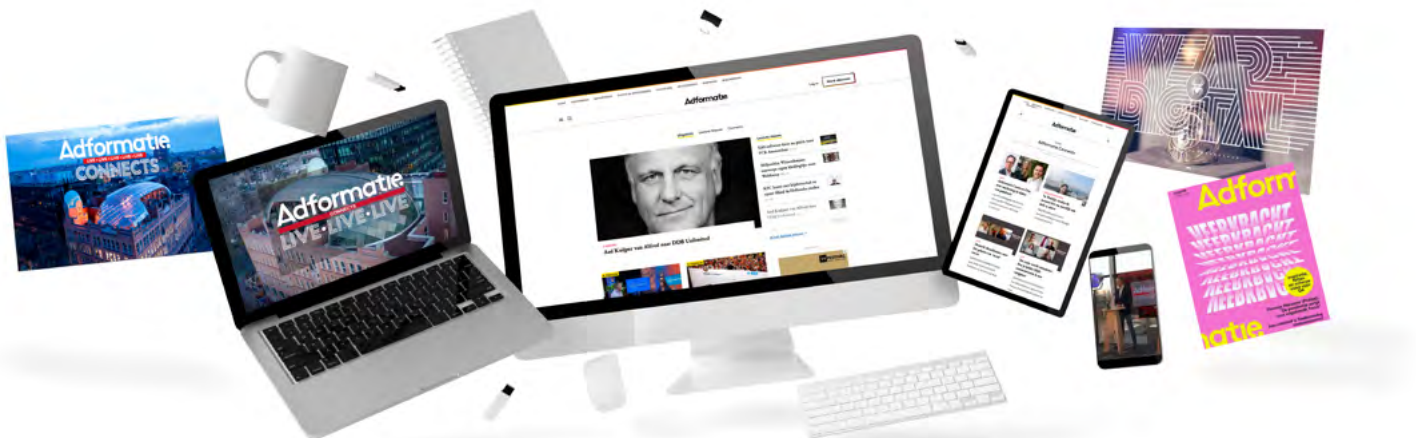
- ▶ Websites and thematic newsletters
- ▶ Magazine/glossy trade journal
- ▶ Online, social and print campaigns
- ▶ Content partnerships
- ▶ Lead generation campaigns
- ▶ Job postings
- ▶ Custom publishing (specials, podcasts, webinars, e-zines)
- ▶ Conferences, round tables and online talk shows
- ▶ Training courses, masterclasses and e-learning modules

## Reach the CMO and marketing professional

Adformatie has a unique audience of 350.000 marketing professionals and CMOs. Do you want to increase your brand awareness or thought leadership within your target group? Expand your professional network? Or generate qualitative leads? Thanks to our extensive database of customer profiles, it is possible to select and target based on demographic, interest and behavioural characteristics. Select your audience based on, for example, position, sector or click behaviour. Our platform offers endless solutions for achieving your business goals.

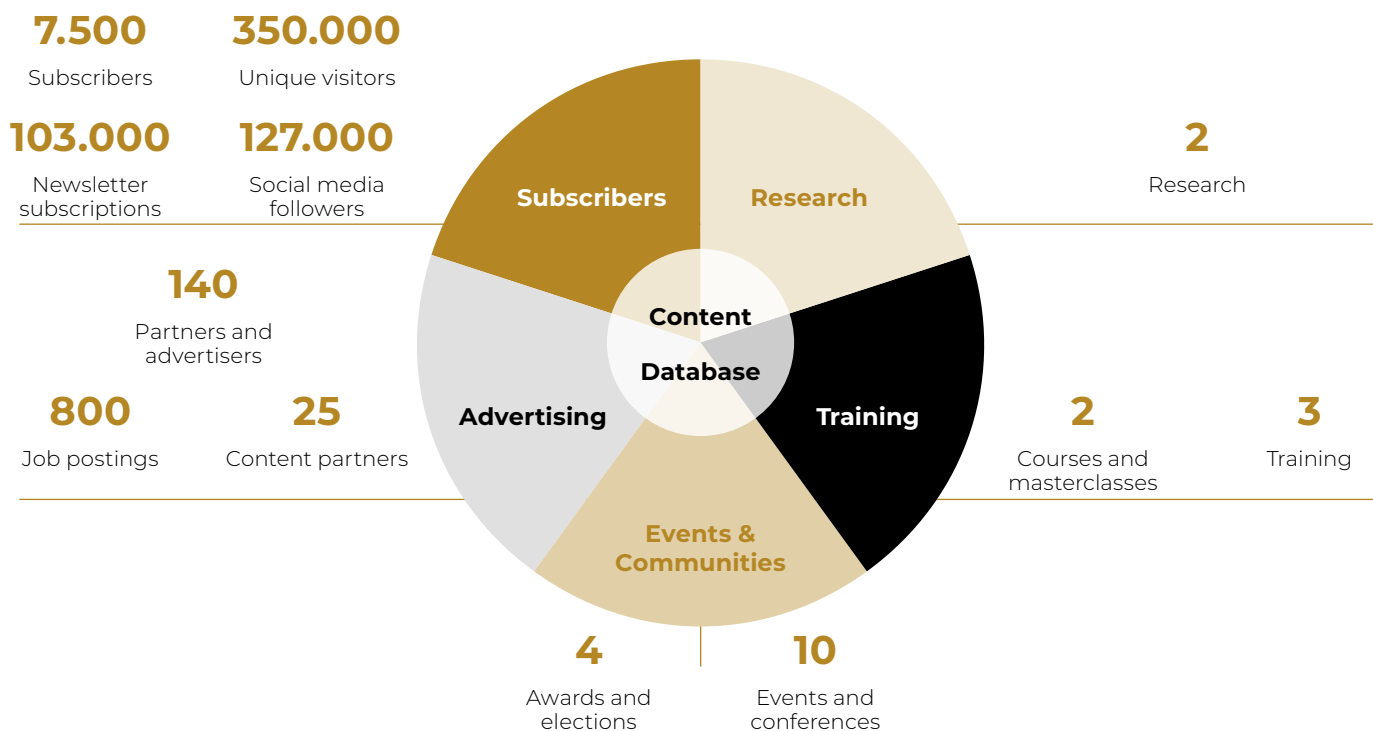
For more options go to:

**[adformatie.nl/adverteren](http://adformatie.nl/adverteren)**

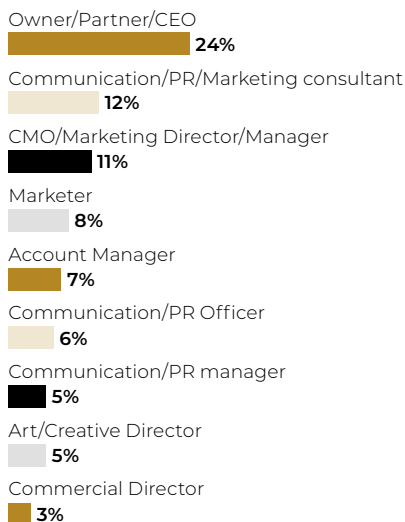


# Adformatie

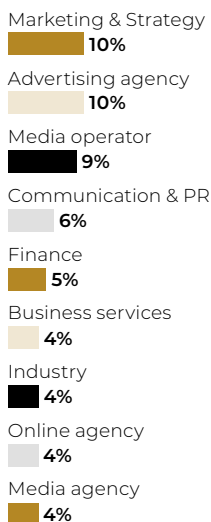
Adformatie is the platform for CMOs and professionals in the marketing, media, creation and communication industries.



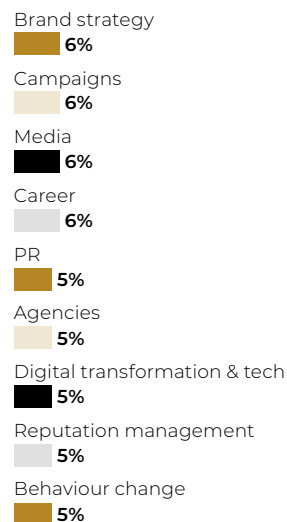
## Positions



## Sectors



## Interests



## About Sijthoff Media

Sijthoff Media is a cross-media company specialising in news and trade media and is located in Capital C, Amsterdam's leading centre for the creative industry. Our media offer content in the areas of IT, marketing, media, finance, HR, M&A, government and for children. Every month, our independent editorial teams inform and connect more than one million professionals and over 400,000 children between the ages of 7 and 12. Well-known brands of Sijthoff Media include Adformatie, AG Connect, CFO, CHRO, M&A, Binnenlands Bestuur, iBestuur, Alex van Groningen, Amsterdam Institute of Finance, FinanceHub.nl, FM.nl, Kidsweek and Samsam.

