

# For the leaders of today and tomorrow

**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. Thanks to the new partnership with Alex van Groningen, we now reach over one million decision-makers and professionals in both business and government through world-class training courses, events, conferences, expos, awards, executive dinners, magazines and news and job sites.**

## Unique brand portfolio

We are market leaders in the marketing & communications, IT, government, finance, M&A and HR sectors. Well-known brands include Adformatie, AG Connect, Binnenlands Bestuur, iBestuur, Amsterdam Institute of Finance, Financieel-Management.nl, CFO Day, Leadership in HR, AccountantWeek.nl, Finance.nl, Financehub.nl, M&A Awards, Kidsweek and Samsam.

## Extensive media mix

Our audience is reached through a comprehensive mix of activities:

- ▶ Magazines and trade journals
- ▶ Websites and thematic newsletters
- ▶ Online, social and print campaigns
- ▶ Content partnerships
- ▶ Lead generation campaigns
- ▶ Job postings
- ▶ Custom publishing (specials, podcasts, webinars, e-zines)
- ▶ Conferences, expos, awards, round tables and online talk shows
- ▶ Training courses, masterclasses, teaching methods and e-learning modules

## Reach the decision-makers in your field

With our brands we reach a unique audience of one million professionals and decision-makers in both business and government. Through our communities, the entire C-suite can be reached: from CMO, CFO, CIO to CHRO and all directors and top officials.

Do you want to increase your brand awareness or thought leadership within the 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 platforms offer endless solutions for achieving your business goals.

For more options go to:

**[sijthoffmedia.nl/advertise](https://sijthoffmedia.nl/advertise)**

### Our B2B brands

### Our B2C brands

#### Marketing, media & communications

**Adformatie** 

#### IT & Tech

 **CONNECT**  
the amazing world of IT

#### Government

**Binnenlands Bestuur** **iBestuur**  
 atlas research

#### M&A

**M&A** **VEECEE**

#### Children & parents

**kids  
week**

#### Finance

**CFO** **AW** **CONTROLLERS** **Finance.nl** **FM.NL**  
AccountantWeek De vacaturesite voor financieel Financier Management

#### Human Resources

**CHRO**  
Chief Human Resources Officer

#### Training

**sam  
sam**

With our brands we reach a unique audience of more than **one million professionals and decision-makers** in both business and government.

With the new partnership we can now reach the entire C-suite:



**Chief Executive  
Officer**



**Chief Human  
Resources Officer**



**Chief Information  
Officer**



**Chief Financial  
Officer**



**Chief Marketing  
Officer**



**Directors and  
top officials**

**80.000**

Subscribers

**900.000**

Unique visitors

**325.000**

Newsletter  
subscriptions

**322.000**

Social media  
followers

**1.445**

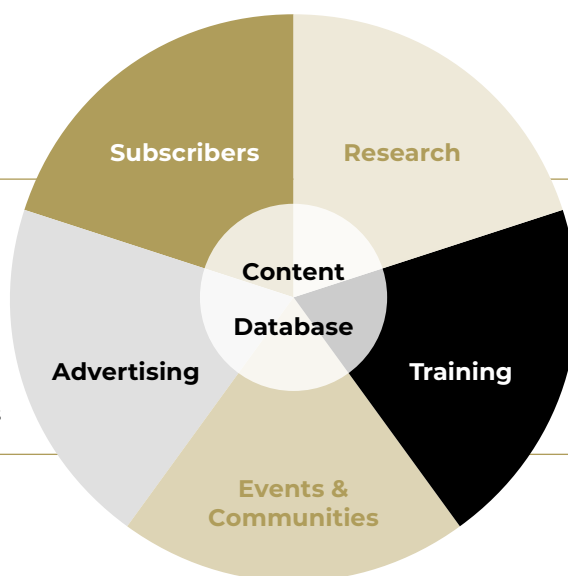
Partners and  
advertisers

**4.400**

Job postings

**120**

Content partners



**31**

Research

**30**

Parliamentary  
questions

**200**

Courses and  
masterclasses

**14**

Training

**124**

E-learning

**20**

Podcasts

**6**

Communities

**57**

Conferences and  
events

**11**

Awards and  
elections

**3**

Trade fairs

**36**

Round tables  
and other events

