adverteren@beveiligingnieuws.nl
redactie@beveiligingnieuws.nl

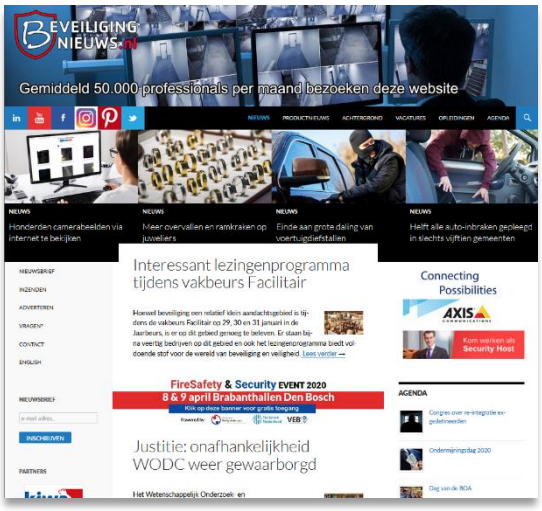
Thé online information platform with by FAR the BIGGEST RANGE in the Dutch security sector!

BEVEILIGINGNIEUWS.NL

If you are interested in the Dutch safety and security market, you have found where you are looking for!

Beveiliging Nieuws is your most efficient gateway to Dutch and Belgian professionals in safety and security in the field of services and technology. Together they generate an annual revenue of more than 5 billion euros!

Beveiliging Nieuws is Dutch for 'News about safety and security'. It is by far the most popular news source for more than fifty thousand professionals in safety and security. They have free access to more than thirty seven thousand news items of the past twenty years, a number that increases daily, also in the weekends. The news is also published in our daily electronic newsletter with more than 5,500 subscribers and on our socials LinkedIn, Facebook, X and Instagram.



Beveiliging Nieuws publishes about everything that has to do with safety & security, risk management, cyber security, crime and justice and is indispensable for professionals in this field. There are separate sections for common news, event announcements, job vacancies, education and product introductions.

We can offer Beveiliging Nieuws for free to the market, thanks to our respected partners. You see their logos in the left and right bars of the homepage. In return we offer our partners a lot of editorial exposure, which helps strengthen their image and improve their sales.

If you want to benefit from our fantastic reach, do not hesitate to contact us. We will send you an English proposal that is too attractive to refuse!

www.beveilingnieuws.nl is available and optimized for tablets and smartphones.

PROFILE AND TARGET GROUPS

If people in safety & security don't know you, they won't choose your company or brand. So increase the demand for your products and services by advertising on BeveiligingNieuws.nl. This means advertising for the right target group. Visitors are in particular professionals who find it important to stay informed at an easy way and every hour of the day about news that helps them to take the right descisions. The number of returning visitors is remarkebly high and despite the hugh range already, the website, daily newsletter and the connected social channels are still growing fast every day.

BeveiligingNieuws.nl is monthly seen by more than 45 thousand interested professionals in the field of security and safety. All together they generate more than 540,000 pageviews per year!

Target groups are mostly specialists in security, advisors at assurance companies, police and fire brigades, security managers, directors and purchasers in the field of safety and security. Most of the visitors advise others when purchasing security products or services.

CONNECTED NEWSLETTER AND SOCIAL CHANNELS

In 2025 BeveiligingNieuws.nl had at the end of December around 540,000 pageviews, more then 5500 subscribers on our daily newsletter, 13,840 followers on LinkedIn, 3697 followers on Facebook, 4513 followers on X and more than 1066 followers on Instagram.

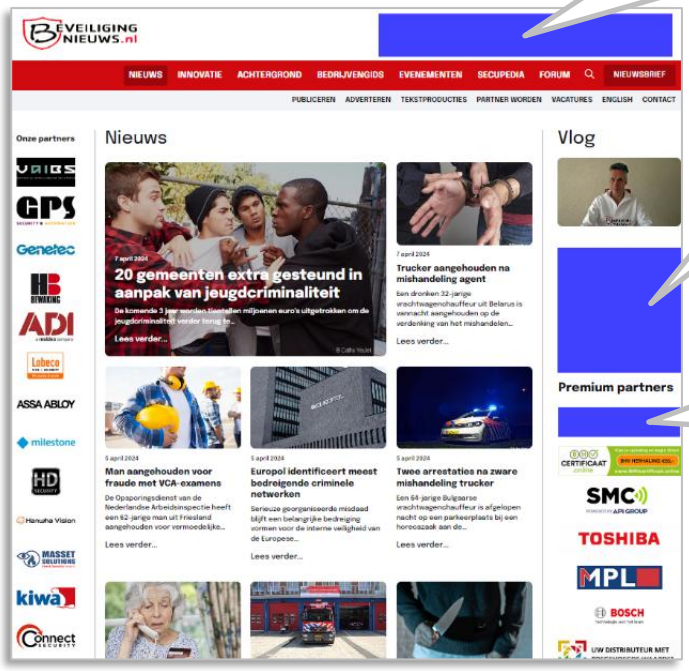
ADVERTISING ON THE HOMEPAGE

There are several ways to make your business even more well known. We always offer an effective combination of banners and editorial attention, to get maximum benefit out of your campaign.

Leaderboard (728 x 90 pixels)

€ 1365 per month

It is possible to display 1, 2 or 4 banners.



Square (250 x 250 pixels)

€ 899 per month

(jpeg or animated gif)

Banner (250 x 60 pixels)

€ 272 per month
(the banners change position at every new pageview)

YOUR BRAND ON BEVEILIGINGNIEUWS?

Please contact us on info@beveiligingnieuws.nl
or on +31-6-11-592595 for a customized offer.

We can also assist you with the graphical production of adverts and banners.

Our editorial staff can help you with translations from English to Dutch and with editorial adjustments, to address our Dutch and Belgium visitors at the most effective way.

Also writing complete press releases is daily routine for us.

PARTNER PACKAGE

We prefer partnerships, to simplify administration and to have good appointments about publicity and editorial attention. As a partner you can promote your company, services and products in a most effective way on our website, in our newsletter and of course on our social channels.

A basic partnership contains the following benefits:

- Logo with hyperlink on the homepage;
- Assistance with translation and publishing articles;
- Preferred publication of commercial news;
- Logo in the daily newsletter;
- Two advertorials in the daily newsletter;
- A discount of 20% on adverts.
- Free mentioning on www.beveiliging.startpagina.nl.

Partner Package basic: only € 1,298 per year (12 months).

+ company profile: only € 1,598 per year (12 months).

+ large banner: only € 1,790 per year (12 months).

+ both options: only € 1,999 per year (12 months).

BRANDING PACKAGE

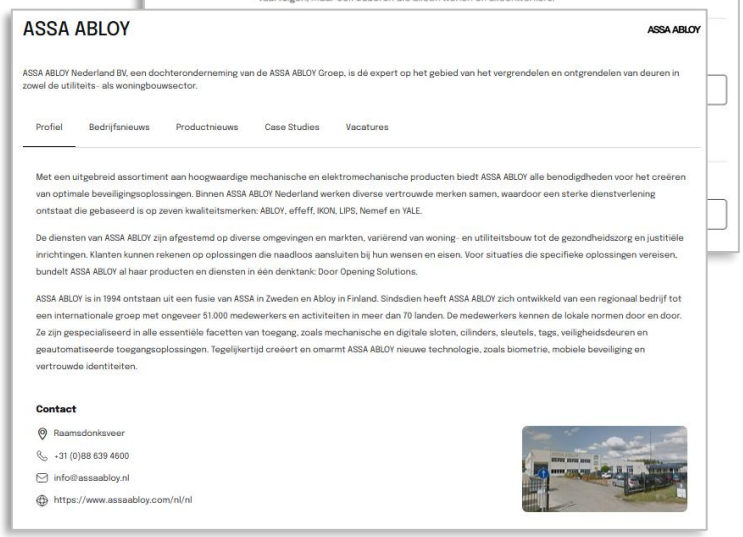
In particular for (new) companies and brands who want to become very well known in the Netherlands and Belgium market we offer a very comprehensive Branding Package.

- The Branding Package contains everything in the Partner Package;
- Extra is a big banner on the right site of the homepage;
- Extra is also a leader board advert for one month;
- Extra is comprehensive editorial assistance for free;
- Extra are two larger stories/interviews;
- Extra is an advertorial per month in our daily newsletter;
- Extra is free mentioning in the company directory;
- Extra is free mentioning in the SecuPedia;
- Free mention on www.beveiliging.startpagina.nl with logo.
- You can publish three job vacancies for free;
- We have an (online) meeting twice a year to discuss market developments and to advise you how you get maximum benefit with marketing;

Branding Package: € 3,998 per year (12 months).

COMPANY DIRECTORY

You can draw extra attention to your company by listing it in our business directory. Your company thus receives a web page on BeveiligingNieuws.nl with an extensive profile, contact details and vacancies. Moreover, all company news and product news on BeveiligingNieuws.nl are linked to your company page! All you have to do is submit or approve the company profile and report new or expired vacancies. Furthermore, we work fully automatically to improve the findability of your company on the internet.



Take a look at some examples:
https://beveiligingnieuws.nl/bedrijvengids

Listing in the company directory:
only € 595 per year (12 months).

Partners of BeveiligingNieuws.nl can be mentioned by choosing the +package of € 1,598.

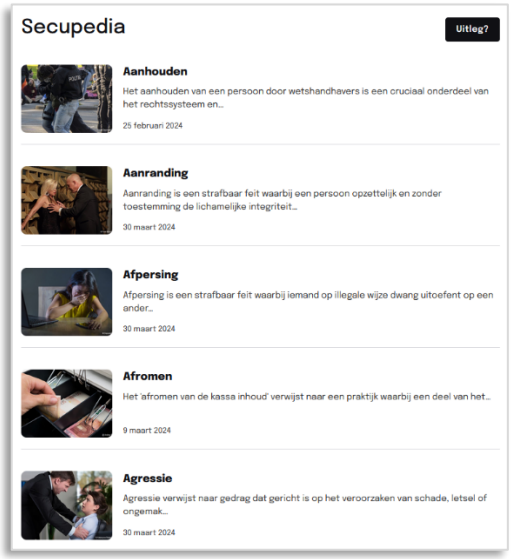
SECUPEDIA

BeveiligingNieuws.nl is a business-to-business platform. Technical terms are sometimes unavoidable. But thanks to SecuPedia, BeveiligingNieuws.nl also becomes a lot more accessible to promising talent and other interested parties. Unknown terms can be looked up directly. And if they appear in an article, a link can be clicked to get an explanation of the word.

We can imagine that it will be very interesting for you if your company is also listed in SecuPedia. News items will then link to your SecuPedia topic, which will certainly improve the findability of your company in search engines.

It is important that the description is encyclopedic, as is customary on WikiPedia. So start with a bit of history, followed by the present with activities, vision and directors. A photo of the business premises or the activities carried out can be added. In consultation with us, the description of your company can be adjusted if there are any changes.

Company listing in the SecuPedia:
€ 299 per year (12 months). (€ 239,20 for partners) (free for partners with the branding package)



JOB VACANCIES

You can address many people every day through our website and reach those who are specifically looking for work in the security sector. Partners may post one vacancy for free.
What helps in finding candidates is the combination of a vacancy with editorial news, for example the announcement of a new assignment for which you need the new people. But other news is also welcome. It makes your company better known and thus more attractive for candidates to join you.

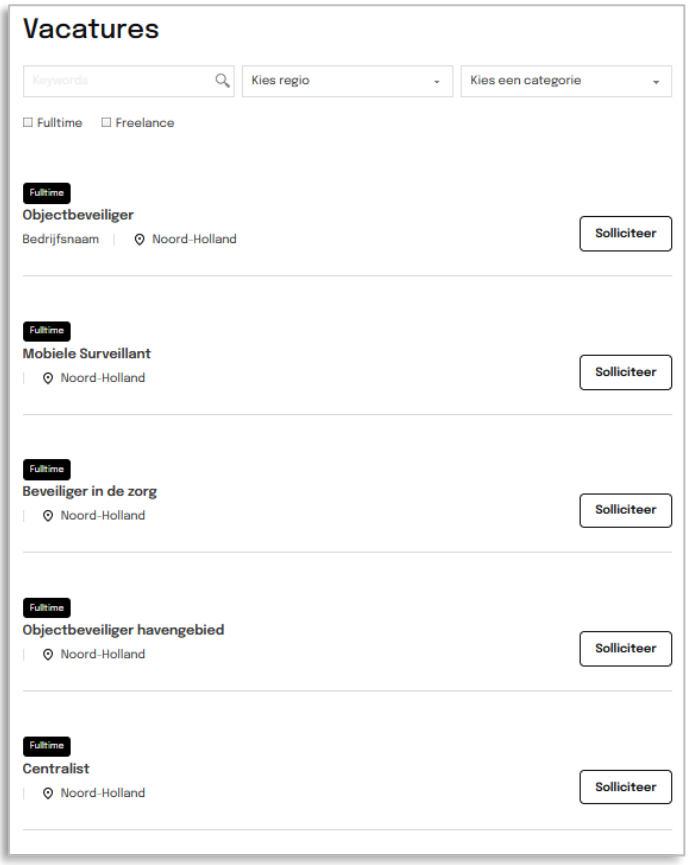
One-time job posting: € 275.

If you have several vacancies per year, it is more efficient to purchase a vacancy account. This only costs €490 per year. With a vacancy account you can always have three vacancies online at the same time. You can have these replaced and adjusted as often as you want.

Job vacancy account: € 580 for 1 year.

The procedure is extremely simple. The vacancy can be emailed as a Word or TXT file, after which we will take care of placement. You can also email a link to the vacancy on your own website. We will then copy the text to our website.

Applications will be forwarded directly to the specified email address of the HR department. We do not see who is applying. This because of the privacy of the applicant.



DAILY NEWSLETTER

Due to Dutch legislation the daily newsletter of Beveiliging Nieuws is only send to people who have signed up for themselves. Therefor advertising with an advertorial is very effective. Your advertorial will be published as first item on top of the news. There is a hyperlink to a webpage of your choice. If you are a (branded) partner of Beveiliging Nieuws we will also publish your company or brand logo every day! And of course also news and job vacancies of partners are published in the daily newsletter with 5500 subscribers in December 2024.

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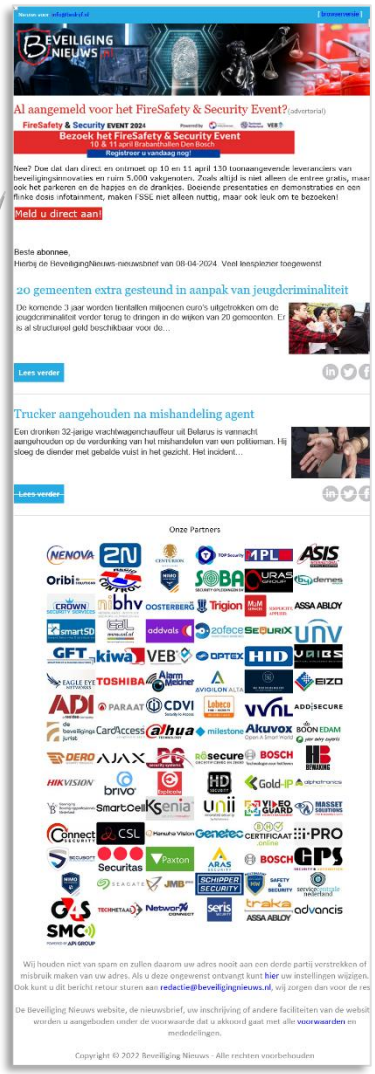
Your advertorial may contain 400 characters (including spaces) and a header with a maximum of 50 characters (including spaces).
The advertorial has a clickable banner to a webpage of your choice.



Advertorial first day:	€ 199	per edition
Following contiguouse days:	€ 159	per edition

FINALLY

The publisher of Beveiliging Nieuws is SecuMedia, directed by Vincent Vreeken, who has more than thirty years of leading experience with publications for safety & security professionals, the organisation of educational events and marketing consultancy for security companies. SecuMedia is fully independent, but has excellent relationships with the most important industry organizations. For more info: www.secumedia.nl/english. SecuMedia has a fully equipped studio that can assist you with the production of advertising materials.

To avoid complex administrative procedures, all orders have to be prepaid directly after receiving the confirmation and invoice. This helps SecuMedia to keep Beveiliging Nieuws very affordable for all customers. Contracts expire automatically, but SecuMedia will contact you in advance with a proposal for extension.

All prices are without Value Added Tax (VAT). We will not charge VAT to companies outside the Netherlands, if we have your VAT number. Rates are not increased without informing the customer.

SECUMEDIA HSD Campus, Wilhelmina van Pruisenweg 104, 2595 AN The Hague, Netherlands.
www.secumedia.nl, info@secumedia.nl, t: +31 6 11 592 595
Reg.nr. C.o.Cm: 64925811, Our VAT nr. NL855905979B01, IBAN: NL53KNAB0254973345.