



HOUT.

NATUURLIJK

VAN NU.

Partner packages



HOUTPAPER

A whitepaper, based on a reliable (scientific) report to present timber as a possible solution for a ‘problem’ in construction.

Content provided by partner. Editing and design commissioned by Centrum Hout.





KIJK OP HOUT

A video, featuring inspiring timber projects. Our reporter highlights the project in an interview.

The video is 60 seconds max. Partner supplies projects. Script and editing commissioned by Centrum Hout.





HOUTWETERS

**Remarkable facts and
stimulating quotes
emphasizing timber as THE
building material of the future.**

*These are factual and surprising
messages regarding timber, short but
sweet. Editing and design
commissioned by Centrum Hout.*





HOUTOGRAPHICS

**A fresh view on a timber topic,
presented as an infographic and
based on facts and figures.**

*Input for infographic provided by
partner. Design commissioned by
Centrum Hout.*





OP DE HOUT

APP MET...

**An informal whatsapp-interview
with ambassadors / forerunners
regarding their vision on timber.**

*Through questions in the app interesting
subjects will be highlighted. Partner
provides names and/or subjects. Design,
production and editing commissioned by
Centrum Hout.*





SPECIALIST IN BEELD

An inspiring blog to introduce a specialist in the field.

Partner provides a subject in accordance with us, which our reporter will use to write a blog. Production and editing commissioned by Centrum Hout.





PARTICIPATION

EDITORIAL BOARD

Partners are invited to attend the editorial board. This board gets together to amplify certain subjects. Partners will get the chance to inform and inspire the editorial board directly and extensively.





PROMOTIONAL EXTRAS

Partner content will always be shared through our social channels and our website. To enhance effectiveness, we can provide promotional extras.

- 1. Display banners*
- 2. Newsletter item*
- 3. Sponsored post on our social media*





OVERVIEW

Houtpaper	A whitepaper, based on a reliable (scientific) report to present timber as a possible solution for a 'problem' in construction. <i>Content provided by partner. Editing and design by Big Amsterdam, commissioned by Centrum Hout.</i>	€ 2.750,-
Kijk op Hout	A video, featuring inspiring timber projects. Our reporter highlights the project in an interview. <i>The video is 60 seconds max. Partner supplies projects. Script and editing by Big Amsterdam, commissioned by Centrum Hout.</i>	€ 5.500,-
Houtweters	Remarkable facts and stimulating quotes emphasizing timber as THE building material of the future. <i>These are factual and surprising messages regarding timber, short but sweet. Editing and design by Big Amsterdam, commissioned by Centrum Hout.</i>	€ 750,-
Houtographics	A fresh view on a timber topic, presented as an infographic and based on facts and figures. <i>Input for infographic provided by partner. Design by Big Amsterdam, commissioned by Centrum Hout.</i>	€ 1.250,-
Op de hout app met...	An informal whatsapp-interview with ambassadors / forerunners regarding their vision on timber. <i>Through questions in the app interesting subjects will be highlighted. Partner provides names and/or subjects. Design, production and editing by Big Amsterdam, commissioned by Centrum Hout.</i>	€ 2.500,-
Specialist in beeld	An inspiring blog to introduce a specialist in the field. <i>Partner provides a subject in accordance with us, which our reporter will use to write a blog. Production and editing commissioned by Centrum Hout.</i>	€ 800,-
Participation editorial board	Partners are invited to attend the editorial board. This board gets together to amplify certain subjects. Partners will get the chance to inform and inspire the editorial board directly and extensively.	€ free
Promotional extras	Partner content will always be shared through our social channels and our website. To enhance effectiveness, we can provide promotional extras.	€ . PM
<i>Final editing is done by Hout. Natuurlijk van nu / content will be designed in the corporate identity of Hout. Natuurlijk van nu / partner logos will NOT be included in the content / all above items will be shown once on the social channels (after consultation) and the website houtnatuurlijkvanu.nl / an embargo is issued until publication by Hout. Natuurlijk van nu / content may be shared by partners, after alignment with Hout. Natuurlijk van nu</i>		

Small print / rules of the game:

- Only editorial content (no commercial messages, no product promotion), timber related.
- Partner images may be provided – free of rights – but can not contain logos. Centrum Hout decides if the image suits the format.
- Content will mostly be shared through social media. URLs (links) may be added in agreement with partner to either the partner website or our website houtnatuurlijkvanu.nl.
- Sender of the message should always be clear: this content is brought to you in cooperation with Centrum Hout and Partner X.
- Content factuality and form will be checked and approved by Centrum Hout.
- We will provide post reach in numbers, this is included in the afore mentioned fee. However: explanation of the numbers is not included.
- In case of extra promotion (social buying) we will present the results and optimise the post throughout the campaign period.
- Re-use of images provided by Centrum Hout should always contain the Hout. Natuurlijk van nu-logo.