

Netherlands-Hilversum: Advertising management services
OJ S 183/2023 22/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Vereniging De Evangelische Omroep (Eo)

National registration number: 482004453

Postal address: Oude Amersfoortseweg 79

Town: HILVERSUM

NUTS code: NL Nederland

Postal code: 1213AC

Country: Netherlands

Contact person: Eline Graveland

E-mail: aanbestedingen@eo.nl

Telephone: +31 356474532

Internet address(es):

Main address: <http://www.eo.nl>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Advertentieacquisitie Evangelische Omroep

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

De Opdracht betreft het verwerven van advertenties en plusproposities (bijsluiters/instekers, meehechters en opplakkers) voor onder andere de tijdschriften Visie, Eva en BEAM.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 1,00 EUR

II.2. Description

II.2.1. Title

Advertentieacquisitie

Lot No: 1

II.2.2. Additional CPV code(s)

79341200 Advertising management services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL Nederland

Main site or place of performance: Hilversum

II.2.4. Description of the procurement

De raming voor de inkoop bedraagt tussen de € 100.000,- en € 140.000,- per jaar exclusief btw. Dit provisiebedrag is exclusief alle opties tot verlenging en uitbreiding. Deze raming is gebaseerd op de bedragen van de afgelopen jaren, maar de opdrachtwaarde is afhankelijk van de inzet van de acquireur.

II.2.5. Award criteria

Quality criterion - Name: G1 - Advertentieomzet en kwaliteit advertenties / Weighting: 30

Quality criterion - Name: G2 - Kennis van en affiniteit met de christelijke markt / Weighting: 40

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Optie tot verlenging van de Overeenkomst

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 053-157563](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Lot No: 1

Title:

P1 Advertentieacquisitie

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/09/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: BDUvakmedia B.V.

National registration number: 09053073

Postal address: Marconistraat 33

Town: Barneveld

NUTS code: NL Nederland

Postal code: 3771AM

Country: Netherlands

Internet address: <http://www.bdu.nl>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 1,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Hilversum

Town: Hilversum

Country: Netherlands

E-mail: joyce.nunda@robidus.nl

Internet address: <http://www.rechtspraak.nl>

VI.5. Date of dispatch of this notice

18/09/2023