

# MediaKit

2023

# KGK

KAUSCHUK GUMMI KUNSTSTOFFE



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**1 Title:** KGG Kautschuk Gummi Kunststoffe

**2 Profile in brief:**

KGG Kautschuk Gummi Kunststoffe is the only bilingual trade and technical magazine in the world focusing on development, processing and applications in the caoutchouc, rubber and plastics industry. It is a unique publication: writers from all over the world contribute expertise and latest findings to the editorial program.

The editorial concept is characterized by expert articles covering topics and trends in structure determination, material composition, recycling, quality management and practice-oriented product reports on raw and auxiliary materials and additives, new machines and tools.

KGG Kautschuk Gummi Kunststoffe is the official organ of the Deutsche Kautschuk Gesellschaft e.V. (DKG) (the German Rubber Society) and the DIN-Normenausschuss Elastomer-Technik (NET) (DIN Standards Committee for Elastomer Technology)

**3 Target group:**

Primarily decision-makers at companies active in the areas of caoutchouc, rubber

and TPE processing. Additionally: manufacturers of caoutchouc processing machines, tool and die making as well as suppliers of raw materials and additives.

<b>4 Publication:</b>	6 x per year
<b>5 Magazine format:</b>	DIN A4
<b>6 Volume/year:</b>	Vol. 76/2023
<b>7 Purchase conditions and prices (including VAT):</b>	
domestic	€ 400.00 + € 10.20 shipping costs = € 410.20
foreign	€ 400.00 + € 20.40 shipping costs = € 420.40
Single copy price	€ 68.00 including VAT, not including shipping costs
<b>8 Organ:</b>	Deutsche Kautschuk-Gesellschaft e.V. (the German Rubber Society) Technical Standards Committee of the German Caoutchouc Industry im German Committee of Standards
<b>9 Memberships:</b>	Deutsche Fachpresse, IVW
<b>10 Publishing company:</b>	Hüthig GmbH Managing Director: Moritz Warth Im Weiher 10, D-69121 Heidelberg +49 6221 489-230 <a href="http://www.kgg-rubberpoint.de">http://www.kgg-rubberpoint.de</a> E-mail: klaus-dieter.block@huetthig.de
<b>11 Publisher:</b>	Prof. Dr. Ulrich Giese, DIK, Hanover
<b>12 Advertisements:</b>	Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales Klaus-Dieter Block, Sales Manager
<b>13 Editors:</b>	Philip Bittermann, Editor-in-Chief Dipl.-Ing. (FH) Simone Fischer, Dominik Bechlarz

### Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

#### 14 Volume analysis

Total volume:  
6 issues in 2021  
488 pages = 100%

**86.7%**

Editorial content:  
423 pages

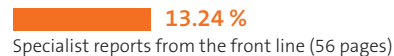


Advertising content:  
65 pages

of which:  
16 ads by the publishing house itself

#### 15 Editorial content analysis

KGK Kautschuk Gummi Kunststoff 2021 = 423 pages



## 1 Advertising rates in € (formats – see p. 6):

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	3% discount	5% discount	10% discount	15% discount
1/1 page	<b>2,500.00</b>	2,425.00	2,375.00	2,250.00	2,125.00
2/3 page	<b>1,700.00</b>	1,649.00	1,615.00	1,530.00	1,445.00
1/2 page	<b>1,260.00</b>	1,222.20	1,197.00	1,134.00	1,071.00
Junior page	<b>1,450.00</b>	1,406.50	1,377.50	1,305.00	1,232.50
1/3 page	<b>890.00</b>	863.30	845.50	801.00	756.50
1/4 page	<b>670.00</b>	649.90	636.50	603.00	569.50
1/8 page	<b>380.00</b>	368.60	361.00	342.00	323.00
Total rates for 2c advertisements	2c rate	3% discount	5% discount	10% discount	15% discount
1/1 page	<b>2,960.00</b>	2,885.00	2,835.00	2,710.00	2,585.00
2/3 page	<b>2,160.00</b>	2,109.00	2,075.00	1,990.00	1,905.00
1/2 page	<b>1,640.00</b>	1,602.20	1,577.00	1,514.00	1,451.00
Junior page	<b>1,830.00</b>	1,786.50	1,757.50	1,685.00	1,612.50
1/3 page	<b>1,270.00</b>	1,243.30	1,225.50	1,181.00	1,136.50
1/4 page	<b>930.00</b>	909.90	896.50	863.00	829.50
1/8 page	<b>640.00</b>	628.60	621.00	602.00	583.00
Total rates for 4c advertisements	4c rate	3% discount	5% discount	10% discount	15% discount
1/1 page	<b>3,570.00</b>	3,495.00	3,445.00	3,320.00	3,195.00
2/3 page	<b>2,770.00</b>	2,719.00	2,685.00	2,600.00	2,515.00
1/2 page	<b>2,230.00</b>	2,192.20	2,167.00	2,104.00	2,041.00
Junior page	<b>2,420.00</b>	2,376.50	2,347.50	2,275.00	2,202.50
1/3 page	<b>1,860.00</b>	1,833.30	1,815.50	1,771.00	1,726.50
1/4 page	<b>1,260.00</b>	1,239.90	1,226.50	1,193.00	1,159.50
1/8 page	<b>970.00</b>	958.60	951.00	932.00	913.00

## 2 Surcharges

### Preferential placements:

Inside front cover 4c	€ 3,940.–
Outside back cover 4c	€ 3,940.–
Binding placements:	10 % surcharge on basic rate
Rates and conditions for cover placement on request.	

### Color surcharges (not discountable):

	2-color	4-color
1/1	€ 460.–	1,070.–
1/2 and smaller	€ 380.–	970.–
1/4 and smaller	€ 260.–	590.–

Surcharges apply to Euroscale colors

Special colors on request

### Format surcharges:

Bled-off and gutter-bleed advertisements:	10 % on basic rate
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## 3 Discounts: for purchase within 12 months (always on basic rate)

### Frequency discount rate:

3 x publication	3 %
6 x publication	5 %
9 x publication	10 %
12 x publication	15 %

### Quantity discount rate:

1.5 pages	3 %
3.0 pages	5 %
6.0 pages	10 %
9.0 pages	15 %
12.0 pages	20 %

## 4 Classified ads:

Job vacancies/search, for sale/wanted per mm (1-column, 41 mm wide) b/w € 2.60

## 5 Special advertising:

### Bound inserts: must be delivered folded, untrimmed, without back stapling

Volume	Paper weight	Min. weight	up to 120 g/m <sup>2</sup>	up to 170 g/m <sup>2</sup>
2 pages		120 g/m <sup>2</sup>	€ 2,860.–	€ 3,020.–
4 pages		80 g/m <sup>2</sup>	€ 4,290.–	€ 4,520.–

## Loose inserts: (not subject to discount and only for total circulation)

Min. format 10.5 x 14.8 cm, min. weight per single sheet 150 g/m<sup>2</sup>

Max. paper format 20 x 28 cm

up to 25 g weight	€ 1,040.–
each additional 25 g weight	€ 520.–

### Postage per 1,000 inserts:

up to 25 g weight	€ 13.40
up to 30 g weight	€ 18.80
up to 35 g weight	€ 21.10
up to 40 g weight	€ 22.60

Delivery: Specimens to be supplied as of order placement, circulation up to 14 days prior to publication.

### Stick-on advertising media (only for total circulation):

In conjunction with advertisement or bound insert € 550.–

plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m<sup>2</sup>

– for machine processing	€ 135.–
– for manual processing	€ 280.–
Postage per 1,000:	€ 5.10
Positioning on request	

### Delivery address, bound and loose inserts:

QUBUS media GmbH, Beckstr. 10, D-30457 Hannover  
(clearly marked: "für KGK, Heft Nr. ...")

6 Contact: see p. 24/25

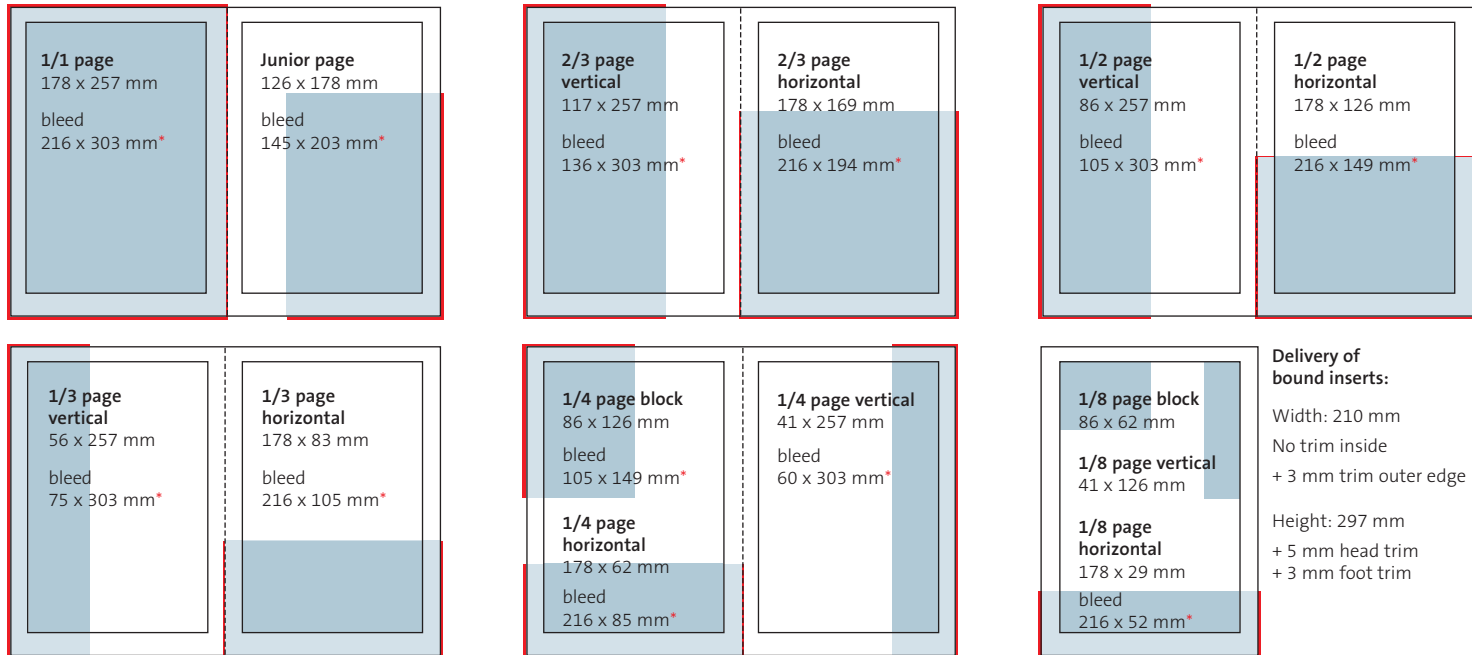
7 Terms of payment:  
Net within 14 days of invoice date, 2 % discount for direct debit

### Bank details:

UniCredit Bank AG,  
account: 38171291, bank code: 700 202 70,  
IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX

— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats    ■ Bleed formats



- 1 **Magazine format:** width 210 mm, height 297 mm, DIN A4  
**Type area:** width 178 mm, height 257 mm  
Number of columns: 4 columns, column width: 41 mm

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- 2 **Printing process:** Sheet-fed offset  
**Binding process:** Back stitching

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- 3 **Data transfer:** ckv-dispo@huethig.de

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- 4 **Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen, color model must always be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi. The format must have original dimensions plus trim allowance and bleed marks.

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- 5 **Colors:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.

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- 6 **Proof:** According to FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to standard, PSO\_LWC\_Improved\_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated\_v2\_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

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- 7 **Data archiving:**  
Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

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- 8 **Warranty:**
  1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.
  2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).

3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

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- 9 **Contact:**  
Media Administration:  
Michael Koch  
Tel.: +49 6221 489-303  
E-mail: ckv-dispo@huethig.de

Issues KGK	1 February	2 April	3 June	4 August	5 October	6 December
Publication date	Feb. 28, 2023	Apr. 26, 2023	Jun. 14, 2023	Aug. 29, 2023	Oct. 10, 2023	Dec. 12, 2023
Advertising deadline	Feb. 2, 2023	Mar. 29, 2023	May 16, 2023	Aug. 2, 2023	Sep. 13, 2023	Nov. 16, 2023
Trade fairs / events	Tire Technology Expo Mar. 21-23, 2023, Hannover	Medtec Live May 23-25, 2023, Nuremberg  Control May 09-12, 2023, Stuttgart  Moulding Expo Jun. 13-16, 2023, Stuttgart	PIAE Jun. 21-22, 2023, Mannheim	Plast Sep. 5-8, 2023, I-Milano	Fakuma Oct. 17-21, 2023, Friedrichshafen  Formnext Nov. 14-17, 2023, Frankfurt  Mobility & Polymer Summit Nov. 29-30, 2023, Munich	
<b>International focus: Market trends, events, company strategies, association news</b>						
<b>Specialist articles and reports</b>	Raw materials, mechanical and process engineering for tire production  Rubber, additives, fillers, and auxiliary materials  Extrusion, pressing  Injection molding	Elastomers and silicones in medtech  Quality assurance  Maintenance  PUR, TPE, silicone	Sustainability  Recycling  Tires in circuit  renewable materials	Injection molding, extrusion  Automation technology, robotics and handling  PUR, TPE, silicone	Products and innovations at Fakuma  Digitalization of production  Injection molding, extrusion  New mobility: rubber and elastomers in new mobility solutions  Sustainability, recycling	Tool technology and optimization  Simulation and calculation
<b>Raw materials, additives</b> The specialist fields are covered by the editorial content in each issue of KGK in 2023	<b>User-focused reports and selected scientific papers by international authors provide information on the latest developments and the processing of (primarily) rubber, TPE, and PUR. The following topic areas are covered:</b>		Natural rubber, natural latex, synthetic rubber, synthetic latex, thermoplastic elastomers, thermoplastics, activators, anti-aging agents, antioxidants, accelerators, fillers, mastics, pigments, reinforcers, plasticisers			
<b>Quality assurance, product development</b> The specialist fields are covered by the editorial content in each issue of KGK in 2023	<b>Optimizing and increasing quality assurance in rubber-processing companies and institutes is a requirement and prerequisite at the same time. Specialist articles from industry and research provide information on product areas including:</b>		Measuring equipment for mechanical, thermal, electrical, and optical quantities, software systems, test cabinets, test facilities, profile production lines, handling equipment, washing and drying			
<b>Machinery, peripherals, automation</b> The specialist fields are covered by the editorial content in each issue of KGK in 2023	<b>Showcasing new technologies, machinery, and peripherals to boost efficiency in rubber-processing companies. The editorial content focuses on recent specialist articles and brief reports with a practical bent on topic areas including:</b>		Processing plants, extruders, granulators, calenders, mixers, presses, recycling plants, injection-molding machines, vulcanisation plants, tools, peripherals			



## Market & Contact (supply source)

<b>Term:</b>	1 year = 6 issues
<b>Disposition:</b>	in each issue possible
<b>Conditions:</b>	The contract runs for 1 year and continues until terminated. Termination of contract is possible up to a period of six weeks prior to the end of the contract term.
<b>Size:</b>	Single-column, 41 mm wide; Minimum height 25 mm
<b>Price per issue:</b>	Per mm height b/w € 2.00; color € 3.00
<b>Corrections:</b>	Up until the advertising deadline for each issue

### Increase your presence in the market: combine print and online!

As a supply source advertiser you receive an additional inexpensive **“Plus Entry”** at www.kgk-rubberpoint.de on request. What is a **“Plus Entry”**? You can enter the following in the database of our online portal: your company address **plus** telephone and fax number **plus** link to your homepage **plus** logo **plus** free text on your product program. Price: as a supply source advertiser you only pay € 100.– per year.

**Advertising deadline:** See publication schedule

Payment is requested in advance.



in the magazine

and online

Reacting quickly to change

# Mobility & Polymer Summit

The leading industry meeting for all polymer solutions  
in modern mobility

**November 2023 in Munich,**  
**high-rise building of the Süddeutscher Verlag**

**Information on content and programme:**

Philip Bittermann  
Editor in chief of KGK and PLASTVERARBEITER  
Tel.: +49 6221 489-213  
philip.bittermann@huethig.de

**Information on sponsoring and exhibition:**

Klaus-Dieter Block  
Sales Manager  
Tel.: +49 6221 489-301  
klaus-dieter.block@huethig.de

An event of:



**1 Circulation monitoring:**



**2 Circulation analysis:**

Copies per issue on annual average  
July 1, 2021 to June 30, 2022

**Print run:** 2,140

**Number of copies actually distributed:** 1,970 including abroad: 386

**Copies sold:** 265 including abroad: 71  
 – Subscribed copies: 261 including association member copies: 0  
 – Other sales: 4  
 – Single copy sales: 0

**Free copies:** 1,705

**Residual, archive and specimen copies:** 170

**3 Geographical distribution analysis:**

Economic Region	Copies actually distributed	
	%	copies
Germany	80.4	1,584
Abroad	19.6	386
<b>Copies actually distributed</b>	<b>100.0</b>	<b>1,970</b>

Breakdown of foreign circulation*	Copies actually distributed	
	%	copies
Austria	28.9	112
Switzerland	28.9	112
Other countries	42.2	162
<b>Copies actually distributed, abroad</b>	<b>100.0</b>	<b>386</b>

\* publisher's claim

The description of the survey method can be found on page 13.

### 1.1 Sector / Industrie

WZ 2008 Code	Recipient groups (according to industrial sector classification)	Percentage of copies actually distributed	
		%	recipients
20, 21	<b>Chemical industry</b> Raw materials production/chemistry/Petrochemistry and coal chemistry Production of auxiliary materials and additives	9.5	187
22	<b>Manufacture of rubber and plastic goods</b> Manufacture of rubber goods/Manufacture of plastic goods Manufacture of caoutchouc goods and substitute products/Production of tires	67.5	1,330
28	<b>Mechanical engineering</b> Caoutchouc and plastics processing machines/Testing machines and appliance construction Molds and tool construction	9.9	195
46.12	<b>Wholesale trade of technical chemicals</b> Caoutchouc/Industrial and commercial agencies/Import and export of raw materials, auxiliary materials and finished product	5.9	116
72/71.2/85	<b>Services, research, development, training</b> Technical consultation and planning/Technical laboratories and testing institutes Vocational colleges/institutes of higher education	7.2	142
<b>Copies actually distributed</b>		<b>100.0</b>	<b>1,970</b>

#### Summary of collection method

- Total number of recipients in the file:** 4,057
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC) 1.970 = 100,0 %  
Not included in the survey: 170 = 8,63 %
- Random sample:** Total collection

- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** vom July 1, 2021 til June 30, 2022
- Survey implementation:** Aug. 2, 2022

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.

## kgk-rubberpoint.de

- Website (URL):** www.kgk-rubberpoint.de
- Profile in brief:**  
Extensive internet provision in B2B communication for specialists and executives working in the caoutchouc, rubber and plastics industry. Daily news, product and company database, market overviews, background reports, job market.
- Target group:**  
Primarily decision-makers involved in caoutchouc, rubber and TPE-processing. Providers of raw materials and additives, producers of caoutchouc processing machinery as well as tools and molds.
- Publishing company:** Hüthig GmbH
- Editorial Contact:**  
Philip Bittermann, Editor-in-Chief  
Tel.: +49 6221 489-347, philip.bittermann@huethig.de
- Contact – Online Advertising:**  
Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales  
Tel.: +49 6221 489-207, sabine.wegmann@huethig.de  
Klaus-Dieter Block, Sales Manager  
Tel.: +49 6221 489-301, klaus-dieter.block@huethig.de
- Data delivery:**  
Michael Koch, Tel.: +49 6221 489-303, ckv-dispo@huethig.de  
File type: jpg, gif, png, HTML5  
File size: max. 100 KB
- External ad server used:** Google Ad Manager from Google

## Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns. Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared. N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL. Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

### Facts

#### Traffic<sup>1</sup>

- 13,598 page impressions/month
- LinkedIn: 973<sup>2</sup>
- Xing: 3,804<sup>2</sup>

#### Channels

- Markt
- Raw materials, additives
- Research
- Processing
- Tools & moulds
- Quality assurance

### Content

- Technical articles
- Product reports
- News
- Interviews
- Videos
- Picture gallery
- Archive

kgk-rubberpoint.de  
is IVW certified

<sup>1</sup> Source: IVW 05/2022

<sup>2</sup> As of 09.2022

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week
	Billboard	RoS under Header	Desktop Tablet	940x250	550.–
	Halfpage	RoS (sticky)	Desktop	300x600	320.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	300.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	450.–
	Skyscraper left	RoS	Desktop	160x600	260.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	330.–
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop Tablet	728x90	300.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	495.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	450.–
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	320.–
	Partner-Site-Button	RoS	Desktop	300x120	250,-

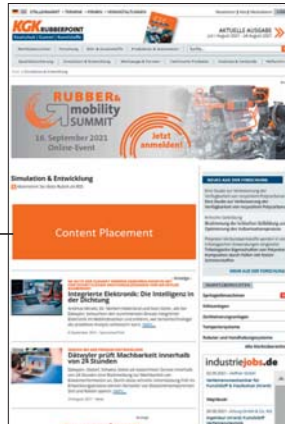
## Content Placement

Content placement is an article posted on kgk-rubberpoint.de that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or topic page of kgk-rubberpoint.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

You are free to choose the text and images for your content.

**Format:** HTML content page, content supplied as a Word file.  
No more than five images as png, jpg, or gif files.

**Price:** € 550,-



Example: Teaser for Content Placement on the Homepage

### What we need from you:

- Meaningful keywords relating to your topic
- Clear allocation to a topic area
- Descriptive heading
- Short, brief subheading (to supplement the heading)
- Teaser (2 short sentences to attract attention, about 250 characters)
- Text incl. links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: a max. of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

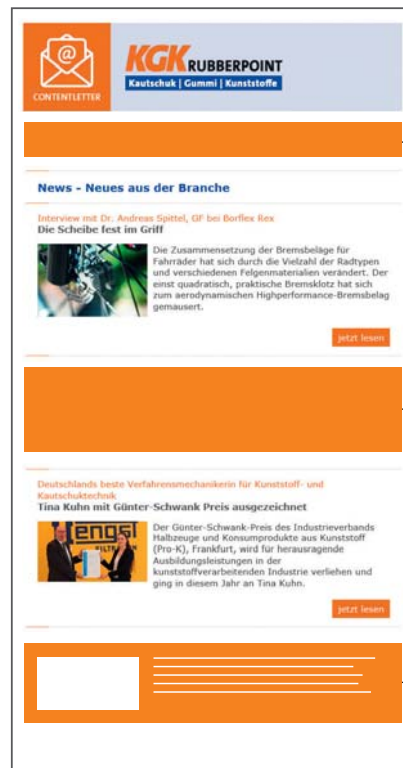
## Business Directory

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery		✓
Company profile		✓
Specific contact partners		✓
Link to sales offices or branches		✓
Additional informations as a link or file		✓
Embedding company videos		✓
Embedding whitepapers		✓
Price/year	€ 325,-	€ 520,-

All prices in Euros without applicable value added tax.

- 1 Name:** kgk-rubberpoint.de-Contentletter
- 2 Profile in brief:**  
Once a month, the KGK-Rubberpoint content letter provides a summary of papers and reports from research and practice covered in the latest printed issue of KGK.
- 3 Target group:**  
Primarily decision-makers in companies in the rubber, elastic, and TPE processing industry. Plus: Manufacturers of rubber processing machinery, those involved in tool and mold construction, and providers of raw materials and additives.
- 4 Frequency:** monthly
- 5 Editorial Contact:**  
Philip Bittermann  
Editor-in-chief  
Tel.: +49 6221 489-213  
E-mail: philip.bittermann@huethig.de
- 6 Contact – Online Advertising:**  
Dipl.-Betriebsw. (VWA) Sabine Wegmann  
Head of Sales  
Tel.: +49 6221 489-207  
E-mail: sabine.wegmann@huethig.de  
  
Klaus-Dieter Block, Sales Manager  
Tel.: +49 6221 489-301  
E-mail: klaus-dieter.block@huethig.de
- 7 Data delivery:**  
Michael Koch  
Tel.: +49 6221 489-303  
E-mail: ckv-dispo@huethig.de



**Header Ad<sup>2</sup>**  
**Format:** 650 x 90 pixels  
**Price/issue:** € 410.–  
**File type:** jpg, png; gif<sup>3</sup>

**Content Ad<sup>2</sup>**  
**Format:** 650 x 150 pixels  
**Price/issue:** € 320.–  
**File type:** jpg, png; gif<sup>3</sup>

**Text Ad (image + text)<sup>2</sup>**  
**Image:** 620 x 349 pixels  
**Text:** max. 330 characters  
**Price/issue:** € 320.–  
**File type:** jpg, png; gif<sup>3</sup>

<sup>2</sup> The banners and text ads in the newsletter are visible for one week after publication.

<sup>3</sup> Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.

## Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

### Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company.
- You bring about a positive change in your image, right through to being viewed as an expert.
- You become established as an opinion maker.
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information.
- You increase your range and gain far greater visibility.
- You benefit from protecting and boosting sales figures and your bottom line for the long-term.



### We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

### Interested? For a customized quote, contact:



Sabine Wegmann  
Tel.: +49 6221 489-207  
sabine.wegmann@huethig.de



## The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

### The benefits of the webinar package at a glance

- **Comprehensive promotional package**  
We plug your webinar, thereby generating your leads.
- **New contacts**  
Get to know new potential customers that are interested in your product.  
You receive all information about the registered participants for commercial use at your company.
- **Expert implementation**  
You provide the speaker; our experienced team will take care of moderation and technical implementation.
- **Image boost**  
Modern companies use modern media formats.
- **Cost and time savings**  
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**  
You share video, audio and files with the participants.
- **Direct contact**  
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**  
Results of surveys, the interest rate and the average attendance duration of the participants

### Your webinar services:

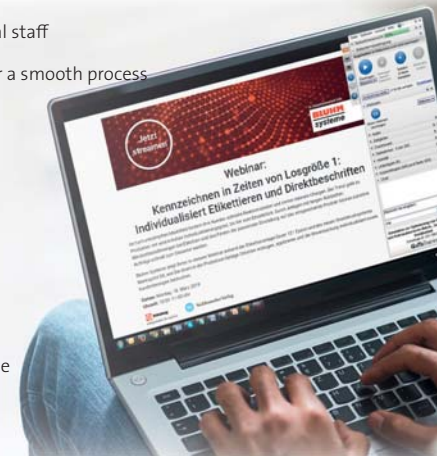
- Advertisement of your webinar on the website with logo, text and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports

### Interested?

For a customized quote, contact:



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## The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

### With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise.
- you provide readers with added value by addressing a highly specific problem for your target group, for example.
- you create trust and credibility by avoiding a sales pitch of any kind.
- you generate new B2B leads for your company.

### Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.



Interested? For a customized quote, contact:



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## Data-driven online marketing



With our audience products, you can reach your target market precisely where they are to be found – even outside of our platforms.

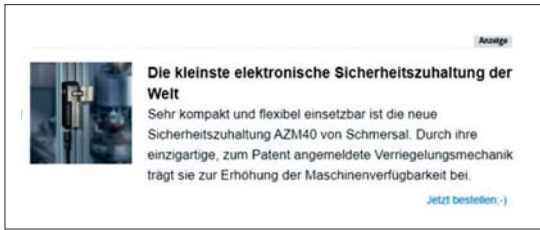
### Talk to us and find out more about

- Account-based marketing campaigns
- Intent scoring
- CPL models
- Reach extensions
- High-quality traffic with guaranteed clicks

### This is what we offer:

- Campaigns delivered to defined target markets across networks and devices
- Maximum control over your advertising budget thanks to precise campaign analyses
- Low scatter as only targeted users are addressed
- Various pricing models

## Native Content ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).

The “character limits” can vary depending on the location of the ad.

- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

**CMP € 190**

You can find further information on our “integrated marketing services” such as SEO, lead generation, pillar pages, or opinion leadership at <https://www.mi-connect.de/services>.

## Native Video ad



In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4  
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

**CMP € 190**



## Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database

## Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- **\*Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent.  
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

## Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



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# Your contacts at home and abroad

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Our general Terms and Conditions are viewable here: [www.huethig.de/agb](http://www.huethig.de/agb)

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