

MediaKit

2023

PLASTVERARBEITER



Hüthig



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1 Title: PLASTVERARBEITER

2 Profile in brief:

PLASTVERARBEITER: The decision-maker magazine for efficient production and increased market opportunities in the plastics processing industry – practice-based information: well researched, easy to read and quick to implement. In these times of cost pressure and increasing globalization, PLASTVERARBEITER supports plastics processors in designing production in a cost and resource-efficient way as well as recognizing new market opportunities at an early stage. Innovative products and production strategies are also presented, as are concrete practice problems. The current trend reports from digital market surveys are conveyed by a high level of product transparency.

3 Target group:

Primarily specialists and managers at plastics processing companies (as well as brand managers). Additionally: Manufacturers of plastics processing machines,

tool and mold engineers as well as providers of raw materials and additives. 84% of recipients are involved in purchasing and investment decisions.

4 Publication: 9 x per year

5 Magazine format: DIN A4

6 Volume/year: Vol. 74/2023

7 Purchase conditions and prices (including VAT):

domestic: € 230.00 + € 15.30 shipping costs = € 245.30
foreign: € 230.00 + € 30.60 shipping costs = € 260.60
single copy price: € 27.00 including VAT, not including shipping costs

8 Organ: –

9 Memberships/Participation: Deutsche Fachpresse, IVW

10 Publishing company: Hüthig GmbH
Managing Director: Moritz Warth
Address: Im Weiher 10, D-69121 Heidelberg
Tel.: +49 6221 489-207
Internet: www.plastverarbeiter.de
E-mail: sabine.wegmann@huethig.de

11 Publisher: –

12 Advertisements: Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales
Klaus-Dieter Block, Sales Manager
Holger Wald, Sales Manager

13 Editor: Philip Bittermann, Editor-in-chief
Dipl.-Ing. (FH) Simone Fischer, Editor
Dominik Bechlarz, Editor

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.

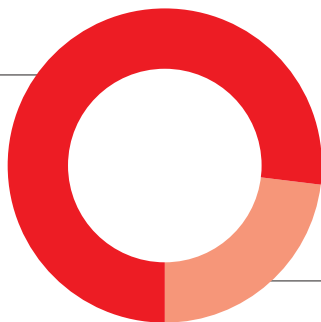
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

14 Volume analysis

Total volume:
9 issues in 2021
676 pages = 100%

75.3%

Editorial content:
509 pages



24.7%

Advertising content:
167 pages
of which:
27 ads by the publishing house itself
1 loose insert

15 Editorial content analysis

PLASTVERARBEITER 2021 = 509 pages

5.8%

Industry news (30 page)

13.0%

Business data / management (66 pages)

17.1%

Raw materials and additives (87 pages)

37.9%

Production and manufacturing technology / automation (193 pages)

10.5%

Tool and mold construction (53 pages)

2.3%

Product development / R&D (12 pages)

4.8%

Quality assurance (24 pages)

6.7%

Editorial, contents, further reading guide, publishing information (34 pages)

1.9%

Title page / inner section (10 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	4,410.00	4,277.70	4,189.50	3,969.00	3,748.50
2/3 page	2,980.00	2,890.60	2,831.00	2,682.00	2,533.00
Junior page	2,550.00	2,473.50	2,422.50	2,295.00	2,167.50
1/2 page	2,205.00	2,138.85	2,094.75	1,984.50	1,874.25
1/3 page	1,555.00	1,508.35	1,477.25	1,399.50	1,321.75
1/4 page	1,155.00	1,120.35	1,097.25	1,039.50	981.75
1/8 page	600.00	582.00	570.00	540.00	510.00
Total rates for 2c advertisements	2c rate	3 % discount	5 % discount	10 % discount	15 % discount
1/1 page	4,920.00	4,787.70	4,699.50	4,479.00	4,258.50
2/3 page	3,490.00	3,400.60	3,341.00	3,192.00	3,043.00
Junior page	2,930.00	2,853.50	2,802.50	2,675.00	2,547.50
1/2 page	2,585.00	2,518.85	2,474.75	2,364.50	2,254.25
1/3 page	1,935.00	1,888.35	1,857.25	1,779.50	1,701.75
1/4 page	1,415.00	1,380.35	1,357.25	1,299.50	1,241.75
1/8 page	860.00	842.00	830.00	800.00	770.00
Total rates for 4c advertisements	4c rate	3 % discount	5 % discount	10 % discount	15 % discount
1/1 page	5,840.00	5,707.70	5,619.50	5,399.00	5,178.50
2/3 page	4,410.00	4,320.60	4,261.00	4,112.00	3,963.00
Junior page	3,520.00	3,443.50	3,392.50	3,265.00	3,137.50
1/2 page	3,175.00	3,108.85	3,064.75	2,954.50	2,844.25
1/3 page	2,525.00	2,478.35	2,447.25	2,369.50	2,291.75
1/4 page	1,745.00	1,710.35	1,687.25	1,629.50	1,571.75
1/8 page	1,190.00	1,172.00	1,160.00	1,130.00	1,100.00



2 Surcharges

Preferential placements:	b/w	4-color
Inside front cover	€ 5,010.–	6,440.–
Outside back cover	€ 5,010.–	6,440.–
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 and 2/3 page	€ 510.–	1,430.–
1/2 and 1/3 page	€ 380.–	970.–
1/4 and 1/8 page	€ 260.–	590.–

Surcharges apply to Euroscale colors.....Special colors on request

Format surcharges:

Bled-off and gutter-bleed advertisements.....10 % on basic rate

3 Discounts: for purchase within 12 months (always on basic rate).

Frequency discount rate:	Quantity discount rate:
3 x publication..... 3 %	1.5 pages..... 3 %
6 x publication..... 5 %	3.0 pages..... 5 %
9 x publication..... 10 %	6.0 pages..... 10 %
12 x publication..... 15 %	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 € 3.90

5 Special advertising:

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

Volume	Paper weight	Min. weight	up to 120 g/m ²	up to 170 g/m ²
2 pages		120 g/m ²	€ 4,830.–	€ 5,070.–
4 pages		80 g/m ²	€ 7,300.–	€ 7,590.–

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/m²

Max. paper format 20.5 x 29 cm

up to 25 g weight	€ 3,675.00
each additional 25 g weight.....	€ 1,840.00

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.....	€ 915.00
plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m ²	
– for machine processing.....	€ 588.00
– for manual processing.....	€ 1,265.00
Postage per 1,000.....	€ 5.10
Positioning on request	

Delivery address, bound and loose inserts:

Vogel Druck und Medienservice GmbH, Leibnizstr. 5, D-67204 Höchstberg (clearly marked: "for PLASTVERARBEITER, Issue No. ...")

6 Contact: see p. 30/31

7 Terms of payment:

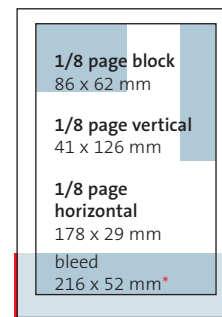
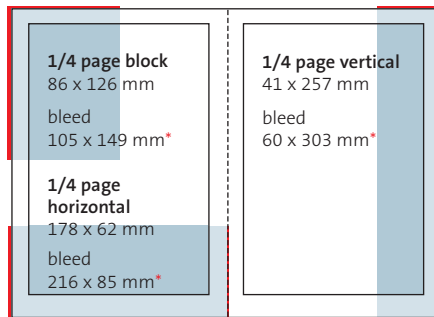
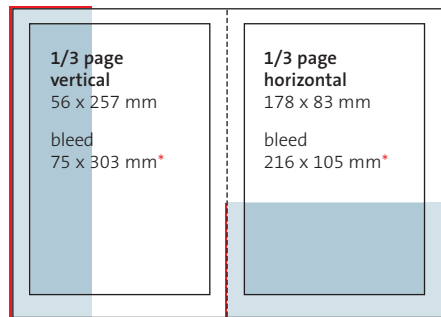
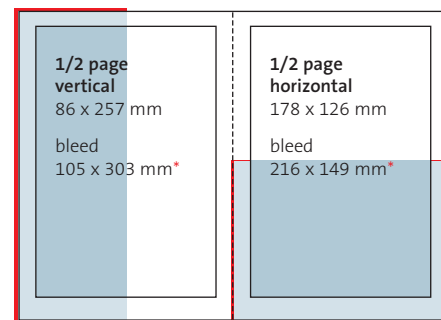
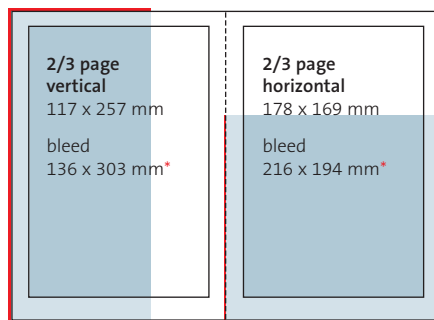
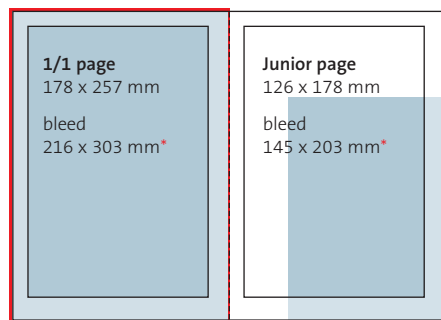
Net within 14 days of invoice date, 2 % discount for direct debit

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



Delivery of bound inserts:
Width: 210 mm
+ 4 mm trim inside
+ 3 mm trim outside
Height: 297 mm
+ 5 mm trim top
+ 3 mm trim bottom



-
- 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
-
- 2 Printing process:** Rotary offset
Binding process: Adhesive binding
-
- 3 Data transfer:** ckv-dispo@huethig.de
-
- 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.
-
- 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.
-
- 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.
-
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
-
- 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

Market & Contact (supply source)

Term:	1 year = 9 issues
Disposition:	in each issue possible
Conditions:	The contract runs for 12 calendar months and continues until terminated. Termination of contract is possible up to a period of six weeks prior to the end of the contract term.
Size:	Single-column, 41 mm wide; Minimum height 10 mm (4 lines)
Price per issue:	Per mm height b/w € 4.– color € 6.–
The benefits for you:	If you opt for a presence in Market & Contact, your company will be advertised for 1 year period.
Corrections:	At any time before advertising deadline, cost per change € 50.–
Combined offer with same duration:	Online business directory: Plus entry: € 110.–/year Premium entry: € 275.–/year
The amount is calculated for one year in advance! In the case of arrangement by an advertising agency: 15% agent commission.	



in the magazine



and online

MEDPLAST: A PLASTVERARBEITER special issue

Almost 50 percent of medical devices are made of plastic, and their share is rising significantly. Special issue MEDPLAST provides succinct and direct information to those making investment decisions on the trends dominating the market, where the greatest market opportunities lie, and what innovative products, technologies and strategies can be used to produce medical devices efficiently in terms of costs and resources, also in Germany.

Topics covered include the development, production and packaging of high-quality medical devices and plastic parts for medical use. The information is practical, thoroughly researched, easily readable and quick to apply.

Circulation: 12,500 copies

Publication date: May 16, 2023

Advertising deadline: April 19, 2023

Price advantage:

The special issue is published in A4 format. Type area and ad formats as for PLASTVERARBEITER. As an advertiser in the trade journal PLASTVERARBEITER (in 2023), you will receive a discount of 5% on any ads you publish in MEDPLAST.

Advertisement formats	Advertising rates 4c (in Euro)
1/1 page	4,410.–
1/2 page	2,205.–
Junior page	2,540.–
1/3 page	1,615.–
1/4 page	1,155.–
1/8 page	630.–

NEUE TECHNOLOGIEN · KOSTENEFFIZIENZ · ERHÖHTE MARKTCHANCEN

MEDPLAST

EINE SONDERAUSGABE DES FACHMAGAZINS PLASTVERARBEITER

SPRITZGIESSEN
Mehrfach-Dosiersystem für Augentropfen 16

AUTOMATION
Testkassette in 750 Millisekunden Bestücken 42

WERKZEUGE
Heißkanal für Etagen Mehrkomponenten 56

VIELSEITIGER EINSATZ


Kunststoffe als Möglichmacher

Additional distribution at important industry events

SPECIAL 25 Jahre Jubiläum

Hüthig
erfolgsmedien für experten

www.plastverarbeiter.de

Issues	1/2 January/February	3 March	4 April	5 May	6 June	7/8 July/August	9 September	10 October	11/12 Nov./Dec.
Publication date	Feb. 22, 2023	Mar. 21, 2023	Apr. 19, 2023	May 16, 2023	Jun. 13, 2023	Aug. 10, 2023	Sep. 20, 2023	Oct. 10, 2023	Dec. 12, 2023
Advertising deadline	Jan. 27, 2023	Feb. 23, 2023	Mar. 22, 2023	Apr. 19, 2023	May 15, 2023	Jul. 17, 2023	Aug. 25, 2023	Sep. 13, 2023	Nov. 16, 2023
Trade fairs /events		KPA Mar. 8-9, 2023, Ulm Interpack May 4-10, 2023, Duesseldorf	Kuteno May 9-11, 2023, Rheda-Wiedenbrück	Medtec Live May 23-25, 2023, Nuremberg Moulding Expo Jun. 13-16, 2023, Stuttgart Compounding World Expo Europe Jun. 14-15, 2023, Essen	PIAE Jun. 21-22, 2023, Mannheim Automatica Jun. 27-30, 2023, Munich			Fakuma Oct. 17-21, 2023, Friedrichshafen Formnext Nov. 14-17, 2023, Frankfurt Mobility & Polymer Summit November 2023, Munich	
Cover story	Composites in practical use	Plastics in packaging technology	Plastics in consumer products	Generative plastics processing	Plastics in automotive const- ruction	Trends in tool and mold construction	Digitalization in the plastics industry	Trends in the plastics industry	Circular economy in the plastics industry
Market trends	Additives / color batches					Robotics / automa- tion			Crushing plants
Production and manufacturing technology / automation	Injection molding Robotics / handling Conveying, drying, mixing, dosing	Injection molding Thermoforming (Film) extrusion Printing and labeling	(Multi-component) Injec- tion molding Blow molding Extrusion Lightweight construction	Joining technology Robotics / handling Injection molding	Lightweight const- ruction Surface technology Thermoforming Joining technology	3D printing Rapid Manufacturing Cleanroom tech- nology	 <p>The range of topics covered in the September and October issues includes all aspects of plastics processing. This is also reflected in the editorial pre-event reporting. In addition to new and proven techniques and applications, plastics processors and trade fair visitors will also receive information on approaches to solving their daily industrial problems as well as an early preview of the upcoming industry event.</p> <p>The articles will cover all topics of the value-added chain. Product development, raw materials and additives, production technology and peripherals, toolmaking and mouldmaking as well as automation and quality assurance.</p>	Recycling / granulation / compounds Injection molding Conveying, drying, mixing, dosing	
Raw materials and additives	Composites Multi-component products Duroplastics	Thermoplastics Compounds Additive manufacturing / color and master batches	Bioplastics / sustainable materials Recyclates Particle foam	Bioplastics / susta- inable materials Recyclates Particle foam	3D printed materials Bioplastics / susta- inable materials	Compounds Elastomers Additive manufac- turing / color and master batches		Bioplastics / sustainable materials Recyclates	
	Tools and molds	Tools and molds	Tools and molds	Tools and molds	Tools and molds	Tools and molds		Tools and molds	
	Quality assurance / measurement techno- logy	Quality assurance / measurement technology	Quality assurance / measurement technology	Quality assurance / measurement techno- logy	Quality assurance / measurement technology	Quality assurance / measurement techno- logy		Quality assurance / measurement technology	
Special issues / special sections		including special section PACKPLAST		including special issue (see p. 9) MEDPLAST	incl. special section CARPLAST		Special issue (see p. 12) PLAST MESSEGUIDE		



TRADE FAIR CONTACTS

The PLAST TRADE FAIR GUIDE will also be published for FAKUMA 2023.

This much sought-after publication perfectly complements the specialist magazine PLASTVERARBEITER. In view of the high expectations of many trade fair visitors, the content of the special edition focuses exclusively on the industry event Fakuma 2023. The editorial team is aiming to achieve optimal product and exhibitor transparency with thematically well-structured information.

Circulation:	18,000 copies
Publication date:	October 10, 2023
Advertising deadline:	September 13, 2023
Distribution:	Plastic processing companies, trade fair visitors

Advertising formats	Advertising rates 4c (in Euro)*
1/1 page	2,310.–
1/2 page	1,365.–
Junior page	1,525.–
1/3 page	945.–
1/4 page	735.–

*Advertising rates apply to customers of the trade publication PLASTVERARBEITER that place an ad of the same size in the September and/or October issues of 2023. Introductory prices for other companies upon request.

EINE SONDERAUSGABE DES FACHMAGAZINS PLASTVERARBEITER

PLASTMESSEGUIDE

PRODUKTE | TECHNOLOGIEN | STATEMENTS

Fakuma: Die Branche trifft sich wieder

Transparency

Trade Fair News

Contacts

Hüthig
erfolgsmedien für experten

www.plastverarbeiter.de



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:



PLASTVERARBEITER





1 Circulation monitoring:



2 Circulation analysis:

Copies per issue
on average for the period
July 1, 2021 - June 30, 2022

Print run:	10,543		
Number of copies actually distributed:	10,293	including abroad:	1,256
e-Paper:	3,959		
Total:	14,252		
Copies sold:	874	including abroad:	134
– Subscribed copies:	434	including association	
– Other sales:	440	member copies:	0
– Single copy sales:	0		
Free copies:	13,378		
Residual, archive and specimen copies:	250		

3 Geographical distribution analysis:

Economic region	Percentage of copies actually distributed	
	%	copies
Germany	91.2	12,996
Abroad	8.8	1,256
Copies actually distributed	100.0	14,252

Breakdown of foreign circulation*	Percentage of copies actually distributed	
	%	copies
Austria/Switzerland	80.4	1,010
Other countries	19.6	246
Copies actually distributed	100.0	1,256

* Publisher's statement

** incl. e-paper. The basis of the %-breakdown is the print run.

The description of the survey method can be found on page 17

Our coverage to secure your successful communication

Industry experts get their information in various different ways, now more so than ever.
Reach your target group – via both analog and digital channels.





1.1 Sectors / industries

WZ 2008 Code	Recipient groups (according to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	recipients
20	Chemical industry Plastics, raw materials production Production of auxiliary materials and chemicals	7.9	1,125
22	Manufacture of rubber and plastic goods/users of plastics Vehicle construction Construction sector Mechanical engineering Packaging industry Furniture/furnishing Precision mechanics and optics Toys and jewelry	68.0	9,699
28	Mechanical engineering Plastics processing machines Molds and tool construction Other mechanical engineering	8.2	1,164
46.12	Trade with technical chemicals	8.8	1,248
71.12	Services for companies Construction and engineering agencies	3.7	531
72/85	Research, development, training	2.9	418
	Other*	0.5	67
Copies actually distributed**		100.0	14,252

*portion of circulation not analyzed, e.g. trade fair and congress copies etc.

** incl. e-paper. The basis of the %-breakdown is the print run.

1.2 Size of business unit:

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	40.0	5,706
50 - 199 employees	33.6	4,788
200 - 499 employees	14.9	2,127
500 and more employees	11.0	1,564
No details*	0.5	67
Copies actually distributed**	100.0	14,252

2.1 Job feature: field of activity (multiple responses)

	Percentage of copies actually distributed	
	%	recipients
Company management, technical management	44.8	6,381
Research, development and design	20.0	2,851
Materials management / purchasing / logistics (e.g. sales, organization, marketing)	18.6	2,658
Marketing / sales	8.1	1,149
Other sectors	8.0	1,146
Other*	0.5	67
Copies actually distributed**	100.0	14,252

* portion of circulation not analyzed, e.g. trade fair and congress copies etc.

** incl. e-paper. The basis of the %-breakdown is the print run.

2.1 Job feature: position in company

	Percentage of copies actually distributed	
	%	recipients
Members of management, boards of directors, supervisory boards	34.5	4,917
Departmental, divisional, project managers	33.2	4,726
Specialists	17.8	2,541
Assistants, juniors, trainees, private individuals	14.0	2,001
Other*	0.5	67
Copies actually distributed**	100.0	14,252

Summary of collection method

- Total number of recipients in the file:** 28.850
- Method:** Recipient structure analysis through file evaluation
Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:**
Basic total (TAC) 14.252 = 100,0 %
Not included in the survey: 250 = 1,75 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2021 to 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.

plastverarbeiter.de

- 1 Website (URL):** www.plastverarbeiter.de
- 2 Profile in brief:**
Extensive internet provision in B2B communication for specialists and executives working in the plastics processing industry. Daily news, product and company database, market overviews, background reports, job market and topic-specific weekly newsletter with an average of more than 4,000 subscribers.
- 3 Target group:**
Professionals and executives in the plastics processing industry. Providers of raw materials and additives. Manufacturers of machines, equipment and tools for the plastics industry, as well as service providers in the sector.
- 4 Publishing company:** Hüthig GmbH
- 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
Holger Wald, Sales Manager
Tel.: +49 6221 489-298, E-mail: holger.wald@huethig.de
- 7 Data delivery:**
Michael Koch, Tel.: +49 6221 489-303, E-mail: ckv-dispo@huethig.de
File type: jpg, gif, png, HTML5, File size: max. 100 KB
- 8 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

- 88,461 page impressions/month¹
- 4,311 newsletter subscribers²
- 4,654 Xing-Follower³

Channels












- Market
- Processing procedures
- Automation
- Raw materials and additives
- Quality assurance
- Tools & moulds

Content

- Technical articles
- Market surveys
- Product reports
- News
- Editorials
- Videos



¹ Source: IVW, as of 03/2022; ² Source: Emarsys, as of 06/2022; ³ Source: XING, as of 06/2022

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS under Header	Desktop, Tablet	940x250	1,210.- EUR	1,330.- EUR
	Halfpage	RoS (sticky)	Desktop	300x600	685.- EUR	755.- EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	640.- EUR	705.- EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	970.- EUR	1,070.- EUR
	Skyscraper left	RoS	Desktop	160x600	585.- EUR	645.- EUR
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	755.- EUR	830.- EUR
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop Tablet	728x90	690.- EUR	760.- EUR
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	1,075.- EUR	1,180.- EUR
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	970.- EUR	1,065.- EUR
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	660.- EUR	725.- EUR
	Partner-Site-Button	RoS	Desktop	300x120	540.- EUR	595.- EUR

PLASTVERARBEITER

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.plastverarbeiter.de

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Website
BusinessDIRECTory

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	€ 340.–	€ 550.–

All prices in Euros without applicable value added tax

The screenshot displays the website interface for 'PLASTVERARBEITER Firmenverzeichnis'. At the top, there are navigation links for 'Anbieter werden', 'Anmelden', and 'Media' with social media icons. A search bar is visible with a 'Suchen' button. Below the search bar, there are two main image sections: one showing a colorful plastic granule background with a search filter overlay, and another showing an exhibition stand for Hüthig GmbH with the tagline 'erfolgsmedien für experten'. The company profile for 'Hüthig GmbH' is shown below, including contact information (Im Weiher 10, 69121 Heidelberg), phone (+49 6221 489-200), and social media links. A 'Über Hüthig GmbH' section provides a brief history of the company, and a 'Dokumente' section lists available publications.

Content placement

Content placement is an article posted on plastverarbeiter.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 plastverarbeiter.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

You can freely choose the text and images of your content.

The frequency of this form of advertising is strictly limited!

Format: HTML content page, delivery of content as a Word document.
Maximum of 5 images in png or jpg format.

Price: € 1,045.– regular / € 1,150.–*

All prices in Euros without applicable value added tax.

You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a topic area
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: A maximum of 5 images (jpg, png, gif)
- Optional: Video (link to Youtube/Vimeo)



Reach more
customers with
the **SOCIAL MEDIA
BOOST!**
Price: € 550.–

Example Teaser
Content Placement

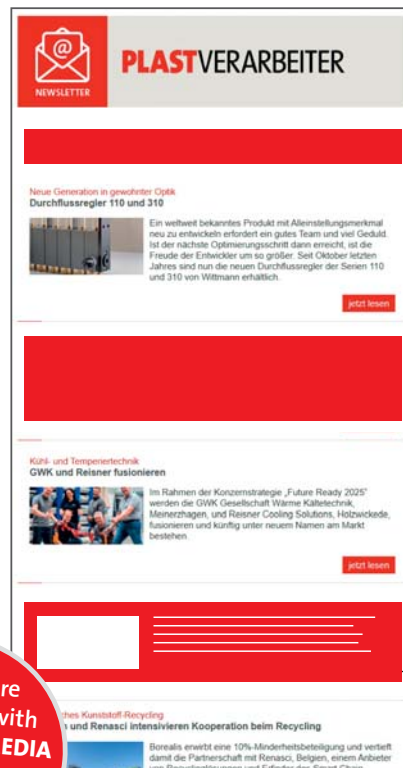
* Price increase before trade fairs (August, September, October)

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.plastverarbeiter.de

- Name:** plastverarbeiter.de-Newsletter
- Profile in brief:**
Every Tuesday and Friday, the newsletter is sent to more than 4,000 subscribers¹. In addition to up-to-the-minute news, the newsletter presents selected technical articles and new products in defined categories.
- Target group:**
Specialists and executives working in the plastics industry.
- Publication:** weekly
- Editorial contact:**
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Chefredakteur
Tel.: +49 (0) 6221 489-213
E-Mail: philip.bittermann@huethig.de
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E-Mail: ckv-dispo@huethig.de



Header Ad

Format: 650 x 90 pixels
Price: € 705,-/€ 775,-²
per issue
File type: gif³, jpg, png

Content Ad

Format: 650 x 150 pixels
Price: € 580,-/€ 640,-²
per issue
File type: gif³, jpg, png

Text Ad (image + text)

Image: 620 x 349 pixels
Text: max. 330 characters
Price: € 580,-/€ 640,-²
per issue
File type: gif³, jpg, png

² Price increase before trade fairs (August, September, October)

³ **Note:** Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

File size: max. 50 KB

All prices in Euros without applicable value added tax

¹ as of 6/2022

Reach more customers with the **SOCIAL MEDIA BOOST!**
Price: € 550,-

Standalone-Newsletter!

You can send a “standalone-newsletter” to all registered subscribers with us. The newsletter is mailed in the name of your company and has 100% customer content.

The standalone-newsletter can link to further information on your corporate website or to a customer integration within plastverarbeiter.de.

The frequency of the standalone-newsletter is strictly limited. With this form of advertising we enable you to directly address the newsletter subscribers from the target group of PLASTVERARBEITER and to introduce new products or services.

- Option 1 – based on our building-block template
- Option 2 – based on your HTML

Prices include newsletter creation and one round of amendments.

Price on request

New: Engage Plus

Send a second standalone-newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request



live e-symposium
truepassion | realinnovation | virtualexperience
22 – 24 June 2021

Willkommen zum virtuellen Symposium von ENGEL

Wir bringen die Welt des Spritzgießens zu Ihnen. Zum ersten Mal findet das traditionelle ENGEL Symposium virtuell statt, und dennoch steht der persönliche und direkte Austausch mit unseren Kunden und Partnern, im Mittelpunkt der Veranstaltung.

Alle Programmpunkte und Vorträge werden im Zuge dieses globalen Events an die individuellen Anforderungen der einzelnen Länder und Regionen angepasst und in insgesamt sieben Sprachen angeboten.

Was erwartet Sie beim ENGEL e-symposium?

Keynote-Vorträge und Business Talks im Live-Stream

Welche Möglichkeiten ergeben sich aus der Digitalisierung? Welche innovativen Technologien haben das Potenzial, die Wettbewerbsfähigkeit zu stärken? Ist Nachhaltigkeit mehr als nur ein Hype? Diese Fragen und vieles mehr werden unsere Experten während dem ENGEL live e-symposium beantworten.



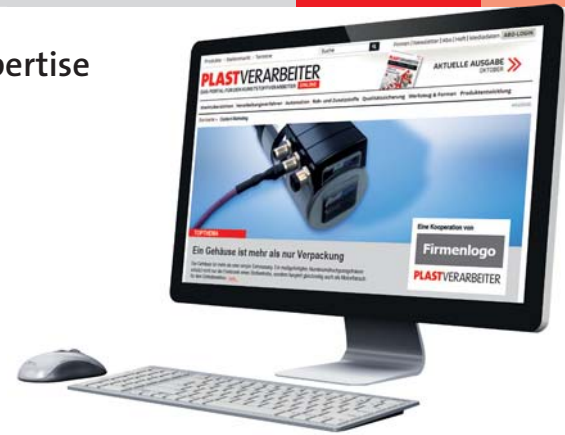
Content Marketing – Sustainable Success through Expertise

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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Tel.: +49 6221 489-207
sabine.wegmann@huetthig.de



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.

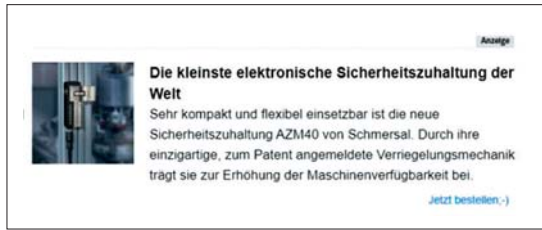


Interested? For a customized quote, contact:



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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

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

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



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.



Alexander Zöller
+49 81 91/125-345
Adressvermietung@huethig.de

Take a free trial **NOW!**

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

Your contacts in Germany and abroad

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Our general Terms and Conditions are viewable here: www.huethig.de/agb



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