

MediaKit

2024

KGK

KAUSCHUK GUMMI KUNSTSTOFFE



 **Hüthig**
MEDIEN

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Title: KGK Kautschuk Gummi Kunststoffe

Profile in brief:

KGK 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.

KGK 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)

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.

Publication: 6 x per year

Magazine format: DIN A4

Volume/year: Vol. 77/2024

Purchase conditions and prices (including VAT):

domestic	€ 420.00 + € 10.50 shipping costs = € 430.50
foreign	€ 420.00 + € 21.00 shipping costs = € 441.00
Single copy price	€ 72.00 including VAT, not including shipping costs

Organ: Deutsche Kautschuk-Gesellschaft e.V.
(the German Rubber Society)
Technical Standards Committee of the German Caoutchouc Industry im German Committee of Standards

Memberships: Deutsche Fachpresse, IVW

Publishing company: Hüthig Medien GmbH
Managing Director: Moritz Warth
Address: Im Weiher 10, D-69121 Heidelberg
Tel.: +49 6221 489-230
Internet: <http://www.kgk-rubberpoint.de>
E-mail: klaus-dieter.block@huethig-medien.de

Publisher: Prof. Dr. Ulrich Giese, DIK, Hanover

Advertisements: Sabine Wegmann, Head of Sales
Klaus-Dieter Block, Director Sales
Sophia Feicke, Sales Manager

Editors: 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.

Volume analysis

Total volume:
6 issues in 2022
504 pages = 100%

84.5%

Editorial content:
426 pages



Advertising content:
78 pages

of which:
24 ads by the publishing house itself

Editorial content analysis

KGK Kautschuk Gummi Kunststoff 2022 = 426 pages

66.2 %
Exclusive articles (282 pages)

3.3 %
International economic news (14 pages)

8.2 %
Systems (35 pages)

14.6 %
Specialist reports from the front line (62 pages)

3.8 %
Market, trade fairs, associations, institutions (16 pages)

4.0 %
Other (17 pages)

Advertising rates in €*:

Format	Satzspiegelformate (B x H in mm)	Anschnittformate** (B x H in mm)	4c-Preis
1/1 Seite	178 x 257	210 x 297	3.750,-
2/3 Seite	117 x 257 / 178 x 169	133 x 297 / 210 x 191	2.910,-
Junior Page	126 x 178	142 x 200	2.350,-
1/2 Seite	86 x 257 / 178 x 126	102 x 297 / 210 x 146	2.550,-
1/3 Seite	56 x 257 / 178 x 83	72 x 297 / 210 x 102	1.960,-
1/4 Seite	41 x 257 / 178 x 62 / 86 x 126	57 x 297 / 210 x 82 / 102 x 146	1.330,-
1/8 Seite	41 x 126 / 178 x 29 / 86 x 62	210 x 49	1.020,-

** Bitte senden Sie für **Anzeigen im Anschnitt** immer Druckdaten im oben genannten Format zzgl. jeweils 3 mm Beschnitt an allen Seiten.

Preferential placement:

2nd cover page 4c	€ 4,140,-	Back cover 4c	€ 4,140,-
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Discount: for purchase within 12 months (always on basic rate).

Frequency discount rate:	Quantity discount rate:
as of 3 publications 5 %	as of 3 pages 10 %
as of 6 publications 10 %	as of 6 pages 15 %
as of 9 publications 15 %	as of 9 pages 20 %

Classified ads:

Job vacancies/search, for sale/wanted per mm (1-column, 41 mm wide) b/w € 2.75

Special forms of advertising: on request

*Rates do not include VAT..

Bound inserts:

Volume	Paper weight	Min. weight	up to 120 g/m ²	up to 170 g/m ²
2 Seiten		120 g/m ²	€ 3.000,-	€ 3.170,-
4 Seiten		80 g/m ²	€ 4.505,-	€ 4.750,-

Delivery: Specimens to be supplied as of order placement. Circulation up to 14 days prior to publication. Format untrimmed width 216 mm, height 306 mm.

Top trim allowance 3 mm. Multi-page inserts folded to above format.

Combinations: Advertising combinations with verlag moderne industrie magazines are possible at any time. Combination discount on request.

Loose inserts: up to 25 g weight: € 1,095,- up to 50 g weight: € 1,640,- (Prices incl. postage, max. paper size 20 x 29 cm)

Delivery: Sample with order. Circulation up to 10 days before publication.

Stick-on advertising media: only possible as special advertising form. Rates on request.

Delivery address for bound and loose inserts:

QUBUS media GmbH, Beckstraße 10, D-30457 Hannover
(clearly marked: "for KGK Kautschuk Gummi Kunststoffe, Issue No. ...")

Contact:

Director Sales: Klaus-Dieter Block, klaus-dieter.block@huethig-medien.de
Mediadisposition: Teresa Manuri, ckv-dispo@huethig-medien.de

Cancellation fees: 35 % of the advertising rate from two weeks before the advertising deadline

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

Bank details: UniCredit Bank AG, Acc.-No.: 381 712 91, Sort Code: 700 202 70,
IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX

Market & Contact (supply sources)

Term:	1 year = 6 issues
Disposition:	in each issue possible
Conditions:	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.
Size:	Single-column, 41 mm wide; Minimum height 25 mm
Price per issue:	Per mm height b/w € 2.10; color € 3.15
Corrections:	Up until the advertising deadline for each issue

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

As a supply sources advertiser you receive an additional inexpensive “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 € 110.– per year.

Advertising deadline: See publication schedule

Payment is requested in advance.



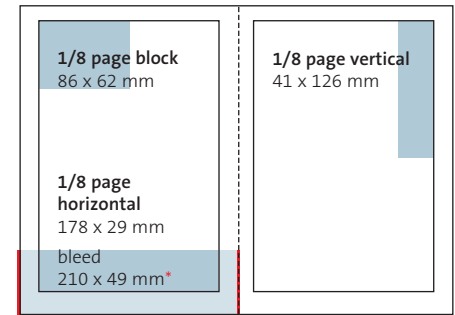
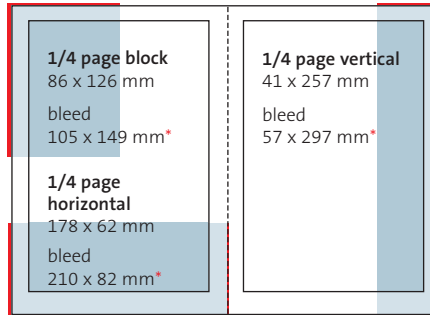
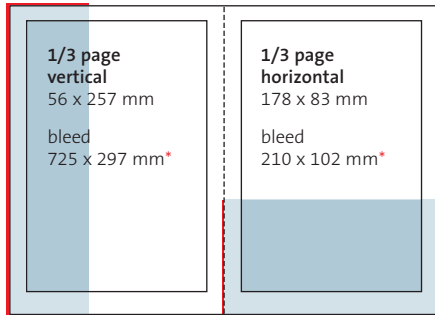
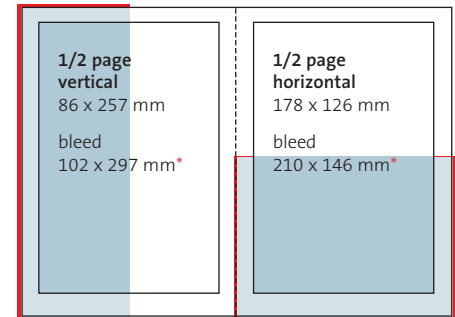
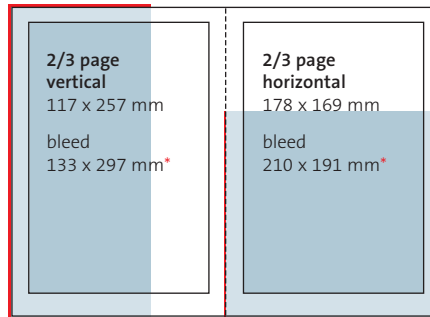
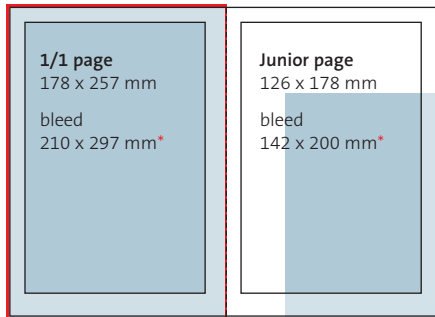
in the magazine

and online

Magazine format: DIN A4, width 210 mm, height 297 mm

■ Type area formats

■ Bleed formats



*For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides. Relevant motif parts (texts, logos, etc.) should please be placed with at least 5 mm distance to the bleed and to the gutter.

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

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

Data transfer: ckv-dispo@huethig-medien.de

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.

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.


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.

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

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.

Contact:
 Mediadisposition
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Issues	1 February	2 April	3 June	4 August	5 October	6 December
Publication date	Feb. 14., 2024	Apr. 23, 2024	Jun. 12, 2024	Aug. 20, 2024	Oct. 8, 2024	Dec. 10, 2024
Advertising deadline	Jan. 19, 2024	Mar. 26, 2024	May 15, 2024	Jul. 24, 2024	Sept. 11, 2024	Nov. 14, 2024
Trade fairs / Events	Tire Technology Expo Mar. 19-21, 2024, Hannover	NPE, May 6-10, 2024, USA-Orlando Kuteno, May 14-16, 2024, Rheda-Wiedenbrück	MedtecLIVE, Jun. 18-20, 2024, Stuttgart PIAE, Jun. 19-20, 2024, Mannheim DKT, Jul. 01-04, 2024, Nuremberg	Compounding World Expo, Sept. 11-12, 2024, B-Brüssel	Fakuma, Oct. 15-19, 2024, Friedrichshafen Formnext, Nov. 19-22, 2024, Frankfurt	
Specialist articles and reports	Raw materials, mechanical and process engineering for tire production Rubber, additives, fillers, and auxiliary materials Extrusion, pressing Injection molding	Automation technology, robotics and handling PUR, TPE, Silicone	 <p>Issue focussing DKT 2024 containing a lot of exclusive content from the areas of raw materials, processing, and quality assurance</p> <p>KGK is the official publication of the German Rubber Society</p>	Sustainability Recycling Tires in circuit renewable materials	Products and innovations at Fakuma New Mobility	Tool technology and optimization Simulation and calculation
Raw materials, additives These specialist fields are covered by the editorial content in each issue of KGK in 2024	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:		Natural rubber, natural latex, synthetic rubber, synthetic latex, thermoplastic elastomers, thermoplastics, activators, anti-aging agents, antioxidants, accelerators, fillers, mastics, pigments, reinforcers, plasticisers			
Quality assurance, product development These specialist fields are covered by the editorial content in each issue of KGK in 2024	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:		Measuring equipment for mechanical, thermal, electrical, and optical quantities, software systems, test cabinets, test facilities, profile production lines, handling equipment, washing and drying			
Machinery, peripherals, automation These specialist fields are covered by the editorial content in each issue of KGK in 2024	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:		Processing plants, extruders, granulators, calenders, mixers, presses, recycling plants, injection-molding machines, vulcanisation plants, tools, peripherals			

Circulation monitoring:



Circulation analysis:

Copies per issue on annual average
July 1, 2022 to June 30, 2023

Print run: 2,140

Number of copies actually distributed: 1,975 including abroad: 359

Copies sold: 254 including abroad: 67
 – Subscribed copies: 251 including association
 – Other sales: 3 member copies: 0
 – Single copy sales: 0

Free copies: 1,721

Residual, archive and specimen copies: 165

Geographical distribution analysis:

Economic Region	Copies actually distributed	
	%	copies
Germany	81.8	1,616
Abroad	18.2	359
Copies actually distributed	100.0	1,975

Breakdown of foreign circulation*	Copies actually distributed	
	%	copies
Austria	41.0	147
Switzerland	38.3	138
Other countries	20.7	74
Copies actually distributed, abroad	100.0	359

* publisher's claim

The description of the survey method can be found on page 11.

Sector / Industrie

WZ 2008 Code	Recipient groups (according to industrial sector classification)	Percentage of copies actually distributed	
		%	recipients
20, 21	Chemical industry Raw materials production/chemistry/Petrochemistry and coal chemistry Production of auxiliary materials and additives	8.6	170
22	Manufacture of rubber and plastic goods Manufacture of rubber goods/Manufacture of plastic goods Manufacture of caoutchouc goods and substitute products/Production of tires	68.6	1,355
28	Mechanical engineering Caoutchouc and plastics processing machines/Testing machines and appliance construction Molds and tool construction	10.4	205
46.12	Wholesale trade of technical chemicals Caoutchouc/Industrial and commercial agencies/Import and export of raw materials, auxiliary materials and finished product	5.6	110
72/71.2/85	Services, research, development, training Technical consultation and planning/Technical laboratories and testing institutes Vocational colleges/institutes of higher education	6.8	135
Copies actually distributed		100.0	1,975

Summary of collection method

- Total number of recipients in the file:** 4,856
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC) 1.975 = 100,0 %
Not included in the survey: 165 = 8,35 %
- Random sample:** Total collection

- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** vom July 1, 2022 til June 30, 2023
- Survey implementation:** Aug. 2, 2023

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.

Your contacts at home and abroad

PUBLISHING COMPANY

Hüthig Medien GmbH
Im Weiher 10
D-69121 Heidelberg
Internet: www.huethig-medien.de

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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	€ 360,-	€ 575,-

All prices in Euros without applicable value added tax.

The screenshot shows the website for Hüthig Medien GmbH. At the top, there is a search bar with a 'Suchen' button. Below it is a navigation menu with 'Home', 'Produkt', and 'Firmen'. The main content area features a large banner with the text 'Wir vernetzen die Industrie und die Menschen, die sie gestalten.' and the company logo. Below the banner, there is a section titled 'Hüthig Medien GmbH' with contact information: 'Kontakt/Adresse: Im Weiher 10, 69121 Heidelberg', phone number '0649 06221 489-300', and social media icons for Facebook, LinkedIn, and YouTube. There are also sections for 'Über Hüthig Medien GmbH', 'Informationen', 'Anspruchspartner', and 'Leserservice'.

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 Medien GmbH

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Sophia Feicke, Sales Manager
Tel.: +49 6221 489-226, sophia.feicke@huethig-medien.de

Data delivery:

Teresa Manuri, Tel.: +49 89 21 83-7305, ckv-dispo@huethig-medien.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

- 3,037 Unique users/month¹
- 6,419 page impressions/month¹
- LinkedIn: 1,437²
- Xing: 3,787²












Channels

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

Content

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

¹ Source: Google Analytics 03/2023, ² As of 08.2023

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week
	Billboard	RoS below Header	Desktop Tablet	940x250	605.–
	Halfpage	RoS (sticky)	Desktop	300x600	350.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	330.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	495.–
	Skyscraper left	RoS	Desktop	160x600	290.–
	Leaderboard Premium	Post below teaser image	Desktop Tablet	728x90	365.–
	Leaderboard Basic	Post after 1st text block or end of post	Desktop Tablet	728x90	330.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	545.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	495.–
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	350.–
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	275.–

Whitepaper



Integration and promotion of your whitepaper on our web-portal

Components:

- Editorial service: quality pre-check by our content experts
- Creation of a landing page on our web-portal
- Weekly delivery of the download addresses within the runtime (8 weeks)

Marketing:

- Customised marketing campaign via pull and push mechanisms

**CPL depending on target group starting from 150 Euros /
Minimum booking volume 4,500 Euros for 30 leads**

In order to be able to deliver your target group according to your requirements we need the following information from you:

[Questionnaire Leadgeneration Whitepaper](#)

Webinar



Integration and promotion of your webinar on our web-portal

Components:

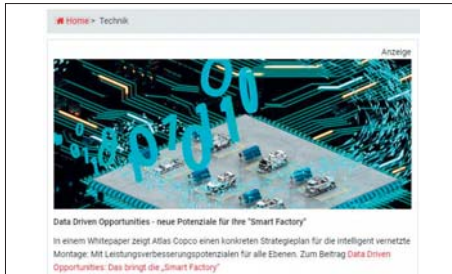
- Advice on finding topics from our content experts
- Technical organisation and implementation
- Moderation by our editorial team
- Creation of a landing page on our web-portal incl. registration option
- One-time delivery of the download addresses after the webinar has taken place

Marketing:

Customised marketing campaign via pull and push mechanisms

9,900.- EUR

Content Placement



The content placement will be published as a fully-fledged, labelled article on our web-portal in the topic category of your choice.

- Review by our content experts (quality pre-check)
- Placement of the article on our portal site in thematically appropriate sections
- Archiving on the web-portal: 1 year after publication
- Interim reporting after 2 months
- Final reporting after 1 year
- 200 views guaranteed

Marketing:

Customised marketing campaign via pull and push mechanisms

4,060.- EUR

Editorial Service

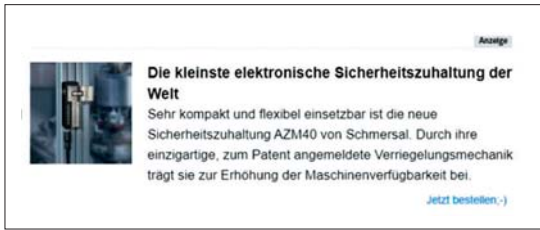


Do you have a topic that you would like to place on our web-portal but no one in-house to realise it for you?
No problem!

Our content experts will discuss the topic with you, create the content placement and edit it according to our internal style guide & target group criteria (editorial look & feel).

Price on request

Native Content Ad



This advertising banner on the website is similar in form and design to the image-text combination of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the positions of Medium Rectangle, Leaderboard Premium and Leaderboard Basic
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body text (approx. 100 characters), call-to-action (approx. 20 characters)
The „character limits“ can vary depending on the advertising space
- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- End devices: desktop, tablet, mobile

330.- EUR / week

Native Video Ad



This video advertising banner on the website is similar in form and design to the video-text combinations of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the Leaderboard Premium position
- Format: video (940 x 250 pixels); headline (approx. 55 characters), no body text, Call-to-action (approx. 20 characters)
- Video length: max. 59 sec.
- File format: mp4
Only physical videos are possible, no third-party links etc.
- File size: max. 29 MB
- End devices: desktop, tablet, mobile

330.- EUR / week

Name: kgk-rubberpoint.de-Contentletter

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.

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.

Frequency: monthly

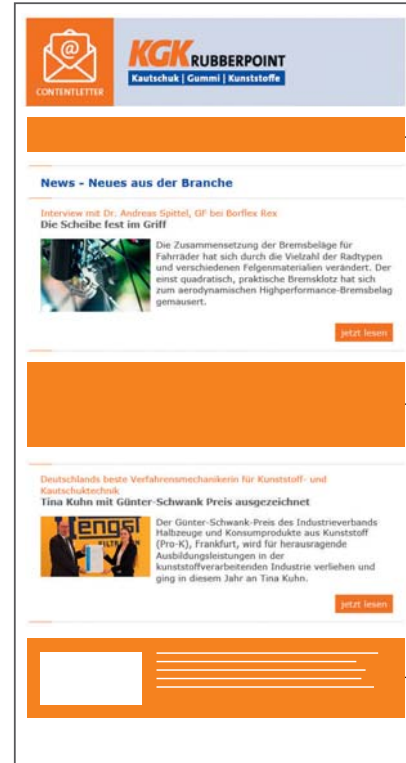
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