

MediaKit

2024

PLASTVERARBEITER



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Title: PLASTVERARBEITER

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.

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.

Publication: 9x per year

Magazine format: DIN A4

Volume/year: Vol. 75/2024

Purchase conditions and prices (including VAT):

domestic: € 240.00 + € 15.75 shipping costs = € 255.75
foreign: € 240.00 + € 31.50 shipping costs = € 271.50
single copy price: € 28.00 including VAT, not including shipping costs

Memberships/Participation: Deutsche Fachpresse, IVW

Publishing company:

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

Advertisements:

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Klaus-Dieter Block, Director Sales
Sophia Feicke, Sales Manager

Editor:

Philip Bittermann, Editor-in-chief
Simone Fischer, Editor
Dominik Bechlarz, Editor

Our coverage to secure your successful communication

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



10,034 copies

Print

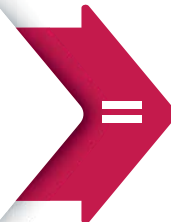
Our trade journal with IVW-audited circulation (actual figures)



4,269 copies

E-Paper

Extra digital distribution IVW-audited.

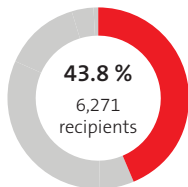


14,303 copies

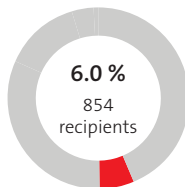
Total circulation

Focused on the target group!

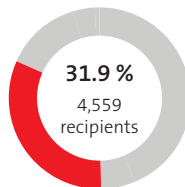
Job feature: position in company



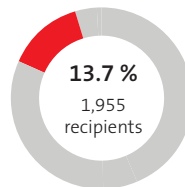
Management, Executive Board, Supervisory Board



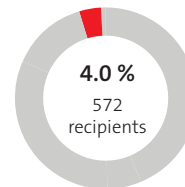
Branch-, Plant-, Operations Management



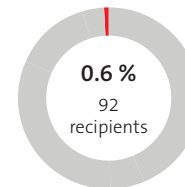
Head of Department, Division-, Project Management



Specialist



Department



Assistance, Junior, trainee, private persons, Other

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:
9 issues in 2022
702 pages = 100%

75.2%

Editorial content:
528 pages

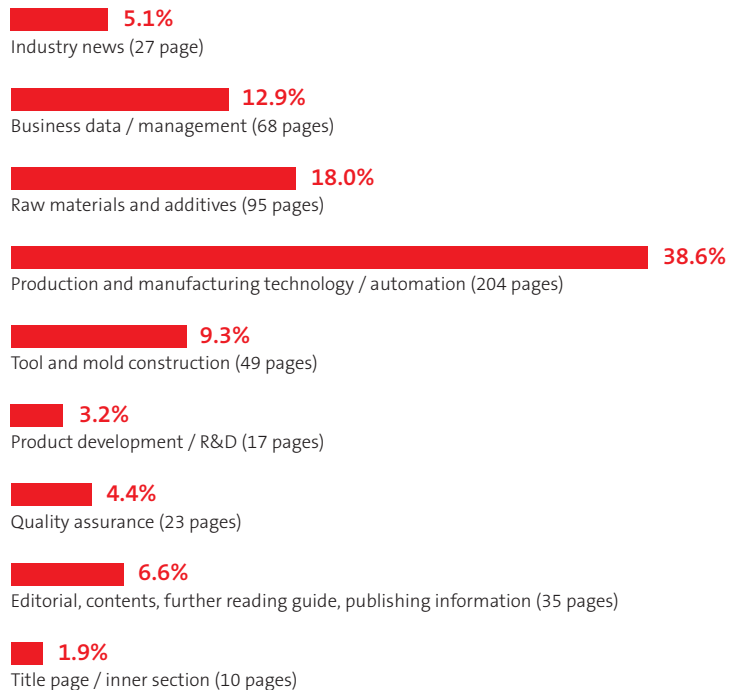


24.8%

Advertising content:
174 pages
of which:
29 ads by the publishing house itself
2 loose insert

Editorial content analysis

PLASTVERARBEITER 2022 = 528 pages



Advertising rates in €*:

Format	Type area format (W x H in mm)	Bleed format** (W x H in mm)	4c rate
1/1 page	178 x 257	210 x 297	6,140.–
2/3 Page	117 x 257 / 178 x 169	133 x 297 / 210 x 191	4,640.–
Junior page	126 x 178	142 x 200	3,700.–
1/2 page	86 x 257 / 178 x 126	102 x 297 / 210 x 146	3,340.–
1/3 page	56 x 257 / 178 x 83	72 x 297 / 210 x 102	2,660.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	57 x 297 / 210 x 82 / 102 x 146	1,840.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	210 x 49	1,250.–

** For advertisements in bleed format, please always send print data in the above mentioned format plus 3 mm bleed on all sides.

Preferential placement:

Inside front cover 4c € 6.770.– Back cover 4c € 6.770.–

Discount: for purchase within 12 months

Frequency discount rate:

as of 3 publications 5 %
as of 6 publications 10 %
as of 9 publications 15 %

Quantity discount rate:

as of 3 pages 10 %
as of 6 pages 15 %
as of 9 pages 20 %

Classified ads:

Job vacancies, wanted ads, sales/purchases per mm (1-column, 41 mm wide) b/w € 4,10

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 pages		120 g/m ²	€ 5,070.–	€ 5,325.–
4 pages		80 g/m ²	€ 7,665.–	€ 7,970.–

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: € 3,860.– up to 50 g weight: € 5,790.–
(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, 30457 Hannover
(clearly marked: für PLASTVERARBEITER, Issue No. ...)

Contact:

Head of Sales: Sabine Wegmann, sabine.wegmann@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

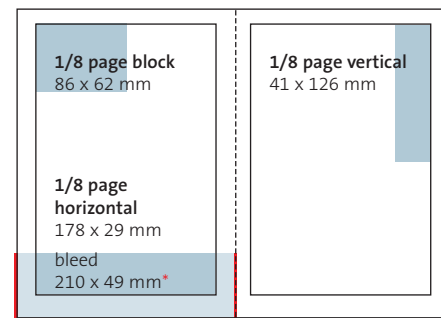
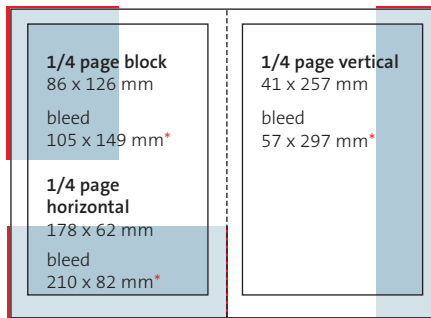
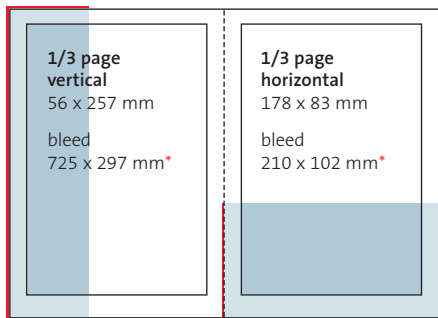
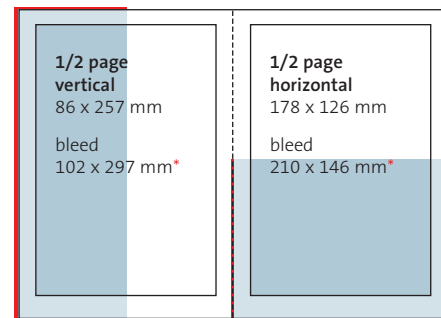
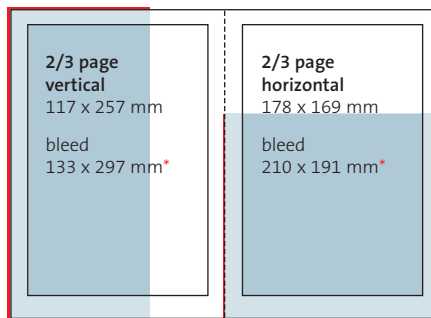
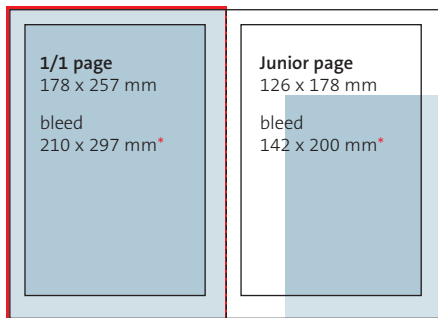
Bank details:

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

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: Rotary offset
Binding process: Adhesive binding

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

Teresa Manuri
Tel.: +49 (0) 89 2183-7305
ckv-dispo@huethig-medien.de

Your contacts in Germany and abroad

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Hüthig Medien GmbH
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Hungary, Spain, Portugal, Czech Republic, Slovakia
Hüthig Medien GmbH
Klaus-Dieter Block
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klaus-dieter.block@huethig-medien.de

Issue	1/2 Jan./Feb.	3 March	4 April	5 May	6 June	7/8 July/August	9 September	10 October	11/12 Nov./Dez.
PD*	Feb 20, 2024	Mar. 13, 2024	Apr. 10, 2024	May 8, 2024	June 12, 2024	Aug. 6, 2024	Sept. 10, 2024	Oct. 8, 2024	Dec. 11, 2024
AD*	Jan. 25, 2024	Feb. 16, 2024	Mar. 13, 2024	Apr. 11, 2024	May 15, 2024	July 11, 2024	Aug. 14, 2024	Sept. 11, 2024	Nov. 15, 2024
ED*	Jan. 8, 2024	Jan. 30, 2024	Feb. 23, 2024	Mar. 21, 2024	Apr. 24, 2024	June 24, 2024	July 26, 2024	Aug. 22, 2024	Oct. 25, 2024
Trade fairs/ events	KPA, Feb. 28-29, 2024, D-Ulm	JEC, Mar. 5-7, 2024, F-Paris	Chinaplas, Apr. 23-26, 2024, CN-Shanghai	NPE, May 6-10, 2024, USA-Orlando Kuteno, May 14-16, 2024, D-Rheda-Wiedenbrueck	MedteclIVE, June 18-20, 2024, D-Stuttgart PIAE, June 19-20, 2024, D-Mannheim PRS Europe, June 19-20, 2024, NL-Amsterdam Biopolymer Processing and Moulding, June 11, 2024, D-Halle		Compounding World Expo, Sept. 11-12, 2024, B-Brussels Plastics Recycling World Expo, Sept. 11-12, 2024, B-Brussels Fachpack, Sept. 24-26, 2024, D-Nuremberg	Fakuma, Oct. 15-19, 2024, D-Friedrichshafen	Formnext, Nov. 19-22, 2024, D-Frankfurt
Specialist articles and case studies	Recyclates Composites Injection moulding Multi-component products	Automation, Robotic and handling Lightweight construction Mould technology Sustainable materials	Joining technology Surface technology Conveying, drying, mixing, dosing Additives/ color and master batches	Plastics in medical technology Injection moulding Peripheral technology Automation	Recycling / Granulation/ Compounds Biopolymeres New Mobility	Biopolymeres Thermoforming Joining technology Additives/ colour and Masterbatches	The range of topics in the September and October issues covers all areas of plastics processing. In addition to new and proven technologies and applications, plastics processors and trade fair visitors are provided with solutions for everyday industrial issues as well as an overview of the industry event.	Additive manufacturing 3D-printing materials Circular economy Sustainable materials	
Special issues / special sections	Energy efficiency	Intralogistics		MEDPLAST	MobilityPLAST		PACKPLAST	PLAST TRADE FAIR GUIDE	

In 2024, each issue of PLASTVERARBEITER magazine will also publish content from these sections:

Productions- and manufacturing technology / Automation • Raw materials and additives • Tools and moulds • Quality assurance / Measurement technology



1 Circulation monitoring:



2 Circulation analysis:

Copies per issue
on average for the period
July 1, 2022 - June 30, 2023

Print run:	10,300		
Number of copies actually distributed:	10,034	including abroad:	1,172
e-Paper:	4,269		
Total:	14,303		
Copies sold:	863	including abroad:	105
– Subscribed copies:	390	including association	
– Other sales:	473	member copies:	0
– Single copy sales:	0		
Free copies:	13,440		
Residual, archive and specimen copies:	266		

3 Geographical distribution analysis:

Economic region	Percentage of copies actually distributed	
	%	copies
Germany	91.8	13,131
Abroad	8.2	1,172
Copies actually distributed**	100.0	14,303

Breakdown of foreign circulation*	Percentage of copies actually distributed	
	%	copies
Austria/Switzerland	97.7	1,145
Other countries	2.3	27
Copies actually distributed	100.0	1,172

* 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 12



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	7.3	1,049
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	68.2	9,757
28	Mechanical engineering Plastics processing machines Molds and tool construction Other mechanical engineering	7.6	1,090
46.12	Trade with technical chemicals	7.8	1,113
71.12	Services for companies Construction and engineering agencies	3.9	556
72/85	Research, development, training	3.3	467
	Other*	1.9	271
Copies actually distributed**		100.0	14,303

*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.

The description of the survey method can be found on page 12

1.2 Size of business unit:

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	42.9	6,139
50 - 199 employees	30.9	4,415
200 - 499 employees	14.1	2,014
500 and more employees	10.2	1,464
No details*	1.9	271
Copies actually distributed**	100.0	14,303

2.1 Job feature: field of activity (multiple responses)

	Percentage of copies actually distributed	
	%	recipients
Company management, technical management	47.0	6,725
Research, development and design	13.9	1,983
Materials management / purchasing / logistics (e.g. sales, organization, marketing)	18.2	2,611
Marketing / sales	9.1	1,297
Other sectors	9.9	1,416
Other*	1.9	271
Copies actually distributed**	100.0	14,303

* 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	43.8	6,271
Departmental, divisional, project managers	35.9	5,131
Specialists	13.7	1,955
Branch-, Plant-, Operations Management	6.0	854
Assistance, Junior, Trainee, private persons	0.6	92
Copies actually distributed**	100.0	14,303

Summary of collection method

- Total number of recipients in the file:** 32.928
- Method:** Recipient structure analysis through file evaluation
Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:**
Basic total (TAC) 14.303 = 100,0 %
Not included in the survey: 266 = 1,86 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2022 to 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.

Market & Contact (supply source)

Term:	1 year = 9 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 10 mm (4 lines)
Price per issue:	Per mm height b/w € 4.20 color € 6.30
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: € 120.–/year Premium entry: € 300.–/year
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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 special section in PLASTVERARBEITER 5/2024

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.

Publication date: May 8, 2024

Advertising deadline: April 11, 2024

Prices advantage:

Advertisers in the trade magazine PLASTVERARBEITER (in 2024) receive a **15% discount** on ad placement in the **MEDPLAST** special section.





TRADE FAIR CONTACTS

The PLAST TRADE FAIR GUIDE will also be published for FAKUMA 2024.

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 2024. The editorial team is aiming to achieve optimal product and exhibitor transparency with thematically well-structured information.

Print run:	18,000 copies
Publication date:	October 8, 2024
Advertising deadline:	September 11, 2024
Distribution:	Plastic processing companies, trade fair visitors

Advertising formats	Advertising rates 4c (in Euro)*
1/1 page	2,425.–
Junior page	1,600.–
1/2 page	1,435.–
1/3 page	995.–
1/4 page	770.–

*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 2024. 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

Hühlig
erfolgsmedien für experten

www.plastverarbeiter.de

plastverarbeiter.de

Website (URL): www.plastverarbeiter.de

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 4,200 sub-scribers.

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.

Publishing company: Hüthig Medien GmbH

Editorial contact:

Philip Bittermann, Editor-in-Chief
Tel.: +49 6221 489-213, philip.bittermann@huethig-medien.de

Contact – online advertising:

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Teresa Manuri, Tel.: +49 89 2183-7305, 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

- 22,058 Unique user/month¹
- 48,336 page impressions/month¹
- 4,254 newsletter subscribers²
- 7,912 LinkedIn³
- 4,534 Xing-Follower³

Channels






- Market
- Processing procedures
- Automation
- Raw materials and additives

- Quality assurance
- Tools & moulds

Content

- Specialist articles
- Market overviews
- Product reports
- News
- Editorials
- Videos

¹ Source: Google Analytics, 02/2023, ² Source: Emarsys, as of 08/2023, ³ Stand 08/2023

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS below Header	Desktop, Tablet	940x250	1,330.- EUR	1,465.- EUR
	Halfpage	RoS (sticky)	Desktop	300x600	755.- EUR	830.- EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	705.- EUR	780.- EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	1,070.- EUR	1,180.- EUR
	Skyscraper left	RoS	Desktop	160x600	645.- EUR	710.- EUR
	Leaderboard Premium	Post below teaser image	Desktop Tablet	728x90	830.- EUR	915.- EUR
	Leaderboard Basic	Post after 1st text block or end of post	Desktop Tablet	728x90	760.- EUR	840.- EUR
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	1,185.- EUR	1,300.- EUR
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	1,070.- EUR	1,170.- EUR
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	730.- EUR	800.- EUR
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	595.- EUR	655.- EUR

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	€ 375.–	€ 605.–

All prices in Euros without applicable value added tax

The screenshot displays the website interface for Hüthig Medien GmbH. At the top, there is a search bar with a 'Finden' button and a navigation menu with 'Firma' and 'Produkt' options. Below the search bar is a banner image with the text 'Wir vernetzen die Industrie und die Menschen, die sie gestalten.' and the Hüthig Medien logo. The main content area features the company name 'Hüthig Medien GmbH' and contact information: 'Kontakt/Adresse: Im Weiher 10, 69121 Heidelberg', 'E-Mail versenden', 'Homepage besuchen', and '0049 (0)6221 489-300'. Social media icons for Facebook, LinkedIn, and YouTube are also present. The 'Über Hüthig Medien GmbH' section describes the company as a modern specialist with long experience, founded in 1925. It mentions the 'Süddeutscher Verlag' and 'Süddeutscher Medienholding'. The 'Informationen' section lists 'Alle Fachmedien im Überblick' and 'B2B Adressmarketing'. The 'Ansprachpartner' section includes 'Leserservice' and 'Zeitschriften' with contact details: 'Telefon: +49 (0)8191/125-777' and 'E-Mail: E-Mail versenden'. A footer note states: 'Heute, fast 100 Jahre nach der Gründung, stehen den Lesern neben etablierten Printpublikationen auch bekannte Onlineangebote zur Verfügung. Die selben Branchenwerke mit zusätzlichen Inhalten und Services auch online.'

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

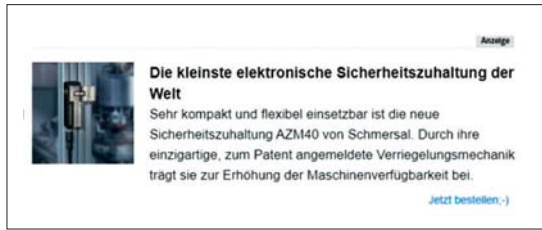


Do you have a topic that you would like to place on our web-portal but no one in-house to realise it for you?
No problem!

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

760.- 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.

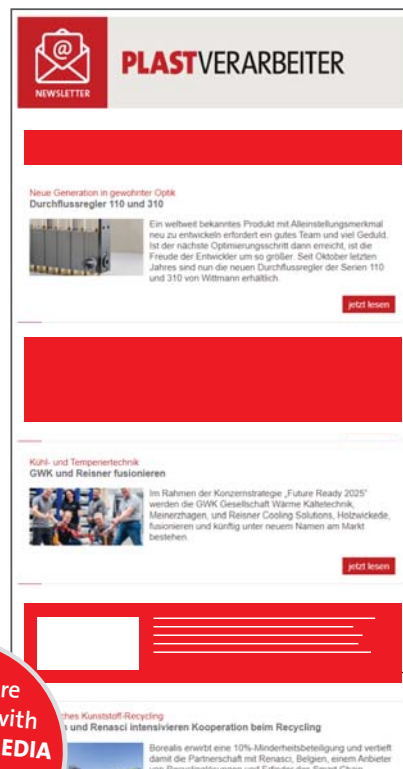
- Placement is possible on the Leaderboard Premium position
- Format: video (940 x 250 pixels); headline (approx. 55 characters), no body text, Call-to-action (approx. 20 characters)
- Video length: max. 59 sec.
- File format: mp4
Only physical videos are possible, no third-party links etc.
- File size: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

760.- EUR / week

- Name:** plastverarbeiter.de-Newsletter
- Profile in brief:**
Every Tuesday and Friday, the newsletter is sent to more than 4,200 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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Header Ad

Format: 650 x 90 pixels
Price: € 775,-/€ 855,-²
per issue
File type: gif³, jpg, png

Content Ad

Format: 650 x 150 pixels
Price: € 640,-/€ 705,-²
per issue
File type: gif³, jpg, png

Text Ad (image + text)

Image: 620 x 349 pixels
Kicker: max. 30 characters
Headline: max. 55 characters
Body text: max. 330 characters
Price: € 640,-/€ 705,-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



The banner features a white background with a green top border. It displays the text 'live e-symposium' in a large, sans-serif font, with the tagline 'truepassion | realinnovation | virtualexperience' underneath. The dates '22 – 24 June 2021' are prominently shown. Below the text, three green industrial machines are arranged in a row.

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.



The image shows a panel discussion with five men seated on a stage. They are dressed in business attire. The background is a green wall with a white screen displaying a presentation slide.

Contact

GTCBs

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



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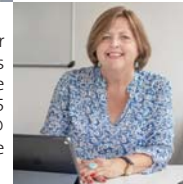


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