

Mediakit 2022

Print & Digital



www.kunststoffe.de | www.kunststoffe-international.com

HANSER

Table of contents

Print

- [3 Title Profile Kunststoffe](#)
- [4 Circulation and Distribution](#)
- [5 Recipients analysis](#)
- [7 Time schedule and topics Kunststoffe](#)
- [9 Price list](#)
- [10 Formats](#)
- [11 Kunststoffe international](#)
- [12 Time schedule and topics](#)
- [14 Price list](#)
- [15 Technical specifications](#)
- [16 K 2022 !\[\]\(cf5be311f7b2821912d8009884508fa2_img.jpg\)](#)
- [17 Advertorials](#)

Contact

- [30 Sales Contact person](#)
- [31 Contact person at publishing house](#)

Digital

- [18 Portraite](#)
- [19 Technical specifications](#)
- [20 Display Rates](#)
- [21 Banner positions](#)
- [23 Online retargeting campaigns](#)
- [24 Product highlight](#)
- [25 Kunststoffe News](#)
- [26 Kunststoffe international News](#)
- [27 Standalone-Newsletter](#)
- [28 Kunststoffe international Standalone-Newsletter](#)
- [29 Kunststoffe.TV](#)



Title	Kunststoffe				
Characteristics:	Kunststoffe informs about current technical developments and trends in the plastics industry. Exclusive insider reports are the hallmark of Kunststoffe and make the magazine a trend-setting source of information. The high level of expertise ensures that Kunststoffe has by far the highest paid circulation within the German plastics press. Kunststoffe is published by Carl Hanser Verlag and, in addition to daily updates, offers a newsletter and access to all articles from recent years at www.kunststoffe.de.				
Target group	The target group of Kunststoffe consists mainly of recipients in the plastics processing industry (incl. own application).				
Publication frequency	monthly: 12 x yearly				
Magazine size	DIN A4				
Edition	112th edition in 2022				
Subscription price	<table> <tr> <td>Combined annual subscription</td><td>€ 399.00</td></tr> <tr> <td>Retail price (Prices incl. VAT and plus shipping costs)</td><td>€ 33.90</td></tr> </table>	Combined annual subscription	€ 399.00	Retail price (Prices incl. VAT and plus shipping costs)	€ 33.90
Combined annual subscription	€ 399.00				
Retail price (Prices incl. VAT and plus shipping costs)	€ 33.90				
Organ	Deutsche Kunststoff-Fachverbände				

Membership/ Participation

VDI-FB Kunststofftechnik in der VDI-GME

Publisher

Carl Hanser Verlag GmbH & Co. KG
Postal address: P.O. Box 860420, 81631 München
Home address: Kolbergerstr. 22, 81679 München
Tel.: +49 89 99830-0 · Fax: +49 89 984809
www.hanser.de · info@hanser.de

Mediasales

Jeanette Rober (Senior Sales Manager)
Tel.: +49 89 99830-301
jeanette.rober@hanser.de

Sandra Strohmaier (Sales Manager)
Tel.: +49 89 99830-675
sandra.strohmaier@hanser.de

Romy Früh (Ad Management)
Tel.: +49 89 99830-218
romy.frueh@hanser.de

Editorial office:

Susanne Schröder (Editor-in-Chief)
Dr. Clemens Doriát, Florian Streifinger
Tel.: +49 89 99830-621
Fax: +49 89 99830-625
kunststoffe@hanser.de

Circulation analysis

Distributed circulation total	114,794
Printed circulation	13,500*
Distributed (DCP)	13,329*
Paid circulation	1,616*
other countries	1,461*
Archive, sample and residual copies	171*
Distributed circulation e-paper	101,465**

Highest paid circulation within the German plastics trade publications*

Scope analysis 2020

Total scope	1,095 pages = 100 %
Editorial section	809 pages = 73.9 %
Advertisement section	286 pages = 26.1 %
Source of supply	91 pages = 8.3 %
Publisher's own ads	57 pages = 5.2 %

Total distribution - Kunststoffe

Your ad will be digitally extended in the e-paper edition!

Trade magazine
13,329 copies*



E-paper
distribution**



Total distributed circulation
at least 114,794 contacts =
total distributed circulation



Member of the German Audit Bureau of Circulation (IVW)

* IVW: Copies per issue on average for the period 01.07.20 to 30.06.21

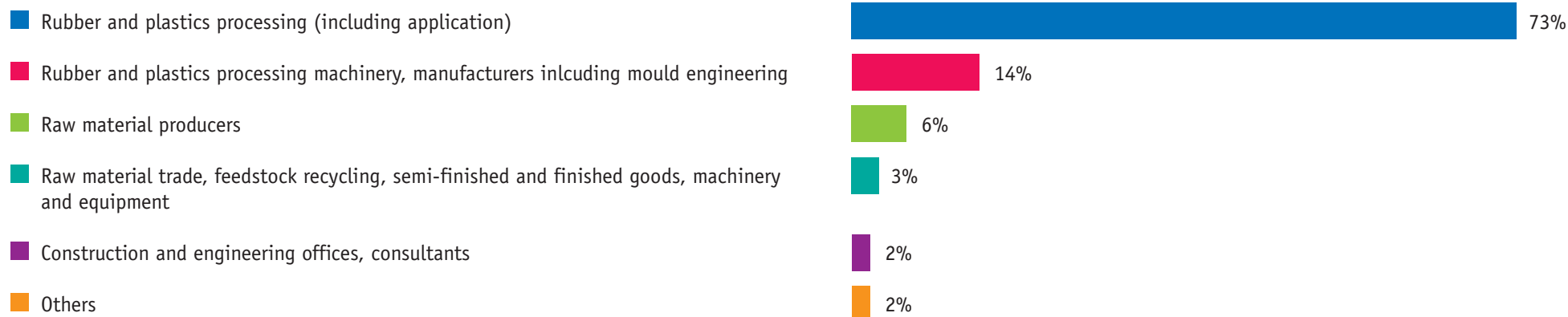
**Internal information: charged e-paper accesses (especially company licences, average 2021)

Content analysis of the 2020 editorial section

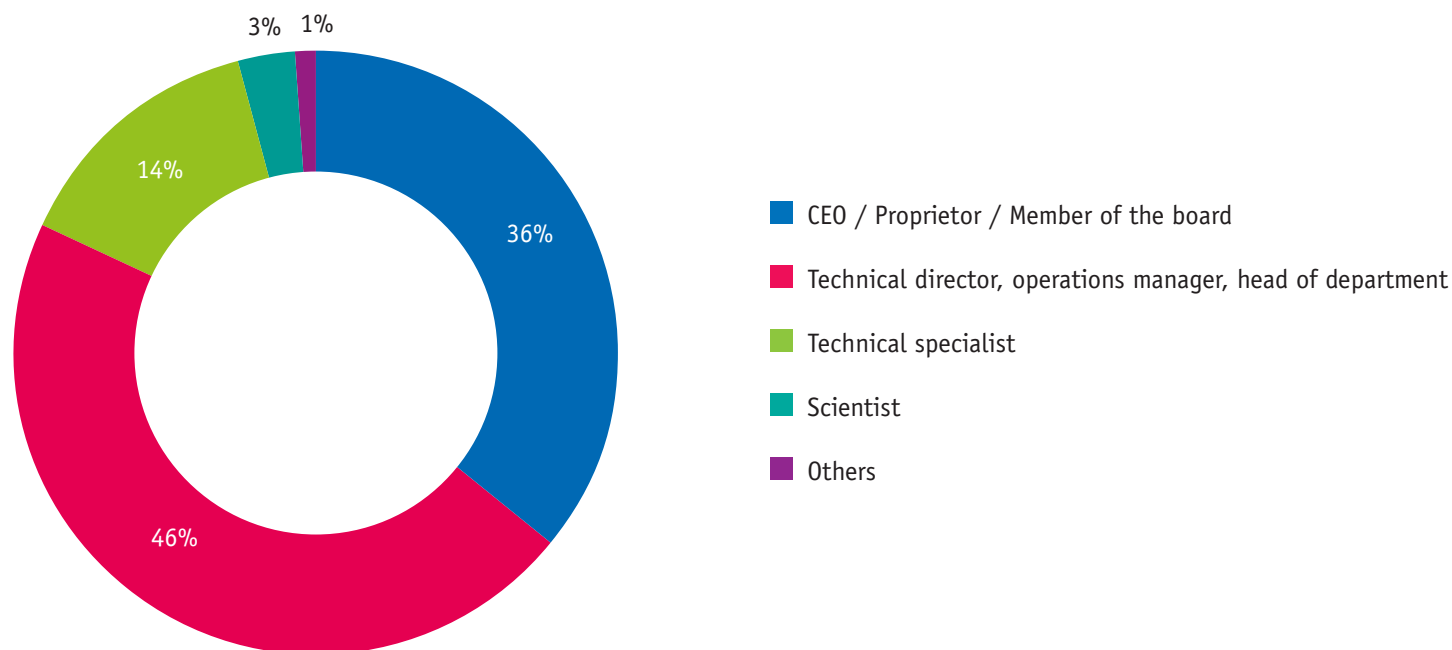
Total	809 pages = 100 %
Professional articles	378 pages = 46.7 %
Exclusive thematic specials	202 pages = 25.0 %
Market and management	62 pages = 7.7 %
Product news/trade fair previews	61 pages = 7.5 %
Standards (table of Contents/Inserts, Dates, Documentation etc.)	106 pages = 13.1 %



Main industry / segment*

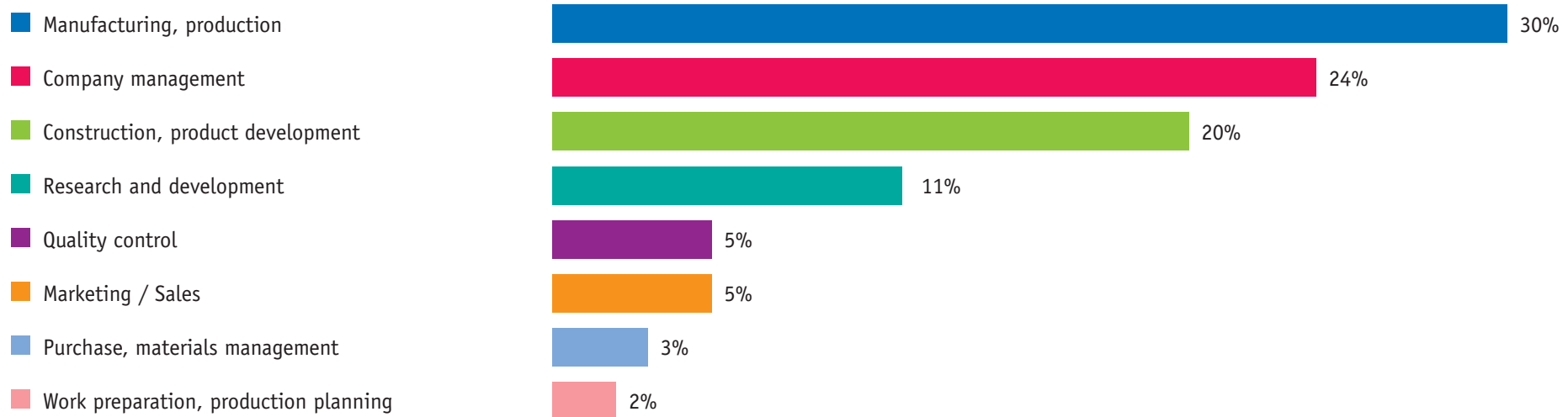


82% are employed in an executive position*



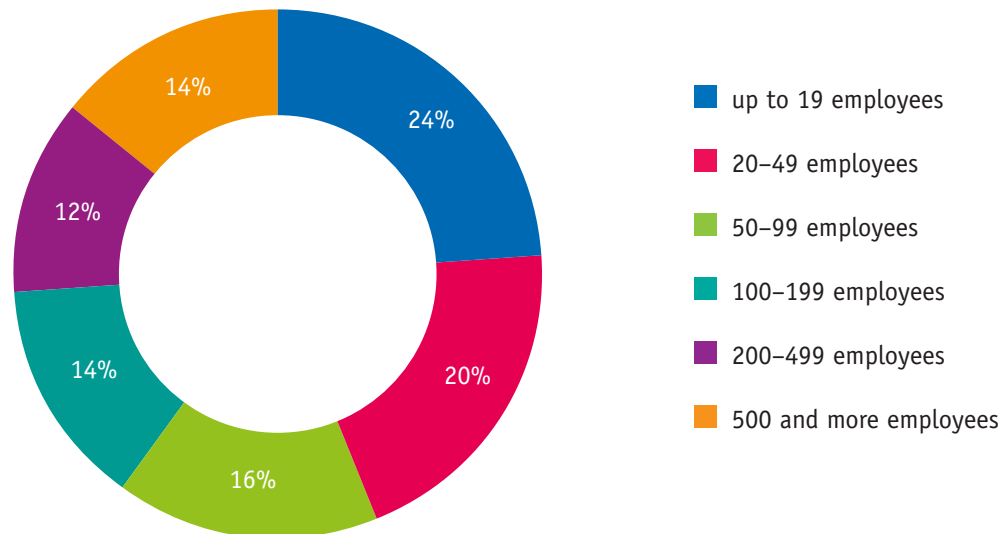
* Annual average of print editions (01.07.20 to 30.06.21);
survey method: file evaluation

All relevant departments read Kunststoffe*



* Annual average of print editions (01.07.20 to 30.06.21);
survey method: file evaluation

Kunststoffe is read in companies of all sizes*



Summary of the survey methodology:

1. Method: Dissemination analysis through file evaluation
2. Population: DCP 13.329 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2020
6. Execution of the study: Publisher

Issue	Dates	Topics	Trade Fairs / Events
1 January	ED: 08.11.2021 AC: 07.12.2021 PD: 18.01.2022	Material Handling Special: Circular Economy Drying/Mixing/Conveying/Dosing, Injection Molding, Hot runner technology, Extrusion, Peripheral devices, Compounding, Recycling, Semi-Finished Products, Engineering Plastics, Compounds, Polyurethane, Additives, Halbzeuge	Ispo, Munich, Germany, 23.–26.01.2022 Spielwarenmesse, Nuremberg, Germany 02.–06.02.2022
2 February	ED: 06.12.2021 AC: 14.01.2022 PD: 15.02.2022	Hot runner technology Special: Packaging Injection Molding, Film Production, Thermoformen, Extrusion, Tooling, Prototyping, Additive Fertigung, Recycling, Engineering Plastics, High-Performance Plastics, Duroplaste, Compounds, Bioplastics, Polyurethane Topic Newsletter Circular Economy: 22.02.2022	VDI: Internationale Fachtagung Spritzgießen, Wiesbaden, Germany, 22.-23.02.2022 JEC World, Paris, France, 08.–10.03.2022 Additive Manufacturing Forum, Berlin, Germany, 14.–15.03.2022
3 March	ED: 07.01.2022 AC: 11.02.2022 PD: 14.03.2022	Reactive Processing & Foaming Special: Automotive High-Performance Plastics, Engineering Plastics, Polyurethanes, Composite Materials, Recyclates, Simulation, Injection Molding, Temperature Control, Automation, Surface Technology, Quality Assurance, Blow Molding, Ancillary Equipment, Compression Molding, Extrusion Topic Newsletter Hot Runner Technology: 29.03.2022	IKV: Internationales Kolloquium Kunststofftechnik, Aachen, Germany, 16.-17.03.2022 Lopec, Munich, Germany, 22.–24.03.2022 VDI: PIAE, Mannheim, Germany, 30.–31.03.2022 Achema, Frankfurt, Germany, 04.–08.04.2022
4 April	ED: 10.02.2022 AC: 11.03.2022 PD: 12.04.2022	Measurement and Testing Special: Medical Cleanroom Technology, Joining Technology, Circular Technology, Injection Molding, Extrusion, Film Production, Thermoforming, Tooling, Laser Processing, Product Design, Engineering Plastics, Bioplastics, High-Performance Plastics, Additive, Compounds, Quality Assurance Topic Newsletter Measurement and Testing: 26.04.2022	Hannover Messe, Hannover, Germany, 25.–29.04.2022 Chinaplas, Shanghai, 25.–28.04.2022 Laser World of Photonics, Munich, Germany, 26.–29.04.2022 Control, Stuttgart, Germany, 03.–06.05.2022 MedtecLive with T4M, Nuremberg, Germany, 03.–05.05.2022 MedTec Europe Forum 2022, Barcelona, Spain, 03.–05.05.2022
5 May	ED: 07.03.2022 AC: 08.04.2022 PD: 10.05.2022	Compounding & Recycling Special: Lightweight Construction Injection Molding, Extrusion, Simulation, Rapid Processes, Additive Manufacturing, Measuring/Controlling, Thermoforming, Compounding, Commodity Plastics, Engineering Plastics, Foams, Thermosets, Composites Topic Newsletter Compounding & Recycling: 17.05.2022	Kuteno, Rheda-Wiedenbrück, Germany, 10.-12.5.2022 Rapid.Tech 3D, Erfurt, Germany, 16.–18.05.2022 IFAT, Munich, Germany, 30.05.–03.06.2022
6 June	ED: 08.04.2022 AC: 04.05.2022 PD: 09.06.2022	Laser Technology Special: Automation, Industry 4.0 Extrusion, Injection Molding, Toolmaking, Standard Elements, Hot Runner Technology, Temperature Control, PU Technology, Film Production, Engineering Plastics, Additives, Elastomers, Bioplastics, Compounds, Plastics Trade, CircularEconomy Topic Newsletter Lightweight Construction: 21.06.2022	Lasys, Stuttgart, Germany, 21.–23.06.2022 Automatica, Munich, Germany, 21.–24.06.2022

Issue	Dates	Topics	Trade Fairs / Events
7 July	ED: 06.05.2022 AC: 03.06.2022 PD: 06.07.2022	Extrusion Special: Color and Design Surface Technology, Measurement Technology, Injection Molding, Extrusion, Ancillary Equipment, Thermoforming, Commodity Plastics, Additives/Masterbatches, Engineering Plastics, Compounding & Recycling Topic Newsletter Color and Design: 19.07.2022	
8 August	ED: 03.06.2022 AC: 08.07.2022 PD: 10.08.2022	K 2022 – Markets and Companies Special: Recyclates: Materials and Processing Temperature Control, Injection Molding, Micro Manufacturing, Compounding, Reactive Processing, Joining Technology, Compression Molding, Blow Molding, Extrusion, Commodity Plastics, Engineering Plastics, Additives/Compounds, Foams, Circular Economy	
9 September	ED: 07.07.2022 AC: 12.08.2022 PD: 15.09.2022	Packaging Special: K Trade Fair Preview Automation, Material Handling, Thermoforming, Blow Molding, Recycling, Injection Molding, Extrusion, Tooling, Thermoset Processing/Compression Molding, PU Processing, Joining Technology, Surface Technology, High-Performance Plastics, Engineering Plastics, Compounds, Composites, Additives Topic Newsletter Packaging: 20.09.2022	Fachpack, Nuremberg, Germany, 27.–29.09.2022
10 October	ED: 02.08.2022 AC: 13.09.2022 PD: 14.10.2022	Circular Economy Special: Plastics World Market Injection Molding, Extrusion, Tooling, Automation, Measuring and Testing, Recycling, Compounding, Blow Molding, Thermoforming, Drying/Mixing/Conveying/Metering, PU Technology, FRP Processing, Quality Assurance, Commodity Plastics, Engineering Plastics, High-Performance Plastics, Thermosets, Composites, Bioplastics, Additive Manufacturing	K 2022, Düsseldorf, Germany, 19.–26.10.2022
11 November	ED: 07.09.2022 AC: 06.10.2022 PD: 07.11.2022	Tooling Special: Electronics Injection Molding, Hot Runner Technology, Standard Elements, Temperatur Control, Additive Manufacturing, Extrusion, Compoundig, Recycling, Film Production, Cleanroom Technology, Commodity Plastics, Polyurethanes, Composites, Compounds, Reactive Resins, Elastomers, Foams Topic Newsletter Tooling: 15.11.2022	Formnext, Frankfurt, Germany, 15.–18.11.2022 Medica/Compamed, Düsseldorf, Germany, 14.-17.11.2022 Electronica, Munich, Germany, 15.–18.11.2022
12 December	ED: 06.10.2022 AC: 04.11.2022 PD: 05.12.2022	Thermosets Special: K 2022 Highlights Simulation, Injection Molding, Blow Molding, Joining Technology, Compoundig, Extrusion, Testing, Recycling, Commodity Plastics, Engineering Plastics, Polyurethanes, Thermosets, Werkstoffverbunde, Circular Economy	

Format	Width x Height (mm)	Price
Front page	210 x 160 + 3 mm trim right	Fix* € 7,450.--
Inside cover	210 x 160 + 3 mm trimm	Fix* € 5,600.--
2nd/3rd/4th Cover page	210 x 297 + 3 mm trim on all 4 sides	€ 8,200.--
1/1 page	175 x 250	€ 6,990.--
Juniorpage	122 x 175	€ 4,100.--
1/2 page	85 x 250 175 x 122	€ 3,800.--
1/3 page	55 x 250 175 x 80	€ 3,000.--
1/4 page	85 x 122 40 x 250 175 x 58	€ 1,990.--
1/8 page	85 x 58 175 x 28 40 x 122	€ 1,350.--

Placement premium

Binding placement 10 %

Colour impact

Euroscale special colours on request

Premium special formats

Special formats (on request) 10 %
For ads across binding and bleed ads 10 %
(Bleed: 3 mm head trim; 3 mm per edge)

Discount

In case of acceptance within an insertion year
(within 12 months)

Frequency discounts

3 times	6 times	9 times	12 times
5%	10%	15%	20%

Volume discounts

Discount for purchase within 12 months of at least:

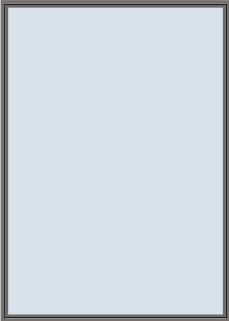
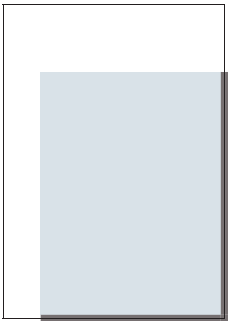
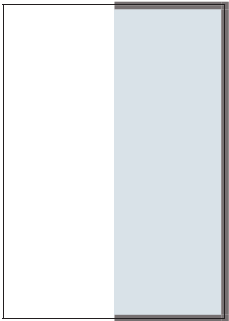
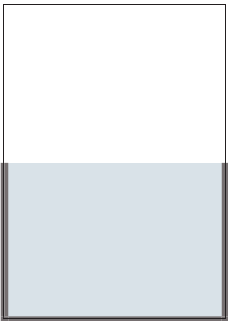
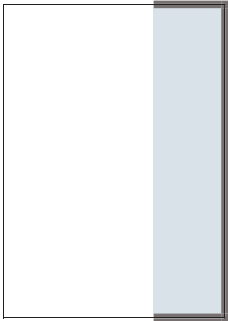
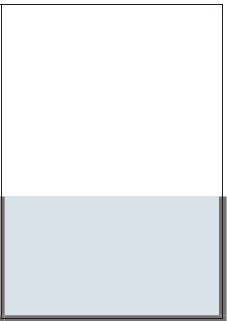
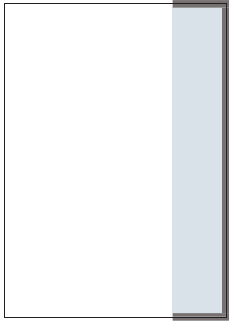
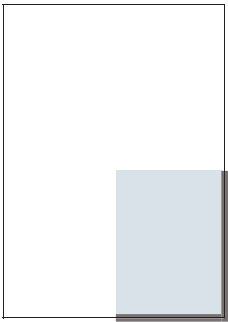
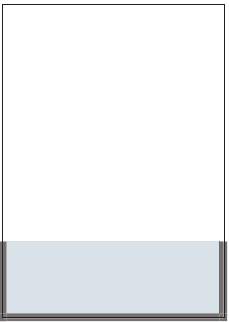
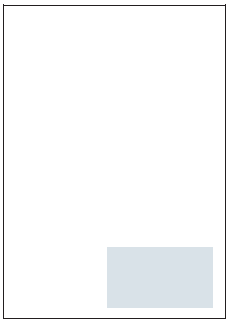
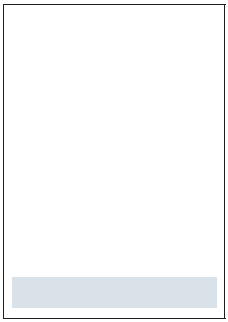
2 pages	4 pages	8 pages	10 pages
5%	10%	15%	20%

Terms of payment

General term of payment 30 days after date of invoice net.
2% discount for payment within 8 days after date of invoice.
Place of payment: Munich

Postbank München
IBAN: DE71 7001 0080 0779 7468 00
BIC: PBNKDEFF

The prices do not include the legal value added tax.

Formats	1/1 page	Juniorpage	1/2 page, vertical	1/2 page, horizontal	1/3 page, vertical	1/3 page, horizontal
						
Type area:	175 x 250	122 x 175	85 x 250	175 x 122	55 x 250	175 x 80
Trim size:*	210 x 297	137 x 197	101 x 297	210 x 145	70 x 297	210 x 105
						
Type area:	40 x 250	85 x 122	175 x 58	85 x 58	175 x 28	
Trim size:*	55 x 297	101 x 145	210 x 85			

*All trim size ads
require 3 mm trim
allowance.

Your Advertising Medium for all English Speaking Top Executives Worldwide!

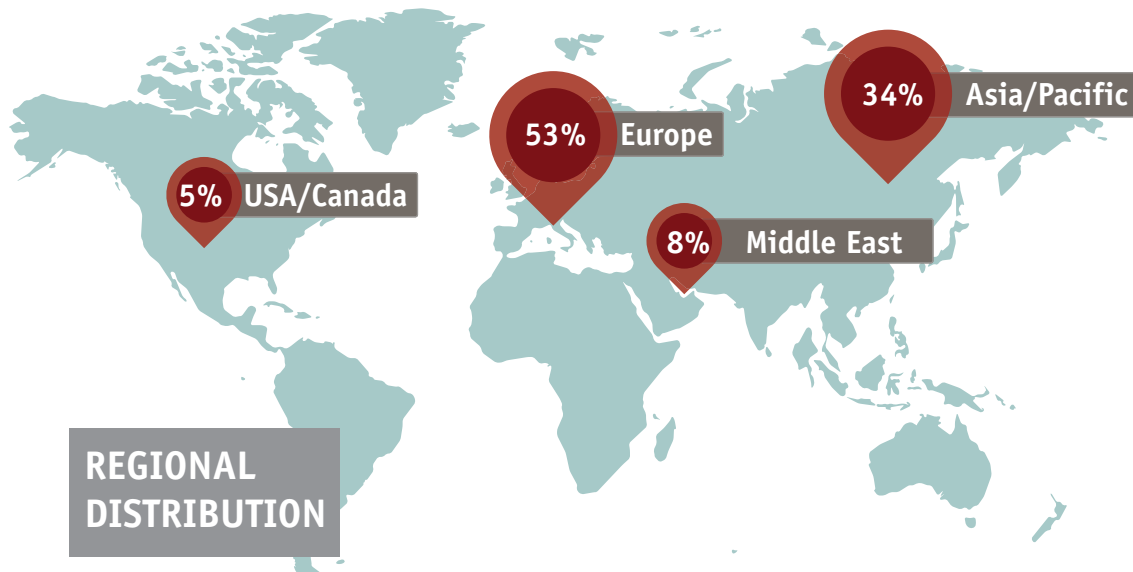
Kunststoffe international has been published as the English edition of **Kunststoffe**.

With topical articles from **Kunststoffe**, **Kunststoffe international** competently provides information in English on technical developments and industry trends. One trademark: the exclusive insider reports – they form the profile of the magazine as a trend-setting information carrier for the increasingly global performing plastics processors.

Kunststoffe international is published by Carl Hanser Verlag and is complemented by a website with extensive offers in English at www.kunststoffe-international.com

Target Group Top Executives

Kunststoffe international is distributed to more than 2,000 highly reputed top executives in the plastics industry worldwide. It is also distributed at important major trade fairs.



Trade magazine
2,000 copies*



E-paper
45,639 issues**



Total distributed circulation
at least 47,639 contacts



*distributed to more than 2,000 top executives in the plastics industry and at important major trade fairs worldwide.

**charged e-paper accesses (especially company licences, average 2021)

Issue	Dates	Topics	Trade Fairs / Events
7 September	ED: 22.07.2022 AC: 19.08.2022 PD: 26.09.2022	Packaging Special: K Trade Fair Preview Automation, Material Handling, Thermoforming, Blow Molding, Recycling, Injection Molding, Extrusion, Tooling, Thermoset Processing/Compression Molding, PU Processing, Joining Technology, Surface Technology, High-Performance Plastics, Engineering Plastics, Compounds, Composites, Additives	 Fachpack, Nuremberg, Germany, 27.–29.09.2022
8 October	ED: 02.08.2022 AC: 08.09.2022 PD: 17.10.2022	Circular Economy Special: Plastics World Market Injection Molding, Extrusion, Tooling, Automation, Measuring and Testing, Recycling, Compounding, Blow Molding, Thermoforming, Drying/Mixing/Conveying/Metering, PU Technology, FRP Processing, Additive Manufacturing, Quality Assurance, Commodity, Plastics, Engineering Plastics, High-Performance Plastics, Thermosets, Composites, Bioplastics	 K 2022, Düsseldorf, Germany 19.–26.10.2022
9 December	ED: 05.10.2022 AC: 10.11.2022 PD: 09.12.2022	Thermosets, Electronics, Tooling Special: K 2022 Highlights Simulation, Injection Molding, Blow Molding, Joining Technology, Hot Runner Technology, Standard Elements, Temperatur Control, Additive Manufacturing, Compoundig, Extrusion, Testing, Recycling, Film Production, Cleanroom Technology, Commodity Plastics, Engineering Plastics, Polyurethanes, Composites, Compounds, Reactive Resins, Elastomers, Foams, Circular Economy	 Formnext, Frankfurt, Germany, 15.–18.11.2022 Medica/Compamed, Düsseldorf, Germany, 14.-17.11.2022 Electronica, Munich, Germany, 15.–18.11.2022

Format	Width x Height (mm)	Price
Front page	210 x 160 + 3 mm trim right	Fix* € 3,650.--
2nd/3rd/4th Cover page	210 x 297 + 3 mm trim on all 4 sides	€ 3,700.--
1/1 page	175 x 250	€ 3,200.--
Juniorpage	122 x 175	€ 1,990.--
1/2 page	85 x 250 175 x 122	€ 1,700.--
1/3 page	55 x 250 175 x 80	€ 1,400.--
1/4 page	85 x 122 40 x 250 175 x 58	€ 990.--
1/8 page	85 x 58 175 x 28 40 x 122	€ 700.--

Placement premium

Binding placement 10 %

Colour impact

Euroscale special colours on request

Premium special formats

Special formats (on request) 10 %
For ads across binding and bleed ads 10 %
(Bleed: 3 mm head trim; 3 mm per edge)

Discount

In case of acceptance within an insertion year
(within 12 months)

Frequency discounts

3 times	6 times	9 times	12 times
5%	10%	15%	20%

Volume discounts

Discount for purchase within 12 months of at least:

2 pages	4 pages	8 pages	10 pages
5%	10%	15%	20%

Terms of payment

General term of payment 30 days after date of invoice net.
2% discount for payment within 8 days after date of invoice.
Place of payment: Munich

Postbank München
IBAN: DE71 7001 0080 0779 7468 00
BIC: PBNKDEFF

The prices do not include the legal value added tax.

Magazine format	DIN A4; 210 x 297 mm (Width x Height)
Type area	175 x 250 mm (Width x Height) 2 columns à 85 mm Width or 3 columns à 55 mm Width or 4 columns à 40 mm Width
Printing and binding methods	Offset printing, adhesive binding
Data formats	Preferred file format: High-end PDF – PDF/X4 or PDF/X5; with embedded fonts, images, etc. For advertisements with bleed, please allow 3 mm bleed on each side.
Colour	Print to ISO 12647-2 PS0; ISOcoated_V2; Fogra39L Special colour (z.B. HKS, Pantone) possible on request. Please observe the print growth rates specified in ISO12647-2 for image printing paper.
Data archiving	All print documents will be kept for a maximum of 3 months after order processing.

Warranty

The service providers working for us can only process what is stored in the files supplied. In case of delivery of incomplete, faulty or deviating data, we assume no liability for the print result, e.g. colours, illustrations, texts, fonts.

Contact

Romy Früh
Ad Management
Tel.: +49 99830-218
Fax: +49 99830-623
romy.frueh@hanser.de

Delivery address

media@hanser.de

Including naming of customer, object description
issue no./year

Your perfect exhibition appearance for the 

10 cross-media advertising options for your successful exhibition presence!



Kunststoffe 8/2022
K 2022 – Markets and companies
AC: 08.07.2022 | PD: 10.08.2022

Kunststoffe 9/2022
K Trade Fair Preview
AC: 12.08.2022 | PD: 15.09.2022

Kunststoffe 10/2022
Plastics World Market
AC: 13.09.2022 | PD: 14.10.2022

Kunststoffe 12/2022
Highlights der K 2022
AC: 04.11.2022 | PD: 05.12.2022



Kunststoffe international 7 September
K Trade Fair Preview

Kunststoffe International 8 October
Plastics World Market



Daily K-Newsletter

8 issues 19.-26.10.2022



Kunststoffe.TV

Video shoot at your booth and significantly increase your presence and reach 24 hours later with the finished video!

Online trade fair special for K 2022 on Kunststoffe.de and Kunststoffe-international.com (German / English)

Before, during and after the fair, our large online special will provide information on trends, products and highlights of K 2022.

Take advantage of this opportunity and draw attention to yourself and your products with your banner advertisement.

German: www.kunststoffe.de/k-kunststoffmesse

English: www.kunststoffe-international.com/k-fair



Advertorials – the perfect complements to your advertisements

You would like to describe your products in details, presenting the practical benefits and advantages?

If so, advertorials are the perfect form of advertising for you!



Advertorial 1/1 page in 4c

Max. 3.300 characters + two images respectively (300 dpi)
Price € 6,990.--

Advertorial 1/2 page in 4c

Max. 2.000 characters + two images respectively (300 dpi)
Price € 3,800.--

You determine the contents, scope and time of publication

Your
Advertorial

We ensure a high-quality and appealing design
within the framework of press law*.



Web address

www.kunststoffe.de

Brief characteristics

Kunststoffe.de is the comprehensive business website for everything to do with the processing of plastics.

Kunststoffe.de contains detailed information about:

- Sophisticated, specialized information about plastics from the magazine Kunststoffe and the Hanser range of reference books
- Current new and important dates
- Current product developments, patents and technical trends
- The big job market of the industry
- The big company database »business directory«

Target group

The website is aimed at specialists and managers in the plastics processing industry, together with scientists and students and all those engaged in production operations and the provision of services associated with plastics.



The usage data and recipient numbers are constantly changing.
Request the current numbers:
romy.frueh@hanser.de



Delivery address Please send the advertising material for your campaign to:
media@hanser.de

Delivery 5 days before campaign start

File formats JPG, PNG, GIF oder HTML5*

Data volume 150 KB max. per creative, for Mobile Ads 80 KB max.
Example Hockey Stick: Leaderboard 150 KB +
Wide Skyscraper 150 KB = total 300 KB

Meta-information We require the necessary meta-information upon delivery:

- Customer name
- Campaign time frame
- Advertising format
- Contact for inquiries
- Click-URL

For the technical specifications, please refer to our
Mediacenter on; **www.hanser-mediacyenter.de/guidelines-
und-technische-spezifikationen**

Note: A processing fee of 50.-- Euro applies for the
delivery of physical HTML5 advertising media (hosting on
our ad webserver).

Reporting At the end of the campaign, you will receive a detailed
statistical evaluation, which will provide you with exact
information about the success of your marketing activities.

Usage data The usage data of **www.kunststoffe.de** and the number of
recipients of the newsletter are constantly changing.
Therefore, ask for current figures:
romy.frueh@hanser.de

Data transfer **media@hanser.de**
Including naming of the customer, object designation, and
runtime



Banner formats	Placement (max. 3 rotations possible)	Size in Pixel (b x h)	Price / per month in a row
Medium Rectangle	In the content, position 6, 8 oder 10	300 x 250	€ 1,160.--
Vertical Rectangle	In the content, position 6, 8 oder 10	300 x 400	€ 1,160.--
Full Banner	In the content, position 5, 7 oder 9	468 x 60	€ 1,560.--
Leaderboard	Exterior position 1 or in content position 2 oder 16	728 x 90	€ 1,490.--
Billboard (expanding)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,580.-- (+ € 50.-- expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a oder 4b	160 x 600	€ 1,360.--
Sidekick Ad*	Exterior, position Wide Skyscraper	160 -> 400 x 600	€ 1,360.--
(Double) Sitebar Ad	Exterior position 3a, 3b, 4a oder 4b	(2x) 300 x 600	€ 2,260.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 2,710.--
Slide Channel	Hockey Stick with Expanding Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 2,760.--
Fireplace Ad	Exterior position 1, 3a und 4a	160 x 600 left + right and 1,040 x 90 above	€ 3,810.--
Skyline Ad	Exterior position 3a and 4a, in the content, position 2	2x 160 x 600 + 970 x 250	€ 3,780.--
Welcome Ad	Central about the start page (layer)	640 x 480	€ 1,960.--/14 days
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 2,800.--



For mobile devices:
Please provide mobile ad in 6:1 (300 x 50 px) and in 2:1, (300 x 150 px) in addition.



Note: A processing fee of 50.-- Euro applies for the delivery of physical HTML5 advertising media (hosting on our ad webserver).

Terms of payment

General payment term 30 days after invoice date net.
2% discount for payments within 8 days of the invoice date.

Bank details

Postbank München
IBAN: DE71 7001 0080 0779 7468 00
BIC: PBNKDEFF

*Also bookable with sticky function (Skyscraper moves along the screen when the website is scrolled and always remains visible to the reader) with 25% surcharge.
All prices plus VAT, as required by law!

Banner positions on Homepage

Position 3a
Sidekick Ad expanding

Position 3b
Wide Skyscraper

Position 3c
Wide Skyscraper Double Sidebar

Position 1 Leaderboard

Position 2
Billboard (also expanding)
Leaderboard

Position 4a
Wide Skyscraper Double Sidebar

Position 4b
Wide Skyscraper (also with sticky function)

Position 16 Leaderboard

Position 5 Fullbanner

Position 6
Medium Rectangle

Position 7
Vertical Rectangle

Native Ad Teaser 1

Native Ad Teaser 2

Native Ad Teaser 3

Native Ad Teaser 4

Native Ad Teaser 5

Native Ad Teaser 6

Native Ad Teaser 7

Native Ad Teaser 8

Native Ad Teaser 9

Native Ad Teaser 10

Native Ad Teaser 11

Native Ad Teaser 12

Native Ad Teaser 13

Native Ad Teaser 14

Native Ad Teaser 15

Native Ad Teaser 16

Native Ad Teaser 17

Native Ad Teaser 18

Native Ad Teaser 19

Native Ad Teaser 20

Native Ad Teaser 21

Native Ad Teaser 22

Native Ad Teaser 23

Native Ad Teaser 24

Native Ad Teaser 25

Native Ad Teaser 26

Native Ad Teaser 27

Native Ad Teaser 28

Native Ad Teaser 29

Native Ad Teaser 30

Native Ad Teaser 31

Native Ad Teaser 32

Native Ad Teaser 33

Native Ad Teaser 34

Native Ad Teaser 35

Native Ad Teaser 36

Native Ad Teaser 37

Native Ad Teaser 38

Native Ad Teaser 39

Native Ad Teaser 40

Native Ad Teaser 41

Native Ad Teaser 42

Native Ad Teaser 43

Native Ad Teaser 44

Native Ad Teaser 45

Native Ad Teaser 46

Native Ad Teaser 47

Native Ad Teaser 48

Native Ad Teaser 49

Native Ad Teaser 50

Native Ad Teaser 51

Native Ad Teaser 52

Native Ad Teaser 53

Native Ad Teaser 54

Native Ad Teaser 55

Native Ad Teaser 56

Native Ad Teaser 57

Native Ad Teaser 58

Native Ad Teaser 59

Native Ad Teaser 60

Native Ad Teaser 61

Native Ad Teaser 62

Native Ad Teaser 63

Native Ad Teaser 64

Native Ad Teaser 65

Native Ad Teaser 66

Native Ad Teaser 67

Native Ad Teaser 68

Native Ad Teaser 69

Native Ad Teaser 70

Native Ad Teaser 71

Native Ad Teaser 72

Native Ad Teaser 73

Native Ad Teaser 74

Native Ad Teaser 75

Native Ad Teaser 76

Native Ad Teaser 77

Native Ad Teaser 78

Native Ad Teaser 79

Native Ad Teaser 80

Native Ad Teaser 81

Native Ad Teaser 82

Native Ad Teaser 83

Native Ad Teaser 84

Native Ad Teaser 85

Native Ad Teaser 86

Native Ad Teaser 87

Native Ad Teaser 88

Native Ad Teaser 89

Native Ad Teaser 90

Native Ad Teaser 91

Native Ad Teaser 92

Native Ad Teaser 93

Native Ad Teaser 94

Native Ad Teaser 95

Native Ad Teaser 96

Native Ad Teaser 97

Native Ad Teaser 98

Native Ad Teaser 99

Native Ad Teaser 100

Native Ad Teaser 101

Native Ad Teaser 102

Native Ad Teaser 103

Native Ad Teaser 104

Native Ad Teaser 105

Native Ad Teaser 106

Native Ad Teaser 107

Native Ad Teaser 108

Native Ad Teaser 109

Native Ad Teaser 110

Native Ad Teaser 111

Native Ad Teaser 112

Native Ad Teaser 113

Native Ad Teaser 114

Native Ad Teaser 115

Native Ad Teaser 116

Native Ad Teaser 117

Native Ad Teaser 118

Native Ad Teaser 119

Native Ad Teaser 120

Native Ad Teaser 121

Native Ad Teaser 122

Native Ad Teaser 123

Native Ad Teaser 124

Native Ad Teaser 125

Native Ad Teaser 126

Native Ad Teaser 127

Native Ad Teaser 128

Native Ad Teaser 129

Native Ad Teaser 130

Native Ad Teaser 131

Native Ad Teaser 132

Native Ad Teaser 133

Native Ad Teaser 134

Native Ad Teaser 135

Native Ad Teaser 136

Native Ad Teaser 137

Native Ad Teaser 138

Native Ad Teaser 139

Native Ad Teaser 140

Native Ad Teaser 141

Native Ad Teaser 142

Native Ad Teaser 143

Native Ad Teaser 144

Native Ad Teaser 145

Native Ad Teaser 146

Native Ad Teaser 147

Native Ad Teaser 148

Native Ad Teaser 149

Native Ad Teaser 150

Native Ad Teaser 151

Native Ad Teaser 152

Native Ad Teaser 153

Native Ad Teaser 154

Native Ad Teaser 155

Native Ad Teaser 156

Native Ad Teaser 157

Native Ad Teaser 158

Native Ad Teaser 159

Native Ad Teaser 160

Native Ad Teaser 161

Native Ad Teaser 162

Native Ad Teaser 163

Native Ad Teaser 164

Native Ad Teaser 165

Native Ad Teaser 166

Native Ad Teaser 167

Native Ad Teaser 168

Native Ad Teaser 169

Native Ad Teaser 170

Native Ad Teaser 171

Native Ad Teaser 172

Native Ad Teaser 173

Native Ad Teaser 174

Native Ad Teaser 175

Native Ad Teaser 176

Native Ad Teaser 177

Native Ad Teaser 178

Native Ad Teaser 179

Native Ad Teaser 180

Native Ad Teaser 181

Native Ad Teaser 182

Native Ad Teaser 183

Native Ad Teaser 184

Native Ad Teaser 185

Native Ad Teaser 186

Native Ad Teaser 187

Native Ad Teaser 188

Native Ad Teaser 189

Native Ad Teaser 190

Native Ad Teaser 191

Native Ad Teaser 192

Native Ad Teaser 193

Native Ad Teaser 194

Native Ad Teaser 195

Native Ad Teaser 196

Native Ad Teaser 197

Native Ad Teaser 198

Native Ad Teaser 199

Native Ad Teaser 200

Native Ad Teaser 201

Native Ad Teaser 202

Native Ad Teaser 203

Native Ad Teaser 204

Native Ad Teaser 205

Native Ad Teaser 206

Native Ad Teaser 207

Native Ad Teaser 208

Native Ad Teaser 209

Native Ad Teaser 210

Native Ad Teaser 211

Native Ad Teaser 212

Native Ad Teaser 213

Native Ad Teaser 214

Native Ad Teaser 215

Native Ad Teaser 216

Native Ad

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Wide Skyscraper Double Sidebar
Sidekick Ad expanding

Position 3b Wide Skyscraper

Position 4a Wide Skyscraper Double Sidebar
Sidekick Ad expanding

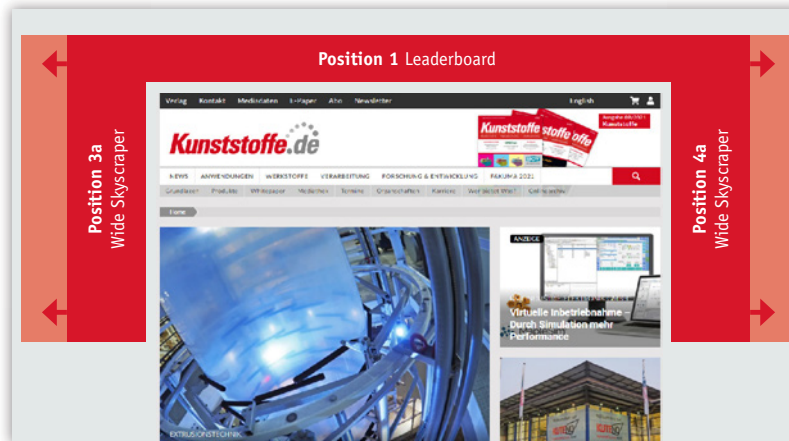
Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle
Vertical Rectangle

Mobile Ad



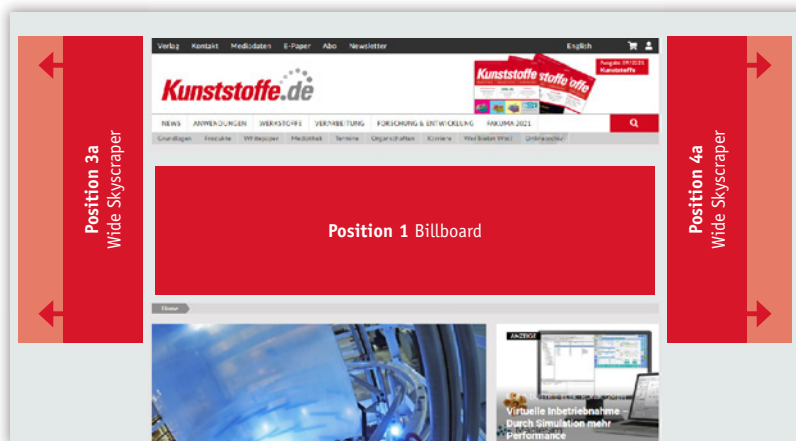
Fireplace Ad



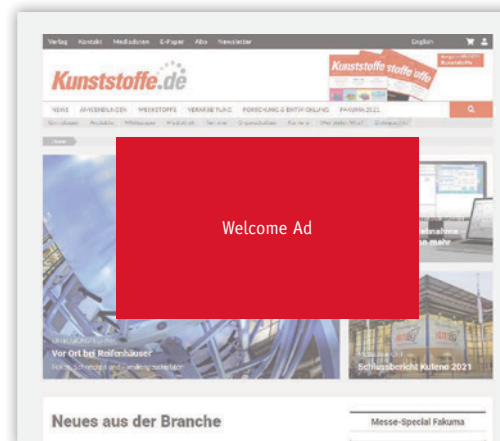
Hockey Stick



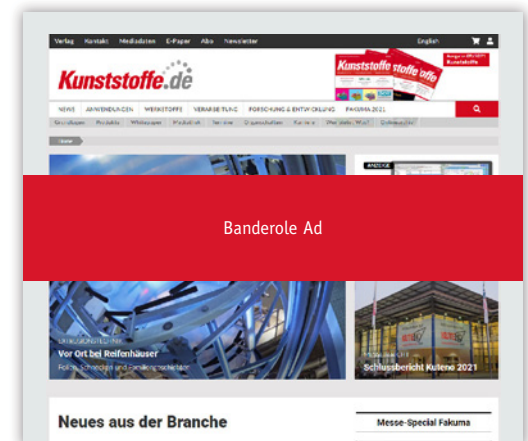
Skyline Ad



Welcome Ad



Banderole Ad





Online retargeting campaigns

In these days of information overload it becomes increasingly difficult for your potential customers to keep your brands and offers in their minds. With the **online intensive campaigns** we increase your gross contacts to your potential customers and take care that they remember you distinctly through gentle advertising pressure.

The **online intensive campaigns** will play back your advertising on **www.kunststoffe.de** and also everywhere on the Internet. This works because of our far branched partner network.

Which package is right for you?

Package 1 50,000 Ad Impressions	€ 2,500.--* plus VAT
Package 2 100,000 Ad Impressions	€ 4,500.--* plus VAT
Package 3 250,000 Ad Impressions	€ 7,500.--* plus VAT

It works like this:

We flag up the visitors to our portal with a cookie – as potential customers for you. Of course, in compliance with the GDPR.

We rediscover the previously flagged visitors everywhere in our far branched partner network.

We play back to the previously flagged visitors your online advertising in all formats and in real time.



*In addition to your booked online-advertising on **www.kunststoffe.de**

In detail



Specialists consult our portal and receive a cookie as potential customers for your sector.



We subsequently rediscover the user on third party sites everywhere in the world wide web – on all types of devices.



We play back your advertising on the sites subsequently visited.



The user is directed to your website or to a special landing page



Controlling of online communication

Product highlight package:

Product news



Push banner



Push newsletter Ad

Volume

Product news

Image min. width 1,000 pixels at 4:3 ratio
as jpg, gif or png
Titel max. 60 Zeichen*
Title max. 60 characters*
Teaser max. 160 characters*
Copy text max. 2.500 characters*
Link (URL) for further information

Push banner

Vertical rectangle
The creative should consist of image and text taken from the product article

Push newsletter ad

According to teaser on the website

Publication time

Product news on website » 12 months
Highlighted product news » 1 month
Product highlight push banner » 1 month
Newsletter ad for product highlight » 1x

Price

€ 2,200.-- plus VAT

* including spaces



Attractive Promotion in the Newsletter of Kunststoffe

The newsletter of **Kunststoffe** being published twice a week informs about actual trends, news and important facts on Plastics Technology.

Place your eye-catching advertisement in the newsletter of **Kunststoffe** to reach your target group.

Information about the topic newsletters can be found in the topic list on pages 7 and 8!

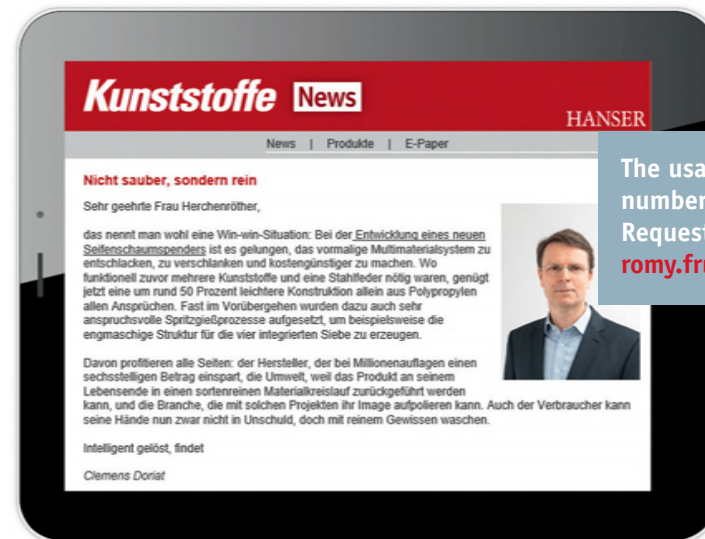
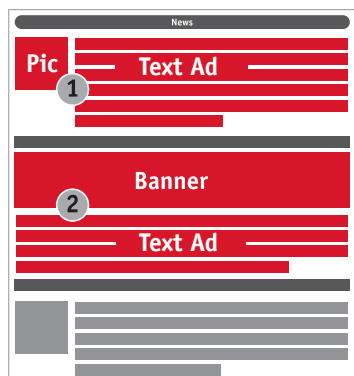
Publication frequency

2x per week

Advertising formats and Rates

1 Picture / 2 Banner + Text advert € 820.--*

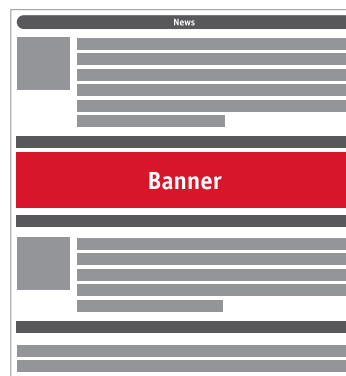
Picture (100 x 100 pixels) or
Banner (560 x 100 pixels) incl. link plus Text
(Headline + max. 300 characters of text)



The usage data and recipient numbers are constantly changing. Request the current numbers: romy.frueh@hanser.de

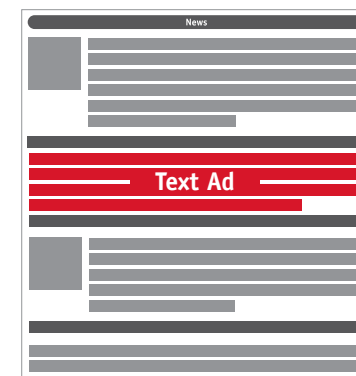
Banner € 720.--*

Banner (560 x 100 pixels)
incl. link



Text advert € 720.--*

Headline + max. 300 characters of text
incl. link



*Rates per shipment. All prices plus VAT, as required by law!

Attractive Promotion in the Newsletter of Kunststoffe international

The newsletter of **Kunststoffe international** being published twice a week informs about actual trends, news and important facts on Plastics Technology.

Place your eye-catching advertisement in the newsletter of **Kunststoffe international** to reach your target group.

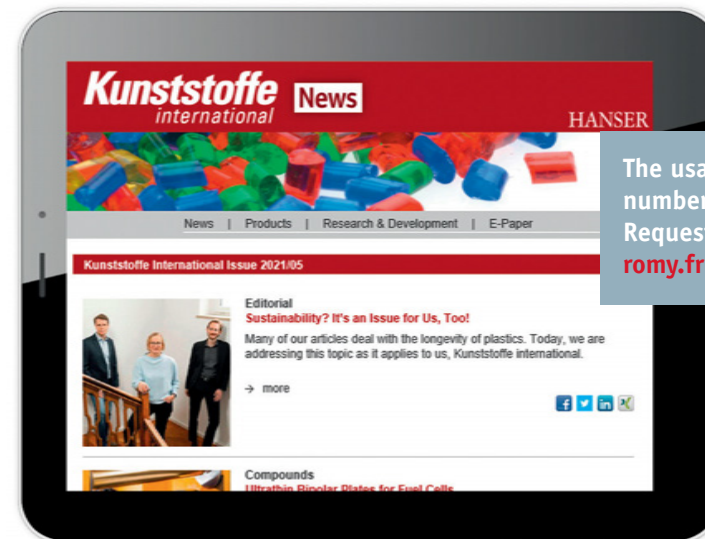
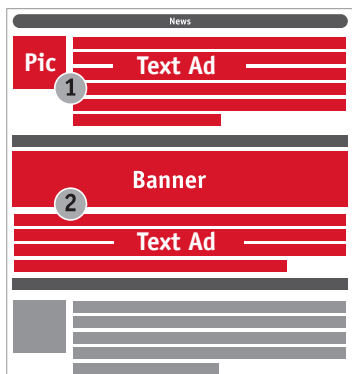
Publication frequency

2x per month

Advertising formats and Rates

1 Picture / **2** Banner + Text advert € 600.--*

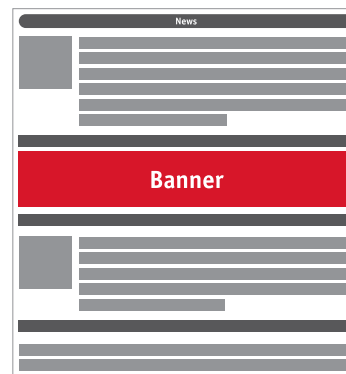
Picture (100 x 100 pixels) or
Banner (560 x 100 pixels) incl. link plus Text
(Headline + max. 300 characters of text)



The usage data and recipient numbers are constantly changing. Request the current numbers: romy.frueh@hanser.de

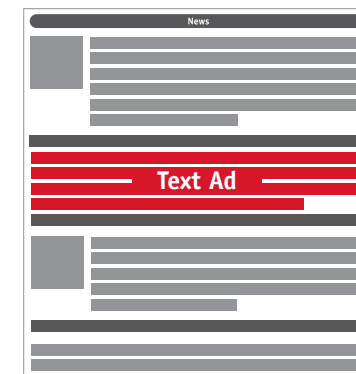
Banner € 460.--*

Banner (560 x 100 pixels)
incl. link



Text advert € 460.--*

Headline + max. 300 characters of text
incl. link



*Rates per shipment. All prices plus VAT, as required by law!

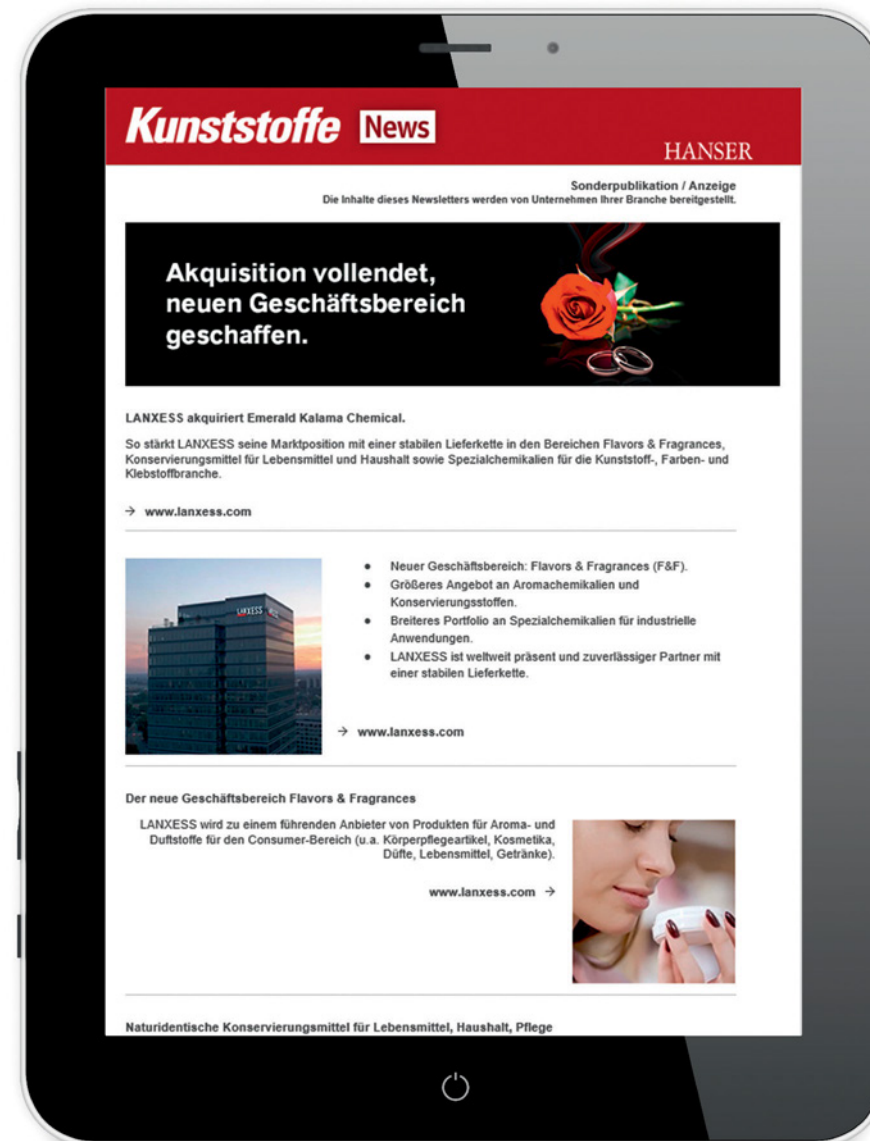
Standalone-Newsletter – the exclusive advertising

Book your exclusive Standalone-Newsletter according to the look & feel of **Kunststoffe NEWS** and reach decision makers in the plastics processing industry.

With the Standalone-Newsletter, we offer an advertising medium tailored specifically to suit your portfolio and requirements. The Standalone-Newsletter will draw the attention of the targeted group directly to your services.

Content	9 elements, which can be combined individually
Performance	Creation and dispatch of your standalone newsletter to the newsletter recipients of Kunststoffe News incl. linking to your homepage
Example	1 banner, 2 product news, 1 video, 1 whitepaper, 3 news, 1 catalog and 1 company profile
Lead time	A Standalone-Newsletter can be realized by our team during 5 workdays. Please deliver the advertising material 5 workdays before date of newsletter mailing. The binding booking of your Standalone-Newsletter should be one week before mailing and has to be confirmed by the publisher.
Shipping date	on request
Price	€ 4,400.--*

The usage data and recipient numbers are constantly changing. Request the current numbers:
romy.frueh@hanser.de



*Rates per shipment. All prices plus VAT, as required by law!.

Standalone-Newsletter – the exclusive advertising

Book your exclusive Standalone-Newsletter according to the look & feel of **Kunststoffe international** and reach decision makers in the plastics processing industry worldwide.

With the Standalone-Newsletter, we offer an advertising medium tailored specifically to suit your portfolio and requirements. The Standalone-Newsletter will draw the attention of the targeted group directly to your services.

Content	9 elements, which can be combined individually
Performance	Creation and dispatch of your standalone newsletter to the newsletter recipients of Kunststoffe international News incl. linking to your homepage
Example	1 banner, 2 product news, 1 video, 1 whitepaper, 3 news, 1 catalog and 1 company profile
Lead time	A Standalone-Newsletter can be realized by our team during 5 workdays. Please deliver the advertising material 5 workdays before date of newsletter mailing. The binding booking of your Standalone-Newsletter should be one week before mailing and has to be confirmed by the publisher.
Shipping date	on request
Price	€ 3,600.--*

The usage data and recipient numbers are constantly changing.
 Request the current numbers:
romy.frueh@hanser.de

*Rates per shipment. All prices plus VAT, as required by law!



Take one!

Highlight your presence with a professional trade fair video

Video marketing is currently considered one of the most successful advertising formats on the Internet!

With a professional trade fair video, you capture the moments that a visitor might miss on a sold-out trade fair site. Present your product innovations and highlights or give potential customers an insight into the machine or functionality of your hardware/new technology in an attractive setting even afterwards.

Service package at K 2022:

- 1 hour shooting on the K 2022
- Professional post-production and cutting of the video directly at the fair
- Release on site
- 1 year broadcast of the film on Kunststoffe.de or Kunststoffe-international.com. Announcement with picture and text
- Full rights of use for the client for further use
- Several video shoots possible on site. Price on request.

Bundled price at K 2022: € 4,100.–

Video shooting during the year:

We can create your image/product film for as little as € 4,100.
The actual costs depend on the concept and effort, such as shooting time, number of people, film technology use, number of shooting days, variety of locations, amount of film editing, number of interviews, etc.



Advantages:

- The video is available within 24 hours
- The quality of the video clearly stands out from simple smartphone recordings
- Presented on a monitor at the booth, the video acts as an eye-catcher and invites visitors to stay a while
- Long visibility through embedding on Kunststoffe.de or Kunststoffe-international.com
- The video can be integrated as a trade fair/company video on your own homepage
- High reach through integration in your social media channels on LinkedIn, Instagram & more

Germany

Hamburg/Lower Saxony/North Rhein Westphalia/ Hesse/Rhineland Palatinate/Saarland/ Schleswig-Holstein

Köhler Verlagsbüro
In der Meffert 31, 42799 Leichlingen
Tel.: +49 2175 8882-234
Fax: +49 2175 8882-235
ek@koehler-adservice.de

Contact person: Edeltraud Köhler

Southern Bavaria/Baden-Württemberg / Austria

Jeanette Rober
(Senior Sales Manager)
Tel.: +49 89 99830-301
jeanette.rober@hanser.de

Franconia/Brandenburg/Berlin/Mecklenburg-Western Pomerania/Saxony/Saxony-Anhalt/Thuringian

Sandra Strohmaier
(Sales Manager)
Tel.: +49 89 99830-675
sandra.strohmaier@hanser.de

Contact person: Sandra Strohmaier

International Sales Representatives

Italy

com3orlando sas
Via dei Benedettini, 12
20146 Milano (Mi)
Italy
Tel.: +39 02 4122158
Fax: +39 02 48301981
orlando@com3orlando.it
Contact person: Nicola Orlando

Switzerland

Rico Dormann
Media Consultant Marketing
Moosstr. 7
8803 Rüschlikon / Switzerland
Tel.: +41 44 7208550
Fax: +41 44 7211474
dormann@rdormann.ch
Contact person: Rico Dormann

Spain/Portugal/Latin America

Consulting Eckart May, SL
Mediamarketing
Pza de Duque de Medinaceli, 2-3o 1a
08002 Barcelona
Spain
Tel.: +34 934 126292
info@cemedi.net
Contact person: Eckart May

USA/Canada

Gardner Business Media, Inc.
6915 Valley Avenue
Cincinnati, OH 45244-3029
USA
Tel.: +1 513 527-8800
Fax: +1 513 527-8801
clarkins@gardnerweb.com
Contact person: Chris Larkins

China/Singapore/Hong Kong/Taiwan

Ringier Trade Media Ltd.
9/F.
Cheong Sun Tower
118 Wing Lok Street
Sheung Wan, Hong Kong
Tel.: +852 2369 8788
Fax: +852 2869 5919
mchhay@ringier.com.hk
Contact person: Mike Hay

Other countries

Jeanette Rober
Carl Hanser Verlag GmbH & Co. KG
Kolbergerstraße 22
81679 Munich
Tel.: +49 89 99830-301
Fax: +49 89 99830-157
jeanette.rober@hanser.de
Contact person:
Jeanette Rober

Your contact persons at the publishing house

Media

Jeanette Rober
Senior Sales Manager
Tel.: +49 89 99830-301
Fax: +49 89 99830-157
jeanette.rober@hanser.de

Sandra Strohmaier
Sales Manager
Tel.: +49 89 99830-675
sandra.strohmaier@hanser.de

Ad Management

Romy Fröh
Tel.: +49 99830-218
romy.frueh@hanser.de

Marketing for professional articles

Petra Dregger
Tel.: +49 89 99830-113
Fax: +49 89 99830-126
petra.dregger@hanser.de

Editorial Contact

Susanne Schröder (Editor-in-Chief)
Tel.: +49 89 99830-611
Fax: +49 89 99830-625
susanne.schroeder@hanser.de

Dr. Clemens Doriát
Tel.: +49 89 99830-259
Fax: +49 89 99830-625
clemens.doriat@hanser.de

Florian Streifinger
Tel.: +49 89 99830-464
Fax: +49 89 99830-625
florian.streifinger@hanser.de

HANSER

Carl Hanser Verlag GmbH & Co. KG
Kolbergerstraße 22
81679 Munich / Germany
Phone +49 89 99830-0
Fax +49 89 984809
www.hanser-mediacyenter.de
www.kunststoffe.de
www.kunststoffe-international.com

