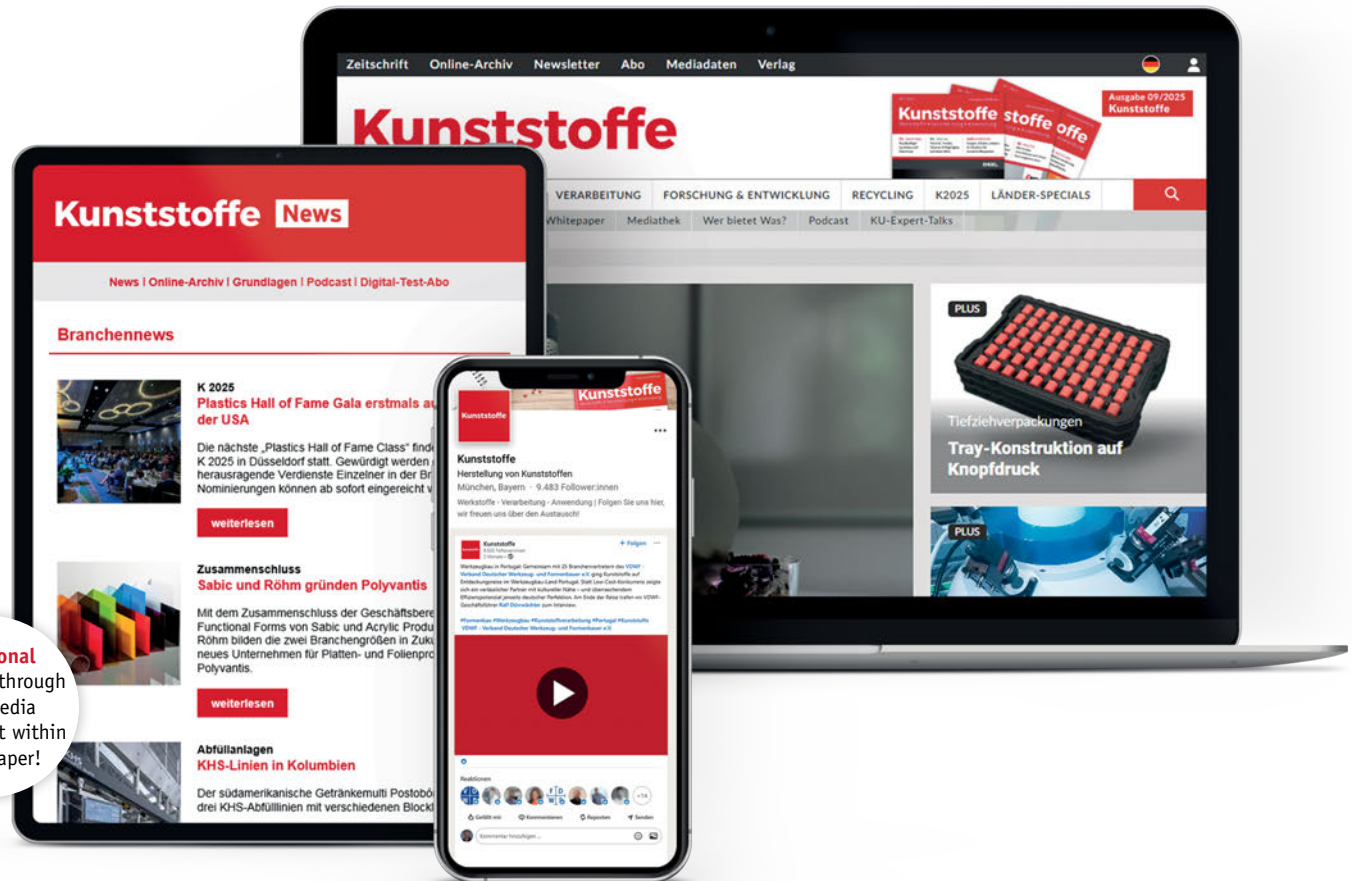


Media Kit 2027

Print & Digital



Additional
visibility through
multimedia
enrichment within
the e-paper!



www.kunststoffe.de

HANSE

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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 webinars, videos, an active presence on social media 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	11 x year
Magazine size	DIN A4
Edition	117th edition in 2027
Subscription price	Combined annual subscription € 509.-- (Price incl. VAT, additional shipping costs will apply)
Organ	Plastics Europe Deutschland e. V. Gesamtverband Kunststoffverarbeitende Industrie e. V. (GKV) VDI-Gesellschaft Materials Engineering Fachgruppe Makromolekulare Chemie der Gesellschaft deutscher Chemiker e. V. Normenausschuss Kunststoffe im DIN Deutsches Institut für Normung e. V.

Membership/ Participation	VDI-FB Kunststofftechnik in der VDI-GME
Publisher	Carl Hanser Verlag GmbH & Co. KG Postal address: P.O. Box 860420, 81631 Munich Home address: Vilshofener Str. 10, 81679 Munich Phone: +49 89 99830-0 www.hanser.de · info@hanser.de
Mediasales	Jeanette Rober (Sales Director) Phone: +49 89 99830-301 jeanette.rober@hanser.de
Editorial office	Wolfgang Kräußlich (Editor-in-Chief) Dr. Clemens Doriát, Antonia Perzl, Florian Streifinger, Susanne Thyrauer Phone: +49 89 99830-621 Fax: +49 89 99830-625 kunststoffe@hanser.de



Total distribution - Kunststoffe

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



Highest paid circulation within the German plastics trade publications

Circulation analysis

Printed circulation	8,883
E-Paper circulation	1,193
Actual circulation	10,076
Paid circulation other countries	1,939 556
+ E-Paper (multi access)	121,346
Distributed circulation total	131,422

Scope analysis 2025

Total scope	976 pages = 100%
Editorial section	800 pages = 82%
Advertisement section	176 pages = 18%
Publisher's own ads	55 pages = 6%

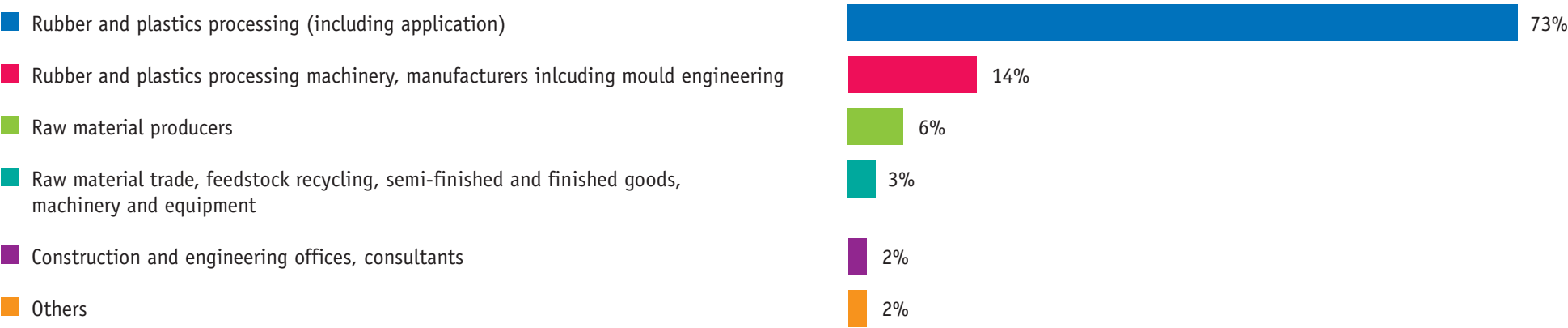
Content analysis of the 2025 editorial section

Total	800 pages = 100%
Professional articles	336 pages = 42%
Exclusive thematic specials	248 pages = 31%
Market and management	127 pages = 16%
Product news/trade fair previews	42 pages = 5%
Standards (table of Contents/Inserts, Dates, Documentation etc.)	47 pages = 6%

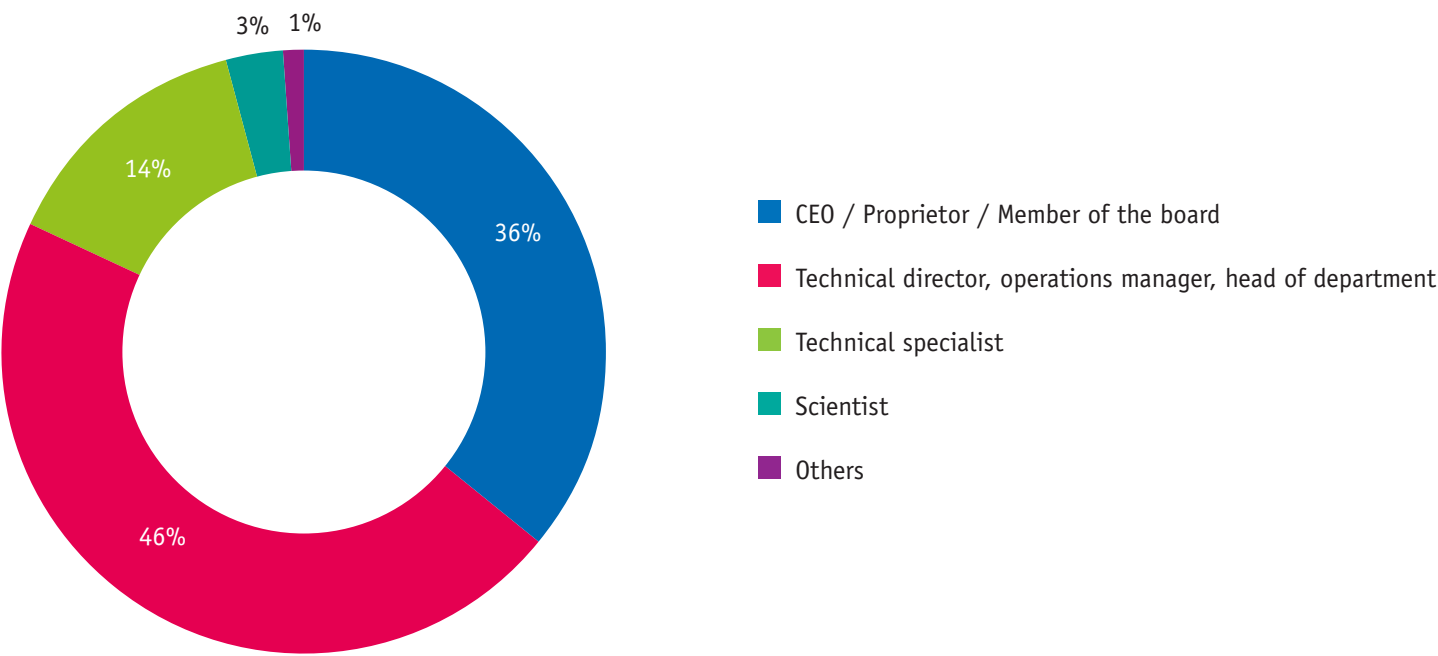




Main industry / segment*

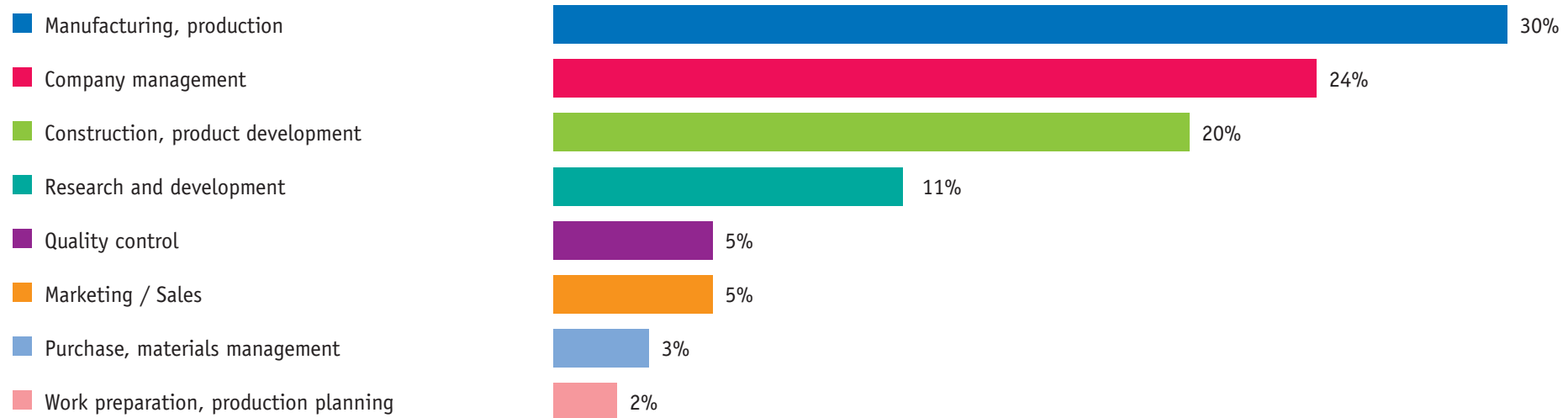


82% are employed in an executive position*



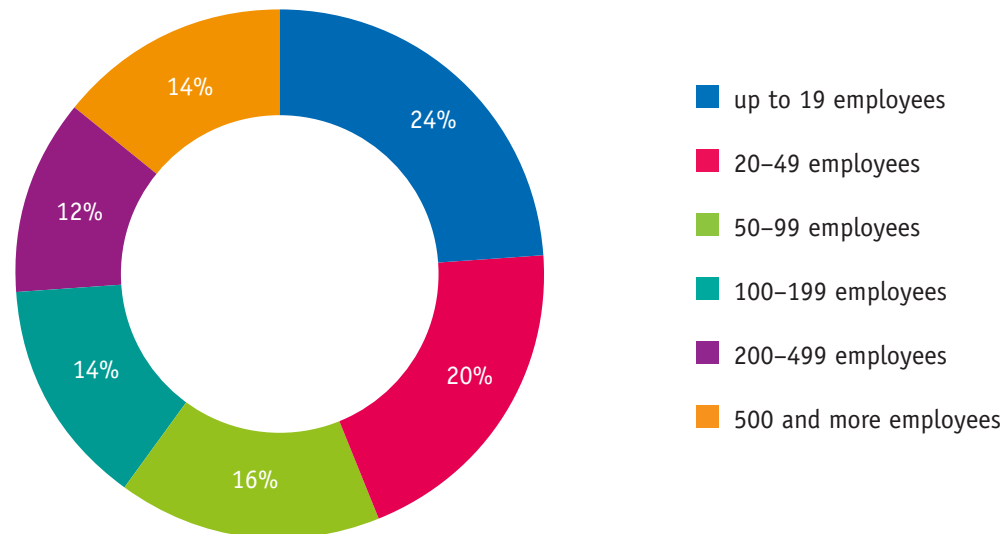
* Annual average of print editions (01.07.25 to 30.06.26);
survey method: file evaluation

All relevant departments read Kunststoffe*



* Annual average of print editions (01.07.25 to 30.06.26);
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 10,076 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2026
6. Execution of the study: Publisher

Issue	Dates	Topics	Trade Fairs / Events
1 January	Ac: 04.12.2026 PD: 13.01.2027	2027 Trends in Plastics Technology Special: Circular Economy Recycling Materials Handling, Extrusion, Hot Runner Technology, Additive Manufacturing, Ancillary Equipment, Measuring Technology, Commodity Plastics, Compounds	
2 February	Ac: 11.01.2027 PD: 05.02.2027	Injection Molding Special: Engineering Plastics Film Production, Injection Molding, Extrusion, Recycling, Engineering Plastics, High-Performance Plastics, Bioplastics Newsletter Topic Engineering Plastics KPA: 09.02.2027	VDI Jahrestagung Spritzgießen, Mannheim, 16.-17.02.2027 KPA, Ulm, 24.-25.02.2027 JEC World, Paris, 02.-04.03.2027
3 March	Ac: 08.02.2027 PD: 05.03.2027	Compounding & Processing Special: Automotive High-Performance Plastics, Composites, Masterbatches, Simulation, Injection Molding, Temperature Control Technology, Extrusion, Recycling Newsletter Topic Automotive: 09.03.2027	MECSPE, Bologna, 03.-05.03.2027 ICE Europe, München, 09.-11.03.2027 Medtec Summit, Nürnberg, 10.-11.03.2027 VDI PIAE, Baden-Baden, 17.-18.03.2027
4 April	Ac: 03.03.2027 PD: 01.04.2027	Extrusion Special: Hot Runner Technology Joining Technology, Circular Economy, Injection Molding, Cleanroom Technology, Extrusion, Engineering Plastics, Additives, Thermoforming, Tooling Newsletter Topic Heißkanaltechnik: 06.04.2027	Chinaplas, Shenzhen, 13.-16.04.2027
5 May	Ac: 02.04.2027 PD: 29.04.2027	KUTENO Toolmaking Special: Plastics Processing & Kuteno 2027 Standards, Hot Runner Technology, Distribution, Injection Molding, Extrusion, Simulation, Additive Manufacturing, Thermoforming, Compounding, Recycled Material Preview Kuteno Newsletter Topic Kuteno: 11.05.2027	NPE, Orlando, 03.-07.05.2027 Moulding Expo, Stuttgart, 10.-12.05.2027 Plastpol, Kielce, 18.-21.05.2027 Rapid.Tech 3D, Erfurt, 25.-27.05.2027
6 June	Ac: 28.04.2027 PD: 01.06.2027	Automation & AI Special: Medical Recycling, Rubber, Extrusion, Injection Molding, Standards, Hot Runner Technology, Temperature Control, Film Production, Engineering Plastics, Additives Newsletter Topic Medical: 08.06.2027	Kuteno & KPA, Bad Salzufen, 01.-03.06.2027 The Battery Show Europe, Stuttgart, 22.-24.06.2027 Plastics Recycling Show Europe, Amsterdam, 29.-30.06.2027

Issue	Dates	Topics	Trade Fairs / Events
7 July	AC: 07.06.2027 PD: 02.07.2027	Injection Molding Special: Color & Design Surface Technology, Measuring Technology, Injection Molding, Extrusion, Toolmaking, Commodity Plastics, Engineering Plastics, Processing & Recycling Newsletter Topic Color & Design: 13.07.2027	
8 August	AC: 05.07.2027 PD: 30.07.2027	Special: Extrusion Temperature Control Technology, Injection Molding, Microtechnology, Reactive Processing, Joining Technology, Compression Molding, Extrusion, Tooling, Masterbatches	
9 September	AC: 09.08.2027 PD: 03.09.2027	 Packaging Special: Fakuma 2027 Trade Fair Preview Automation, Material Handling, Thermoforming, Compounding & Recycling, Injection Molding, Tooling, Measuring Technology, PUR Processing, Additives Newsletter Topic Trade Fair Preview Fakuma: 07.09. + 21.09.2027	IAA Mobility , München, 07.-12.09.2027 Fachpack , Nürnberg, 21.-23.09.2027 KPA , Leipzig/Schkeuditz, 22.-23.09.2027
10 October	AC: 06.09.2027 PD: 01.10.2027	 Machines, Processes and Ancillary Equipment Special: Trends in Plastics Processing Injection Molding, Extrusion, Toolmaking, Automation, Measuring and Testing, Recycling, Compounding, Blow Molding, Thermoforming, Materials Handling, FRP Processing, Engineering Plastics, Additive Manufacturing Newsletter Topic Fakuma: 11.10. - 15.10.2027	Fakuma , Friedrichshafen, 11.-15.10.2027 Formnext , Frankfurt a. M., 26.-29.10.2027
11 December	AC: 04.11.2027 PD: 01.12.2027	 Material Handling Special: Highlights Fakuma 2027 Simulation, Injection Molding, Compounding, Recycling, Commodity Plastics, Engineering Plastics, Additives, Circular Economy	



Additional visibility through multimedia enrichment within the e-paper

Format	Type Area w x h mm	Trim/Bleed Ads w x h mm	Price
Front page & digital package	–	210 x 160 + 3 mm trim right	Fix* € 8,700.--
Inner title & digital package	–	210 x 160 + 3 mm trim right	Fix* € 6,380.--
2nd/3rd/4th Cover page	–	210 x 297 + 3 mm trim on all 4 sides	€ 9,070.--
1/1 page	175 x 250	210 x 297	€ 8,180.--
Juniorpage	122 x 175	137 x 197	€ 4,790.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 4,449.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 3,520.--
1/4 page	85 x 122 40 x 250 175 x 58	101 x 145 55 x 297 210 x 85	€ 2,340.--
1/8 page	85 x 58 175 x 28 40 x 122	–	€ 1,570.--

Premium placement	Binding placement	10 %		
	Placement next to table of contents and editorial	10 %		
Colour impact	Euroscale special colours on request			
Premium special formats	Special formats (on request)	10 %		
	For ads across binding and bleed ads (Bleed: 3 mm head trim; 3 mm per edge)	10 %		
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%
Multimedia enrichment for print ad	Within the e-paper, your ad is enriched by a video, podcast, or picture gallery for 24 months. € 431.--			

* Discount does not apply to cover pages or inner titles.

All rates are subject to Value Added Tax

NEW: Book the front page – maximize your reach!

Front page & digital package

With your front-page ad, you not only secure **the most prominent placement** in the magazine, but also receive an eye-catching LinkedIn post, an exclusive newsletter ad, and an accompanying cover story.

Services at a glance:

- Exclusive presence on the cover page in print and in the ePaper
- Cover page note: Your cover story will be teased in the table of contents
- Cover Story: Published in print, in ePaper, and on www.kunststoffe.de
- A placement of the cover story in the newsletter
- A LinkedIn post to extend reach
- If you do not have a cover story, our editorial team will be happy to assist you in creating one.

Price € 8,700.-

Inner title & digital package

Make sure that you leave a permanent impression!

Present your company with a picture on the inner title of our special.

Service bundle:

- Your article will be teased on the inner title (incl. the page number)
- Large picture* or small picture**
- Your product highlight or your press publication in the editorial environment of the special (max. 800 characters with spaces + 1 image). Published in print, in ePaper, and on www.kunststoffe.de
- A placement of the product highlight/press publication in the newsletter
- A LinkedIn post to extend reach

Prices

exclusive: € 6,380.- | **1/4 page:** € 4,215.- | **1/8 page:** € 3,160.-

* 1/4 page (210 mm x 79 mm | Bleed: 3 mm right and left)

** 1/8 page (105 mm x 79 mm | Bleed: 3 mm right and left)



Optional: Multimedia enrichment for print ad

Within the e-paper, your ad is enriched by a video, podcast or picture gallery for 24 months. Ideal as a trade fair follow-up, e.g. with an exclusive clip from Kunststoffe or your own video.

All rates are subject to 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
	1/4 page, vertical	1/4 page, compact	1/4 page, horizontal	1/8 page, compact	1/8 page, horizontal	
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.**
Minimum size for bleed ads: 1/4 page.
All dimensions in mm (width x height)



Optional: Multimedia enrichment to your ad in the e-paper
Videos, podcasts and picture galleries enhance the reading experience.

Sponsored Content – your story in our magazine

You would like to describe your products in details, presenting the practical benefits and advantages?
If so, Sponsored Content is the perfect form of advertising for you!

You determine the content, scope and timing. We provide a high quality and appealing design according to the German press law.

Inclusive

- Publication of your Sponsored Content as an online article on our portal
- LinkedIn post
- Newsletter ad

1/1 page
Price Max. 5,400 characters (incl. spaces) + 1 image
€ 5,300.--

1/2 page
Price Max. 2,300 characters (incl. spaces) + 1 image
€ 2,650.--

1/3 page
Price Max. 1,600 characters (incl. spaces) + 1 image
€ 2,110.--

1/4 page
Price Max. 850 characters (incl. spaces) + 1 image
€ 1,370.--

Optional Multimedia enrichment

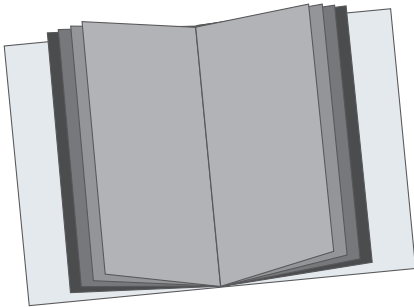
Price Within the e-paper, your ad is enriched by a video, podcast, or picture gallery for 24 months.
€ 431.--

Sample 1/1

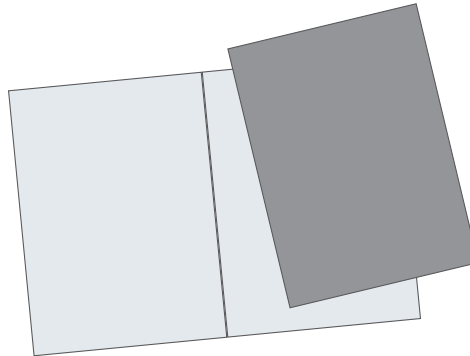
Sample 1/2

All rates are subject to Value Added Tax

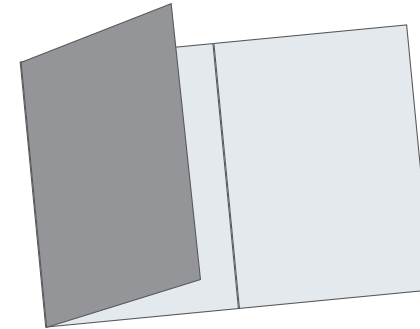
Special advertising formats



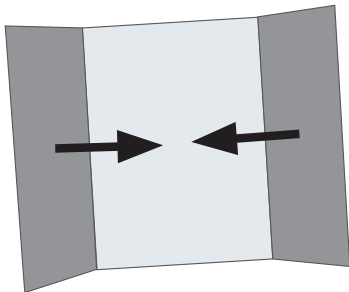
Bound-in



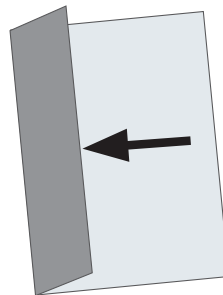
Loose insert



Gate-Folder



Dutch door



Cover flap



Bound inserts

2-page: € 5,778.--
 4-page: € 9,246.--
 Prices are valid up to a paper weight of 130 g/sqm.
 Above 130 g/sqm on request.

Formats (uncut, width × height)

1 sheet (= 2 pages) 217 × 305 mm,
 2 sheets (= 4 pages) 434 × 305 mm,
 Head trim 3 mm, milling edge 4 mm,
 3 mm trim allowance each on the right and below.

Design note

According to the Postal Newspaper Regulations, bound inserts must have an 'advertisement-like' design and correspond to the magazine format on at least 3 sides.

Loose inserts

Price per thousand up to 25 g € 352.--
 Price for inserts over 25 g on request
 Inserts are not discountable.
 When placing your order, please send a sample to the publisher, Ad Management Kunststoffe.

Minimum circulation upon request.

Maximum format: 195 × 290 mm (width × height)

Deliver oversized folded. Multi-page inserts with formats larger than DIN A5 (148 × 210 mm) must have the fold on the long side.

Your insert will now also appear in the e-paper!
 Please send us your insert as a PDF; requirements:
 single-page PDFs without crop marks, color space RGB,
 web-optimized.

Multimedia enrichment

Optional multimedia enrichment within the e-paper, your logo appears with video, podcast or picture gallery.
 Price € 431.--

Delivery address

Free to our printing house:
 L.N. Schaffrath GmbH & Co. KG DruckMedien
 Marktweg 42–50, 47608 Geldern
 including the accompanying delivery bill (part of the OC)

Contact until 31.12.2026

Romy Früh (Ad Management)
 Phone: +49 89 99830–218
 romy.fruh@hanser.de

Please note the order confirmation. Send us only the number of copies stated therein. Advertising material sent in excess will be annihilated.

With whom do you do business?

In the business directory »Who offers what?« buyers can find an overview of suppliers for products, machinery and services in the plastics processing industry. For a targeted selection, the suppliers are organized by categories – be part of it.

Your entry appears in the highest paid circulation within the German plastics press.

- Print
- E-Paper
- PDF-Download
- with a link to your website or email address

Price € 7.-- per print line, category and issue

(max. 26 characters incl. spaces per line.
Minimum booking 11 consecutive issues. Invoicing quarterly in advance.)

**For new customers:
20% discount
on online entry for
combined print AND
online booking***

Increase your visibility online: Premium Company Entry

In addition to an entry in our magazine, a premium company entry in the online version of »Who offers what?« provides all the advantages of a web presence.

Your premium company entry

- shows a detailed company profile with logo, images, video
- is keyworded and found via search engines
- will be linked in the editorial environment under thematically appropriate content
- enables direct contact via additionally stored addresses

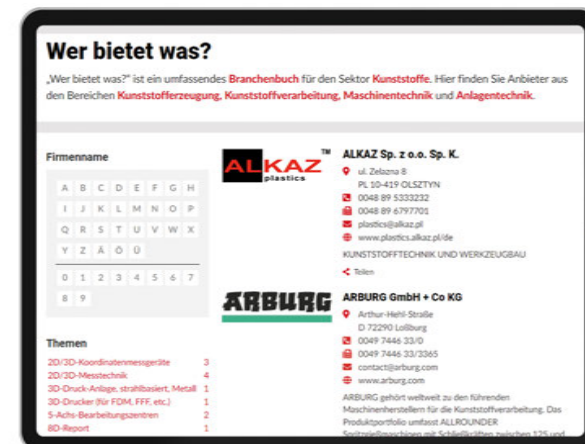
You will get sufficient space to present the products and strengths of your company. Add your logo and company profile, videos, image gallery, PDF documents, contact details, etc. Your logo will be displayed by rotation in all editorial articles and link to your company entry.

Price € 525.--

(Runtime 12 months, is extended by one year if it is not cancelled at least four weeks before the expiry date. Invoicing yearly in advance)



Products, machinery and services for the plastics processing industry



*Valid in the first year of booking.

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



Kunststoffe 9/2027 + e-paper
Fakuma 2027 Trade Fair Preview
AC: 09.08.2027 | PD: 03.09.2027

Kunststoffe 10/2027 + e-paper
Trends in Plastics Processing
AC: 06.09.2027 | PD: 01.10.2027

Kunststoffe 11/2027 + e-paper
Fakuma 2027 Highlights
Split inner title with reference to your **product highlights** within the **special**
AC: 04.11.2027 | PD: 01.12.2027

Sponsored Content: Your trade fair highlights in editorial environment.



Plastics Insights 7/2027 + e-paper
Fakuma 2027 Trade Fair Preview
AC: 13.08.2027 | PD: 09.09.2027

Plastics Insights 8/2027 + e-paper
Trends in Plastics Processing
AC: 06.09.2027 | PD: 01.10.2027

Plastics Insights 9/2027 + e-paper
Fakuma 2027 Highlights
Split inner title with reference to your **product highlights** within the **special**
AC: 08.11.2027 | PD: 03.12.2027

Sponsored Content: Your trade fair highlights in editorial environment.



Newsletter Kunststoffe
Fakuma 2027 Preview: 07., 21.09.2027
Daily Fakuma newsletter: 11.-15.10.2027

Newsletter Plastics Insights
Fakuma 2027 Preview: 22.09.2027
Fakuma fair newsletter: 11.-15.10.2027



Trade Fair Targeting

Targeted digital visibility before and during Fakuma! Your banners are played out to visitors.



Trade Fair Clip

Show your presence with a clip from your trade fair stand – recorded by our editor-in-chief!



Banner advertising

Before, during and after the fair, our large online special will inform you on trends, products and highlights of Fakuma. Use this opportunity and draw attention to yourself and your products with your banner advertisement.



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, saddle stitching
Data format	File format: High-end PDF/X4 with embedded fonts, images, etc. For advertisements with bleed, please allow 3 mm bleed on each side.
Colour	Print to ISO 12647-2 PSO; 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.
Terms of payment	General terms of payment 30 days after date of invoice net. 2% discount for payment within 8 days after date of invoice. Place of payment: Munich
Bank details	Postbank München IBAN: DE71 7001 0080 0779 7468 00 BIC: PBNKDEFF
Contact	Romy Früh Ad Management Phone: +49 89 99830-218 romy.frueh@hanser.de

Delivery address **media@hanser.de**
Including naming of customer, object description
issue no./year



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:

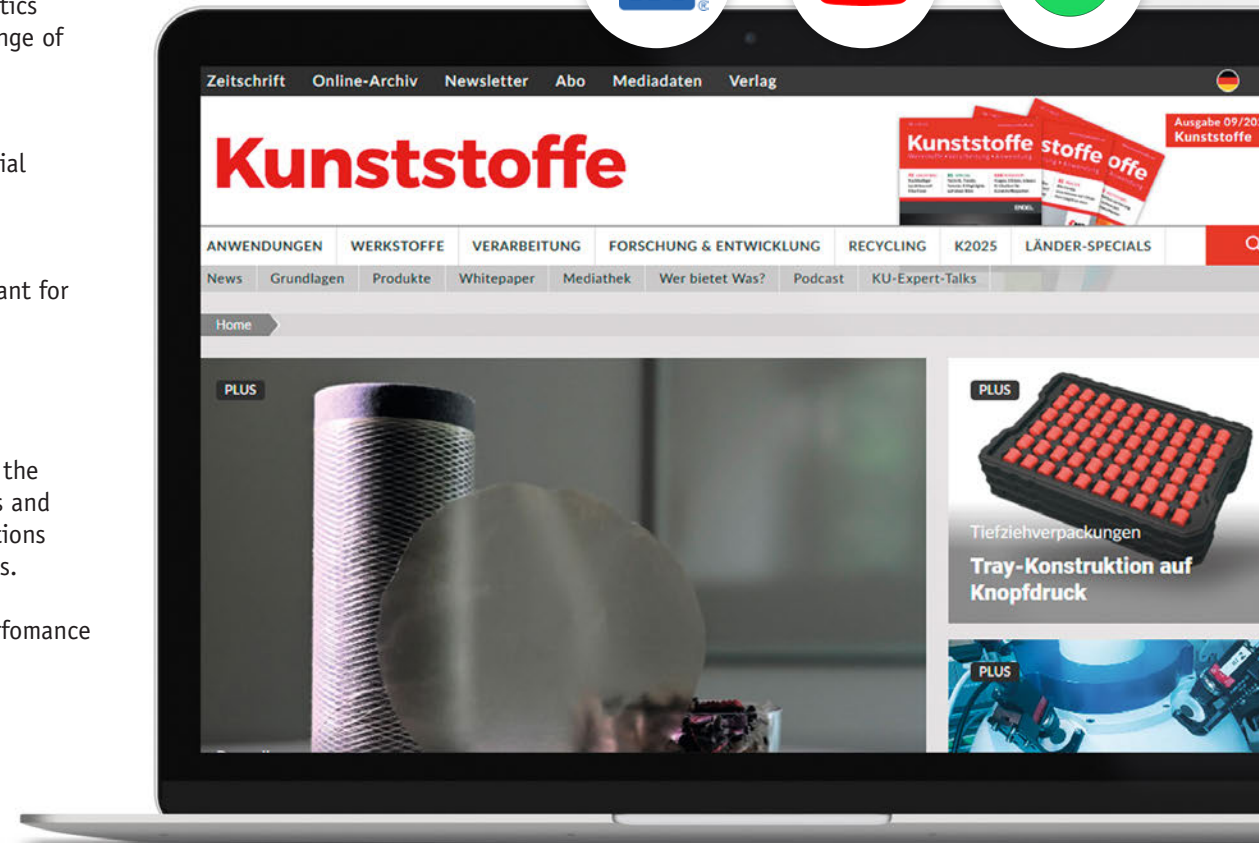
- Sophisticated, specialized information about plastics from the magazine Kunststoffe and the Hanser range of reference books
- Current new and important dates
- Current product developments, patents and technical trends
- Exhibition-news
- Country Special - Topics that are globally significant for the plastics industry in a regional context
- 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.

KPI

Please ask your media consultant for current key performance indicators for website and newsletters.





Banner formats	Placement (max. 3 rotations possible)	Size in Pixel (b x h)	Price per month
Medium Rectangle	In the content, position 6, 8 oder 10	300 x 250	€ 1,396.--
Vertical Rectangle	In the content, position 6, 8 oder 10	300 x 400	€ 1,425.--
Full Banner	In the content, position 5, 7 oder 9	468 x 60	€ 1,890.--
Leaderboard	Exterior position 1 or in content position 2 oder 16	728 x 90	€ 1,799.--
Billboard (expanding)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,900.-- (+ € 58.-- expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a oder 4b	160 x 600	€ 1,640.--
Sidekick Ad*	Exterior, position Wide Skyscraper	160 -> 400 x 600	€ 1,660.--
(Double) Sitebar Ad	Exterior position 3a, 3b, 4a oder 4b	(2x) 300 x 600	€ 2,710.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 3,260.--
Slide Channel	Hockey Stick with Expanding Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 3,320.--
Fireplace Ad	Exterior position 1, 3a und 4a	160 x 600 left + right and 1,040 x 90 above	€ 4,570.--
Skyline Ad	Exterior position 3a and 4a, in the content, position 2	2x 160 x 600 + 970 x 250	€ 4,540.--
Welcome Ad	Central about the start page (layer)	640 x 480	€ 2,690.-- / 14 days
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 3,400.-- / 14 days



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



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

*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 rates are subject to Value Added Tax



Banner positions on Homepage

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 16 Leaderboard

Native Ad Teaser 1
B&R Industrie-Elektronik GmbH
Wettbewerbsvorteile mit der adaptiven Maschine sichern

Native Ad Teaser 2
Maag Pump-Systeme AG
Lochplatten für höchste Qualitätsansprüche

Native Ad Teaser 3
bdtronic GmbH
Die optimale Füge-technik für verschiedene Materialien

Position 5 Fullbanner

Fachbeiträge

Position 6 Medium Rectangle
Vertical Rectangle

Termin

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle
Vertical Rectangle

Article Title: Ruß-Ersatz mit Lebensmittelzulassung
NIR-detektierbares Schwarzpigment für Kunststoffverpackungen

Text: Schwarze Kunststoffe gelten als Hemmschuh für das Kunststoffrecycling. Das liegt zu einem großen Teil an dem häufig für die Einfärbung verwendeten Ruß. Um die Recyclingfähigkeit von schwarzen Kunststoffen zu erhöhen, bieten sich deshalb nicht auf Ruß basierende Pigmente an. Damit diese auch für Lebensmittelverpackungen genutzt werden können, sind zusätzlich noch entsprechende Zulassungen notwendig. Eine solche hat nun ein Schwarzpigment von Al- Farben erhalten.

Author: Fachartikel
13. September 2021

Image: A black plastic bottle and container on a surface, with a circular inset showing a forest scene.



Mobile Ad

Mobile Ad
2:1

Fireplace Ad

Position 1 Leaderboard

Position 3a Wide Skyscraper

Position 4a Wide Skyscraper

Hockey Stick

Position 1 Leaderboard

Position 4a Wide Skyscraper

Skyline Ad

Position 3a Wide Skyscraper

Position 2 Billboard

Position 4a Wide Skyscraper

Welcome Ad

Welcome Ad

Banderole Ad

Banderole Ad



Retargeting

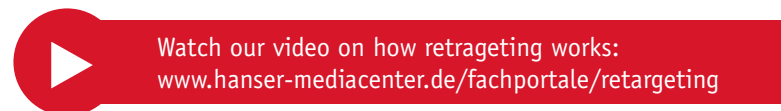
With retargeting, readers of kunststoffe.de are addressed with targeted banners on their further path through the web. Your banners are thus delivered on our experts portal and in our extensive network of around **10,000 partner sites**.

Users who have already shown interest in products and services on kunststoffe.de are addressed. As a result, you achieve a high reach with retargeting and increase your chance of conversion.

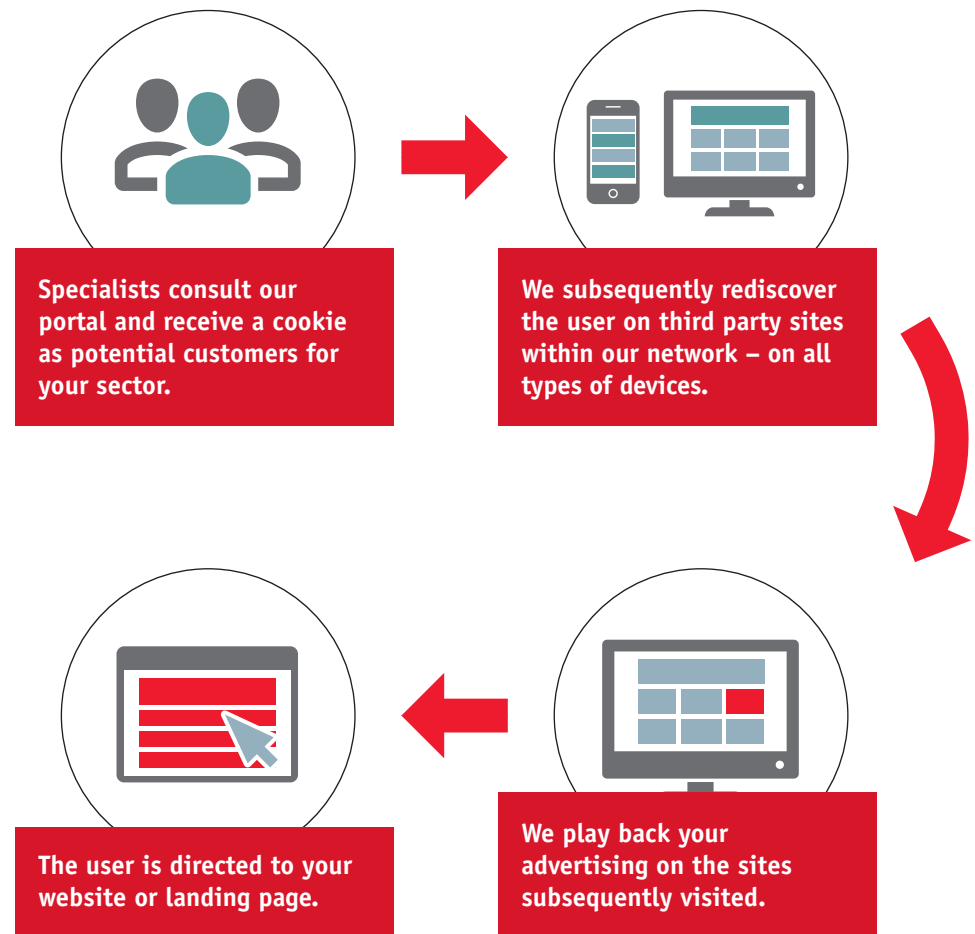
Since many users surf on mobile devices, we use mobile ads in addition to desktop formats for retargeting. Your campaign will be delivered on all common devices.

Which package is right for your display advertising campaign?

Package 1	50,000 Ad Impressions	€ 2,787.--*
Package 2	100,000 Ad Impressions	€ 5,016.--*
Package 3	250,000 Ad Impressions	€ 8,360.--*



It works like this

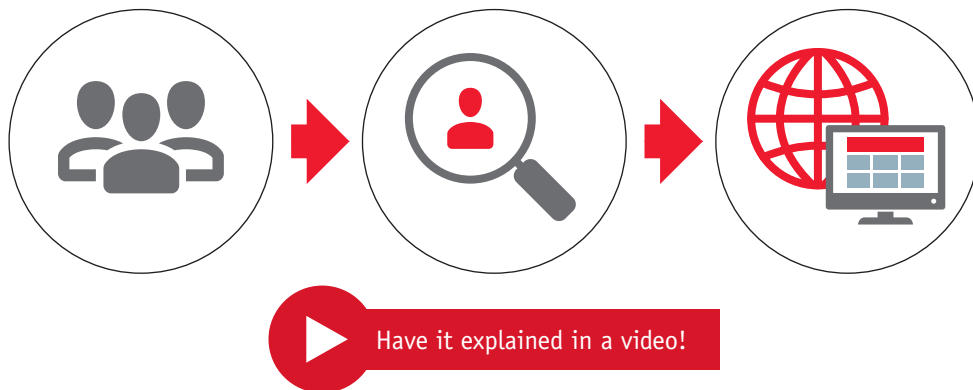


*In addition to your booked online advertising on our website and VAT.



Account Based Marketing

National and international banner campaigns exclusively for your desired customers



Reach your target customers within our international advertising network. Your display ads will only be delivered to the employees of the companies you specify, which reduces scattering loss to a minimum. Thanks to different banner formats, global delivery takes place on all devices, from smartphones and tablets to desktops.

The reach or number of achievable ad impressions depends primarily on the number of your target customers. You will get a forecast as to what performance you can expect.

At the end of the campaign, you will receive a report with the exact ad impressions, clicks and click-through rate achieved for each of your target customer. This way you know which companies should be contacted directly by your sales department, or who your marketing department should first provide further information to.

Price / CPM € 75.--

Minimum order 50,000 Ad Impressions

All rates are subject to Value Added Tax

Trade Fair Targeting

Targeted visitor promotion at and during your key trade shows



Your banners are delivered to the visitors of a trade fair as soon as they visit a website of our far-reaching advertising network. The visitors are identified by geodata and the trade fair WLAN. The targeting zone includes the trade show site as well as a certain radius in which there are conference buildings, train stations, and hotels used by the trade show visitors.

During the trade fair, we primarily deliver your ads on the mobile devices of the trade fair visitors within the geo targeting zone and thus advertise your trade fair stand. The reach or number of achievable ad impressions primarily depends on the size of the trade fair, and the expected number of visitors respectively. You will get a forecast as to what performance you can expect.

On your demand, your trade fair advertising can also run before the exhibition period on our website and/or in our international advertising network.

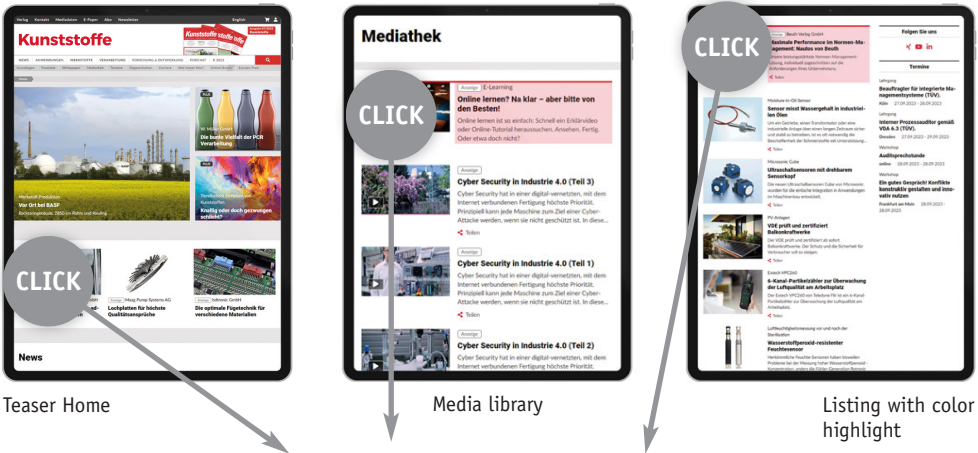
Price / CPM € 75.--

Minimum order 50,000 Ad Impressions



Content Marketing

Offers	Native Ad	Product Highlight	Video Article
300 Readers guaranteed	●	●	●
Teaser on homepage	●	●	●
Color highlighting		●	●
Media library			●
Price	€ 2,710.--	€ 2,990.--	€ 3,000.--



Optional push features



Book the optional push features and save significantly compared to the price list!

Newsletter & display ads accompanying to all formats: € 1,760.--



All rates are subject to Value Added Tax



Native Ad - your stage

300 Readers guaranteed – 1 month on home page

Publish a news article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacentr.de/english/guidelines>

Further features

- Total runtime 1 year
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 2,710.--

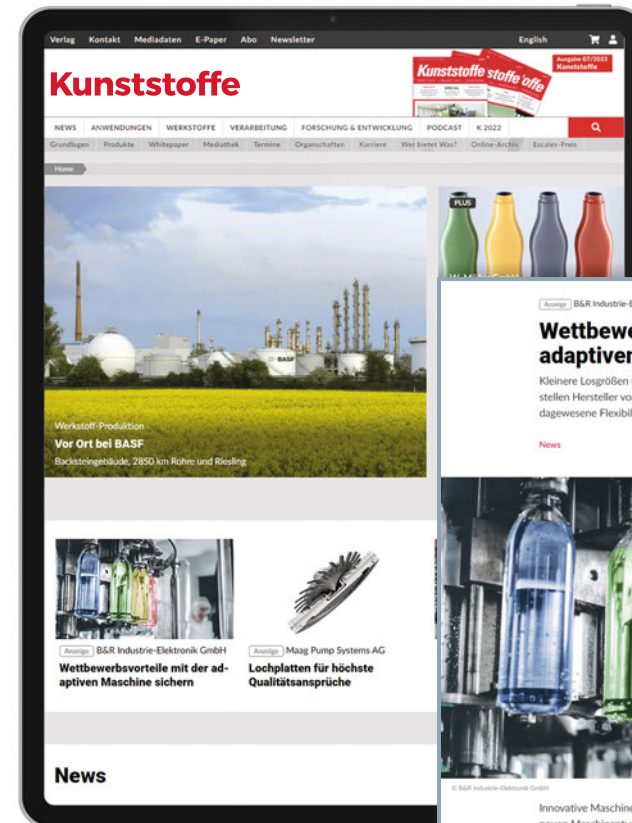
Push features optional

- Newsletter ad » 1 x (format: see p. 30)
- Vertical Rectangle » 1 month

Price for push package

€ 1,760.--

All rates are subject to Value Added Tax



Kunststoffe

NEWS ANWENDUNGEN WERKSTOFFE VERARBEITUNG FORSCHUNG & ENTWICKLUNG PODCAST K 2022

Grundlagen Produkte Whitepaper Mediathek Termine Organschaften Karriere Was bietet West? Online-Archiv Escalen-Preis

Home

Werkstoff-Produktion
Vor Ort bei BASF
Backsteingebäude, 2850 km Ruhr und Rieding

Wettbewerbsvorteile mit der adaptiven Maschine sichern
Kleinere Losgrößen und kürzere Lebenszyklen sowie der Online-Handel stellen Hersteller vor neue Herausforderungen, die eine noch nie dagewesene Flexibilität erfordern.

Lochplatten für höchste Qualitätsansprüche

News

Wettbewerbsvorteile mit der adaptiven Maschine sichern
Kleinere Losgrößen und kürzere Lebenszyklen sowie der Online-Handel stellen Hersteller vor neue Herausforderungen, die eine noch nie dagewesene Flexibilität erfordern.

Die vier Technologien für die Umsetzung
Für die adaptive Maschine werden bestehende und neue Technologien zu einer neuen Gesamtlösung vereint. Im Wesentlichen handelt es sich um vier Technologien. B&R stellt die Technologien für die adaptive Maschine bereits heute zur Verfügung:

Mechatronische Transportsysteme



Product Highlight – colorful accent

300 Readers guaranteed – 1 month on home page

Publish a product highlight on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacycenter.de/english/guidelines>

Further features

- Total runtime 1 year
- Listing in media library
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 2,990.--

Push features optional

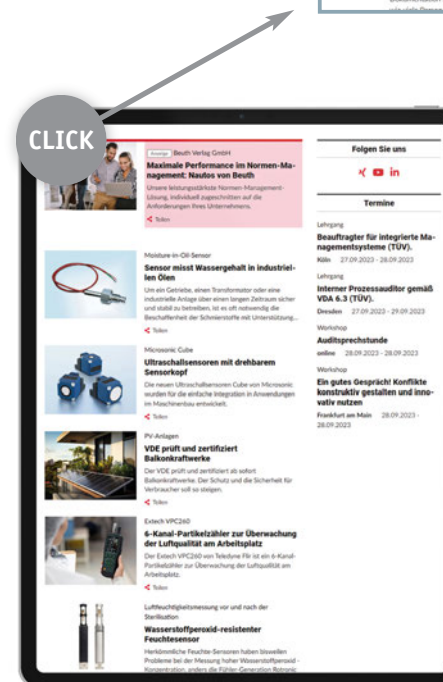
- Newsletter ad » 1 x (format: see p. 30)
- Display ad » 1 month (format: Vertical Rectangle)

Price for push package

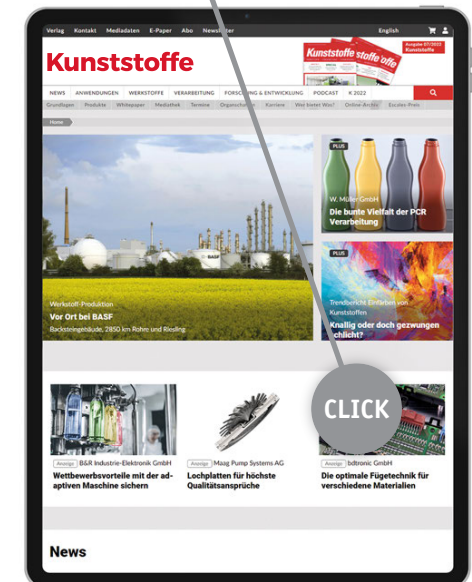
€ 1,760.--



Article



Listing with color highlight



Teaser Home

All rates are subject to Value Added Tax



Video Article – your turn to shine

300 Readers guaranteed – 1 month on home page

Publish a video article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacentr.de/english/guidelines>

Further features

- Total runtime 1 year with colored highlighting
- Listing in media library
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

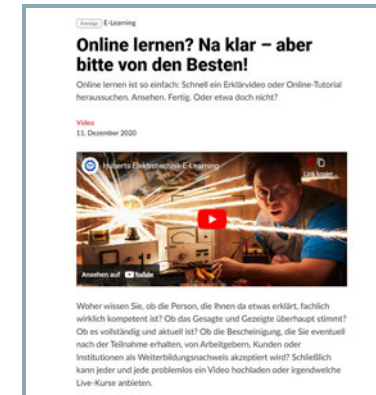
€ 3,000.--

Push features optional

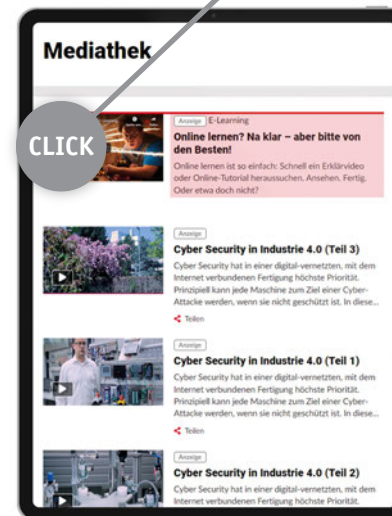
- Newsletter ad » 1 x (format: see p. 30)
- Display ad » 4 weeks (format: Vertical Rectangle)

Price for push package

€ 1,760.--



Article



Listing with color highlight



Teaser Home



Credibility in Social Media

Post on LinkedIn

We post your content marketing article on our LinkedIn profile. You gain credibility and increase your social media reach.

Scope

- Headline max. 60 characters
- Teaser text max. 280 characters
- Character limits including spaces
- Social media hashtags (max. 5)
- Tagged with „Sponsored by (company name)“
- Link to your LinkedIn account

Price for a post including picture & text video & text

€ 1,000,--*

€ 1,200,--*

*Not eligible for discount of any kind incl. agencies

Note: You also can use a post on LinkedIn to push the performance of your content marketing ad.

Kunststoffe
3.358 Follower:innen
20 Std. • Bearbeitet •

Sponsored by **Reifenhauser Group** – Rezyklat-Verarbeitung

Für eine wirtschaftliche Lebensdauer der Plastifiziereinheit und gleichbleibend hohe Qualität der Produkte – auch beim Rezyklateinsatz – bedarf es hochverschleißfester Zylinder und Schnecken mit speziellen Verschleißschutz-Legierungen. Doch worauf kommt es bei einer Legierung an?

Die Antworten darauf finden Sie im kostenlosen Whitepaper von Reifenhäuser.

#sustainability #wearprotection #extrusion #recycling #productivity #reifenhäuser #anzeige

Bild: ©vegefox.com - stock.adobe.com

Rezyklat-Verarbeitung: Verschleißschutz für Zylinder und Schnecken
kunststoffe.de • Lesedauer: 1 Min.

Gefällt mir
 Kommentar
 Teilen
 Senden



Whitepaper – gain leads

incl. LinkedIn and newsletter

Offer valuable knowledge and attract potential customers. Users are willing to pay for useful information with their contact data. The user registers for the PDF download, and we send you the data.

Convince prospects by solving problems. Answer the questions that are on the reader's mind. This is how you convey competence and build trust.

Whitepaper

Suitable documents are for e. g.

- Use cases
- Process description
- Research or study results
- Product description which shows the customers' benefits rather than product features

Performance

- Promotion of your whitepaper by newsletter and post on LinkedIn
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

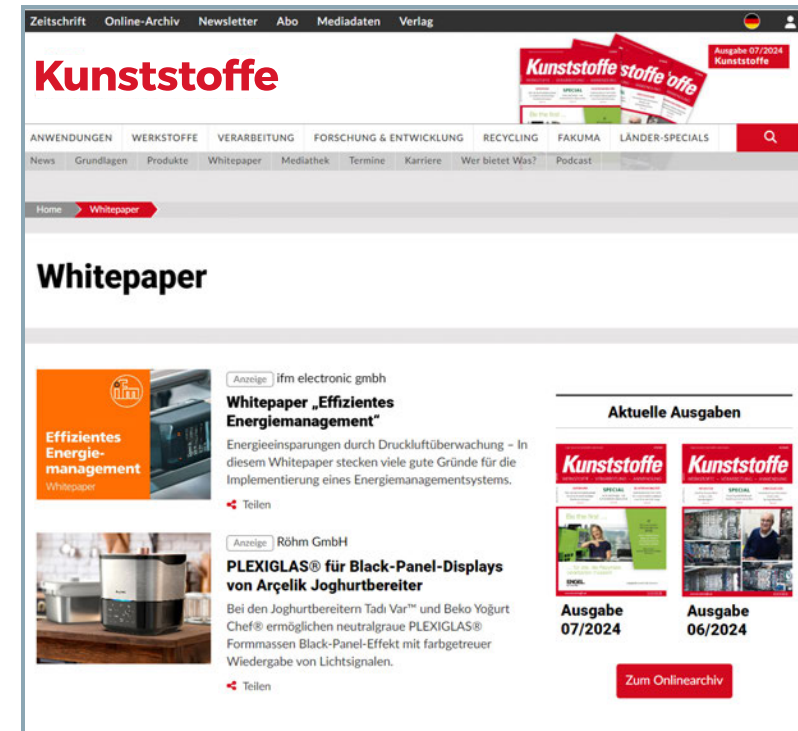
Runtime

- Whitepaper » 6 months
- Push-Newsletter-Ad for Whitepaper » 2 x
- Post on LinkedIn » 1 x

Price

€ 2,070.--

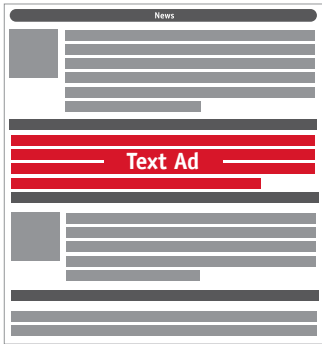
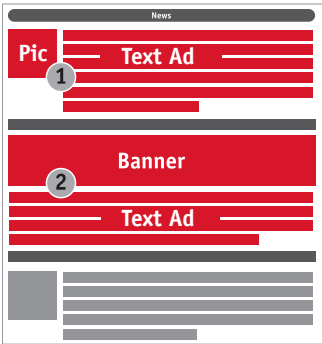
All rates are subject to Value Added Tax



Attractive promotion in the newsletter of Kunststoffe

The newsletter of **Kunststoffe** being published once per 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.

Ad Format	Scope	Price
Top Banner	Banner (560 x 100 pixels) incl. link	€ 1,590.--
Picture/ Banner + Text Ad	#1 Picture (150 x 150 pixels) or #2 Banner (560 x 100 pixels) incl. link + text (Headline + max. 300 characters)	€ 1,190.--
Banner	Banner (560 x 100 pixels) incl. link	€ 1,090.--
Text Ad	Headline + max. 300 characters incl. link	€ 1,090.--
Sponsorship	at least 50 logo appearances guaranteed Logo max. 100 x 100 Pixel inkl. link to your website	€ 5,800.-- per year



Usage data and recipient numbers are constantly evolving, so request up-to-date figures from your media consultant.

All rates are subject to Value Added Tax

Your exhibition presence in our daily Fakuma-Newsletter

For Fakuma 2027, we will present your advertisement daily in our Fakuma-Newsletter.

Your benefits:

- You will be present in 5 newsletter issues during Fakuma 2027.
- You receive a large advertising format (560 x 100 Pixel + 5 lines text).
- Experience shows that smartphone access to our newsletter increases rapidly during the trade fair, i.e. you benefit from the high level of interest shown by trade fair visitors.

Our unique special offer: € 4,950.–*

It is best to reserve your position early – the number of places is limited!

* Fixed price not discountable.

Usage data and recipient numbers are constantly evolving, so request up-to-date figures from your media consultant.

All rates are subject to Value Added Tax.

5 issues
around
Fakuma



Standalone newsletter – the exclusive advertising

Book your exclusive Standalone-Newsletter according to the look & feel of **Kunststoffe** 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
Services	Creation and dispatch of your standalone newsletter to the newsletter recipients of Kunststoffe News incl. linking to your homepage
Suitable content	header image, product news, video teaser, whitepaper, company news, catalog teaser, company profile, event
Lead time	A Standalone-Newsletter can be realized by our team within 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.
Dispatch date	As per agreement
Price	€ 3,250.--

Usage data and recipient numbers are constantly evolving, so request up-to-date figures from your media consultant.

All rates are subject to Value Added Tax





Expert Talk and Exclusive Talk

The webinar formats offered by Kunststoffe

One exclusive sponsor or up to three sponsors jointly present their products and services to interested, high-caliber participants.

As a sponsor you can look forward to

- **Moderation and Q&A session (in German)** with an expert from the editorial team at Kunststoffe & Plastics Insights
- **Participant recruitment** Newsletters, banners, landing pages, LinkedIn posts, etc.
- **Complete participant management**
- **Participant leads** for you after the event

Expert Talk

Kunststoffe

Service

A maximum of three sponsors, each company will get a **25 minute slot** (20 min. presentation in English or German, 5 min. discussion)

Price

€ 3,450.--

Exklusiv Talk

Kunststoffe

Service

One exclusive sponsor, duration approx. 45 minutes (presentation in English or German incl. discussion)
Date and topic freely selectable

Price

€ 8,996.--

GDPR
compliant
leads



Upcoming Expert Talks 2027

- 08.03. Process-reliable processing of recyclates:**
Sensor technology and AI against material fluctuations
- 20.04. Injection molding with less scrap:**
Efficiency through AI in process monitoring
- 01.07. Extrusion: Save material, start up faster –**
efficiency reserves with inline measurement technology
- 14.09. Mass coloring instead of painting:**
Color and surface from the material itself

Or contact us with your **your suggestions for topics and dates.**

Trade fair clip - your presentation

Take advantage of our established brand **Kunststoffe** and benefit from the high credibility of our magazine. Show your presence with a video of your trade fair stand – recorded by our editor-in-chief.

Service package for your trade fair clip:

- Compact clip recorded directly at your booth
Length depending on package: 30–60 seconds or exclusively from 3 minutes
- Personal moderation & filming by editor-in-chief Wolfgang Kräußlich
- You will receive the final version of the exclusive clip during the trade fair
- Wide-reaching publication via the brand's channels: Website, YouTube, LinkedIn, newsletter, special newsletter for the trade fair
- Available in the media library for 1 year

Optional extras:

- Provision of the video file including license for your own use on your channels (e.g., website, social media, newsletter) in an unmodified version. Price on request
- English subtitles. Price on request.

Extra bookable throughout the year:

We showcase your company all year round – with video recordings and interviews directly on site. This creates an authentic, professional company portrait for your flexible use – regardless of trade fair dates. Price on request.



Package 1: Your clip in the trade fair overview

Several exhibitors are presented together in an editorial clip – with your company right in the middle. This ensures that your presentation is compact and eye-catching on our platform.

Length	approx. 30 to 60 seconds
Price	€ 900.--

Package 2: Exclusive clip – focusing solely on your company

Our editor-in-chief presents your trade fair innovations – individually, professionally, and under the credible Kunststoffe brand.

Length	at least 3 minutes
Price	€ 2,200.--



Delivery address	Please send the advertising material for your campaign to: media@hanser.de	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.
Time of delivery	according order confirmation	Terms of payment	General payment terms 30 days after invoice date net; for occasional ads 8 days after invoice date net. 2% discount for payments within 8 days of the invoice date. Place of payment: Munich
Meta-information	We require the following information with delivery: • Site used • Customer name • Period of ad campaign • Ad format • Contact person for queries • Click-URL	Bank details	Postbank München IBAN: DE71 7001 0080 0779 7468 00 BIC: PBNKDEFF
File formats	JPG, PNG, GIF oder HTML5 Note: A processing fee of € 50.-- will be charged for the delivery of physical HTML5 advertising media (hosting on our ad server).		
Data volume	150 KB max. per creative, for Mobile Ads 80 KB Example Hockey Stick: Leaderboard 150 KB + Wide Skyscraper 150 KB = total 300 KB For technical specifications, please refer to: www.hanser-mediacycenter.de/english/guidelines		

Disseminate the technical article via your channels and use it as a decision-making aid, information material or follow-up for your customers, business partners and employees. Ideal as a cost-effective addition to your communication.

Your contact:

Petra Dregger

Phone: +49 89 99830-113

petra.dregger@hanser.de

The disseminators:

Special print

For distribution at trade fairs, exhibitions, for customer visits, for your sales force. Small print runs also possible. We deliver the finished product to your door.
starting at € 378.49 (e.g. 2 pages, 50 copies incl. shipping)

Print PDF with 300 dpi

Produce your special print yourself. We will provide you with the high-end print PDF and the license for unlimited print runs..
starting at € 340.--*

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Whether intranet, internet, homepage, press review, e-mail, newsletter or whatever you want: We will provide you with the screen PDF and the license for electronic for electronic distribution.
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Free access to your article. This is normally only available to a limited circle on the Internet on the portal of the journal . When ordering Open Access, all users have free access.
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starting at € 1,060.--*



Please ask us about conditions and the uncomplicated processing options.

* All rates are subject to Value Added Tax

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