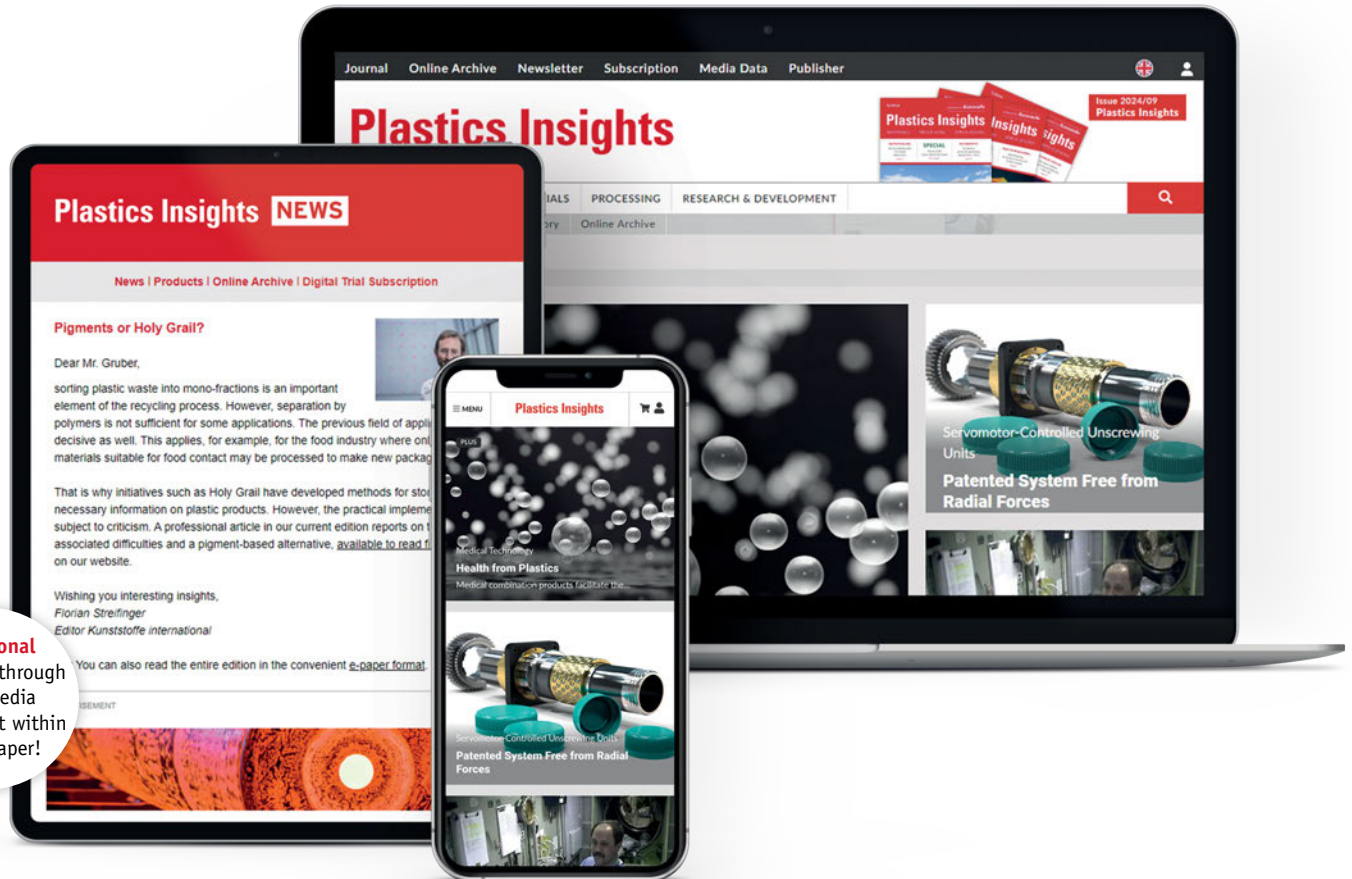


Media Kit 2027

Print & Digital



Additional
visibility through
multimedia
enrichment within
the e-paper!



www.plasticsinsights.com

HANSER

Plastics Insights

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		<u>33</u>	<u>Contact persons at the publishing house</u>



Title	Plastics Insights	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.
Characteristics:	Plastics Insights informs about current technical developments and trends in the plastics industry. Plastics Insights (formerly known as Kunststoffe international) has been published as the English edition of Kunststoffe since 2007. With topical articles from Kunststoffe, Plastics Insights 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. Our exclusively researched country specials include market information, interviews, trade show reports and stories from local plastics processors.	Membership/Participation	VDI-FB Kunststofftechnik in der VDI-GME
Publication frequency	9 x year	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
Magazine size	DIN A4	Mediasales	Jeanette Rober (Sales Director) Phone: +49 89 99830-301 jeanette.rober@hanser.de
Edition	21th edition in 2027	Editorial office	Wolfgang Kräußlich (Editor-in-Chief) Dr. Clemens Doriât, Antonia Perzl, Florian Streifinger, Susanne Thyrauer Phone: +49 89 99830-621 kunststoffe@hanser.de
Subscription price	Combined annual subscription (Price incl. VAT, additional shipping costs will apply)		€ 549.--



Total distribution - Plastics Insights

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

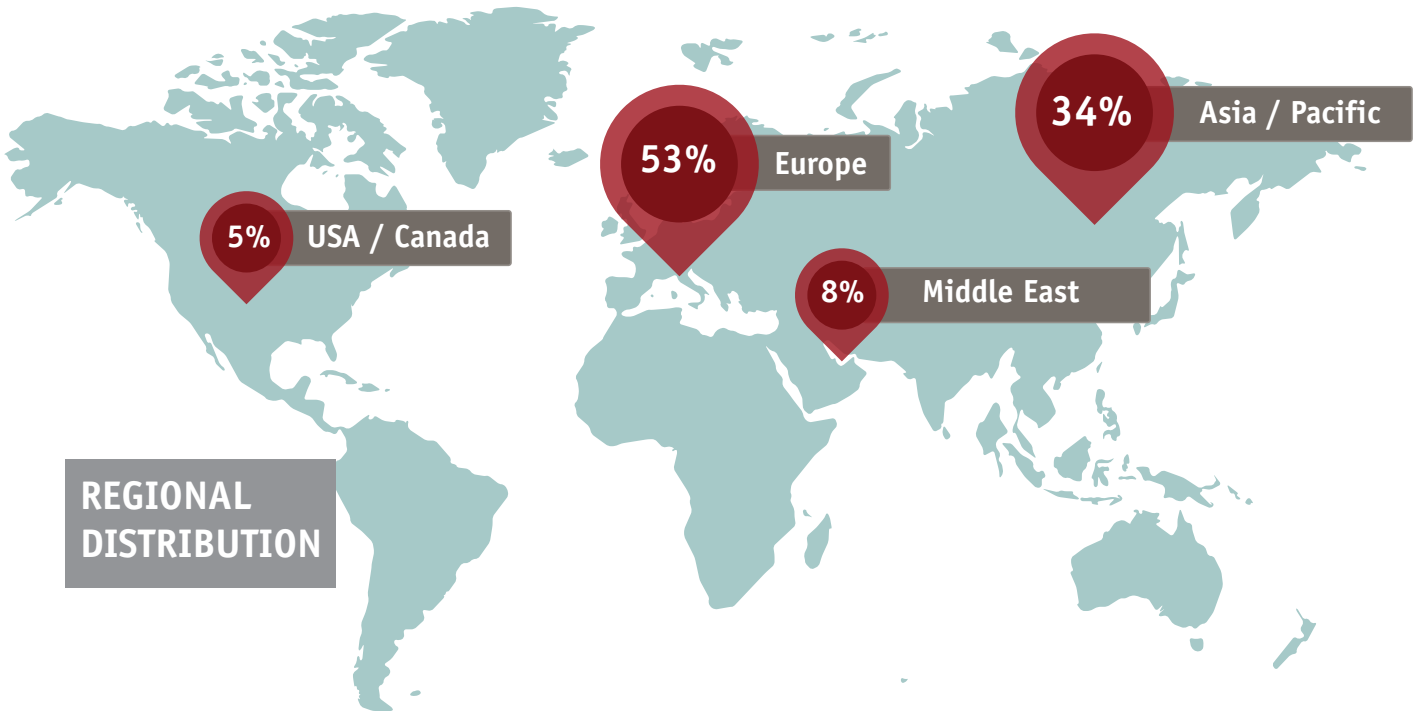
Trade magazine
997 copies

+

E-paper
16,247 multi
accesses

=

Distributed circulation total
17,244 contacts



Issue	Dates	Topics	Trade Fairs / Events
1 February	AC: 25.01.2027 PD: 19.02.2027	2027 Trends in Plastics Technology Special: Circular Economy Recycling Materials Handling, Hot Runner Technology, Compounding, Film Production, Tooling, Recycling, Engineering Plastics, Compounds	Plastics & Rubber Italy , Milan, 23.-24.02.2027
2 March	AC: 18.02.2027 PD: 17.03.2027	Injection Molding Special: Engineering Plastics High-Performance Plastics, Engineering Plastics, Automation, Composite Materials, Simulation, Injection Molding, Temperature Control Technology Newsletter topic Engineering Plastics: 24.03.2027	JEC World , Paris, 02.-04.03.2027 MECSPE , Bologna, 03.-05.03.2027 Plastico Brazil , São Paulo, 15.-19.03.2027 ArabPlast Eurasia , Dubai, 24.-26.03.2027
3 April	AC: 12.03.2027 PD: 12.04.2027	Compounding & Processing Special: Automotive Extrusion, Circular Economy, Injection Molding, Thermoforming, Tooling, Laser Processing, Engineering Plastics, Bioplastics Newsletter topic Automotive: 21.04.2027	Chinaplas , Shenzhen, 13.-16.04.2027 RePlast Eurasia , Istanbul, 28.-30.04.2027
4 May	AC: 06.04.2027 PD: 03.05.2027	Extrusion Special: Hot Runner Technology Cleanroom Technology, Injection Molding, Extrusion, Simulation, Additive Manufacturing, Measuring Technology/Control Technology, Thermoforming, Compounds, Commodity Plastics Newsletter topic Hot Runner Technology: 12.05.2027	NPE , Orlando, 03.-07.05.2027 Moulding Expo , Stuttgart, 11.-12.05.2027 Plasttechnik Nordic , Malmö, 12.-13.05.2027 Plastpol , Kielce, 18.-21.05.2027 Plastasia , Bharat Mandapam, 20.-23.05.2027
5 June	AC: 28.04.2027 PD: 01.06.2027	Toolmaking Country Special: Asia Extrusion, Injection Molding, Standards, Hot Runner Technology, Temperature Control, PUR Technology, Film Production, Surface Technology, Measuring Technology Newsletter topic Country Special Asia: 09.06.2027	Plastics Recycling Show Europe , Amsterdam, 29.-30.06.2027 Plastics Live , Coventry
6 August	AC: 16.07.2027 PD: 12.08.2027	Automation & AI Special: Compounding & Materials Temperature Control, Injection Molding, Microtechnology, Processing, Reactive Processing, Joining Technology, Compression Molding, Extrusion, Commodity Plastics	

Issue	Dates	Topics	Trade Fairs / Events
7 September	AC: 13.08.2027 PD: 09.09.2027	Color & Design Special: Fakuma 2027 Trade Fair Preview Automation, Material Handling, Thermoforming, Recycling, Injection Molding, Extrusion, Tooling, Thermoset Processing/Compression Molding Newsletter topic Fakuma 2027 Trade Fair Preview: 22.09.2027	 Plastics Recycling Show Middle East & Africa, Dubai, 21.-23.09.2027
8 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, Thermoforming, Materials Handling, PUR Technology, FRP Processing, Additive Manufacturing, Bioplastics	 Fakuma, Friedrichshafen, 11.-15.10.2027 Formnext, Frankfurt a. M., 26.-29.10.2027 ADM, Toronto, 09.-11.11.2027
9 December	AC: 08.11.2027 PD: 03.12.2027	Material Handling Special: Highlights Fakuma 2027 Simulation, Injection Molding, Joining Technology, Extrusion, Hot Runner Technology, Standards, Processing, Recycling, Film Production, Commodity Plastics	 PlastEurasia, Istanbul Plastindia 2028, New Delhi

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* € 4,600.--
Inner title & digital package	–	210 x 160 + 3 mm trim right	Fix* € 3,180.--
2nd/3rd/4th Cover page	–	210 x 297 + 3 mm trim on all 4 sides	€ 4,295.--
1/1 page	175 x 250	210 x 297	€ 3,750.--
Juniorpage	122 x 175	137 x 197	€ 2,340.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 1,999.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 1,650.--
1/4 page	85 x 122 40 x 250 175 x 58	101 x 145 55 x 297 210 x 85	€ 1,160.--
1/8 page	85 x 58 175 x 28 40 x 122	–	€ 830.--

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. € 430.--

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

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
- Your cover story will be teased in the table of contents
- Cover Story: Published in print, in ePaper, and on www.plasticsinsights.com
- 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 € 4.600,-

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.plasticsinsights.com
- A placement of the product highlight/press publication in the newsletter
- A LinkedIn post to extend reach

Prices exclusive: € 3,180.-- | 1/4 page: € 2,100.-- | 1/8 page: € 1,650.--

* 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.



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.**
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 specialist portal
- LinkedIn post
- Newsletter ad

1/1 page
Price Max. 5,400 characters (incl. spaces) + 1 image
€ 2,710.--

1/2 page
Price Max. 2,300 characters (incl. spaces) + 1 image
€ 1,425.--

1/3 page
Price Max. 1,600 characters (incl. spaces) + 1 image
€ 1,230.--

1/4 page
Price Max. 850 characters (incl. spaces) + 1 image
€ 1,060.--

Optional
Multimedia enrichment
Price Within the e-paper, your ad is enriched by a video, podcast,
or picture gallery for 24 months.
€ 430.--

Sample 1/1

Beste Marktpreise für gebrauchte Spritzgießmaschinen

ME Gindweg global verkaufen

Neue flexible Lösungen für den Verkauf von Gebrauchsmaschinen und gefragt: Von der Erweiterung über die Charakteristika bis hin zur Vermarktung und der anschließenden logistischen Abwicklung liefert Gindweg das Rund um Spritzgieß für den Spritzgießenden.

Derzeit ist der Markt für gebrauchte Spritzgießmaschinen sehr aktiv. Die Nachfrage ist hoch und die Preise steigen. Gindweg bietet flexible Lösungen für den Verkauf von Gebrauchsmaschinen. Von der Erweiterung über die Charakteristika bis hin zur Vermarktung und der anschließenden logistischen Abwicklung liefert Gindweg das Rund um Spritzgieß für den Spritzgießenden.

Beste Preis, beste Qualität, schnellste Abwicklung

Die Gindweg GmbH ist der führende Anbieter für gebrauchte Spritzgießmaschinen. Wir bieten Ihnen die besten Preise, die beste Qualität und die schnellste Abwicklung. Unsere flexible Lösungen für den Verkauf von Gebrauchsmaschinen sind gefragt. Von der Erweiterung über die Charakteristika bis hin zur Vermarktung und der anschließenden logistischen Abwicklung liefert Gindweg das Rund um Spritzgieß für den Spritzgießenden.

Sample 1/2

Werkzeugmaschine & Automation = Wirtschaftlichkeit!

LICOR

Werkzeugmaschinen sind die Basis für die Produktion. Die Automatisierung ist der Schlüssel zur Wirtschaftlichkeit. Die Kombination aus Werkzeugmaschine und Automation ist die Lösung für die Herausforderungen der Produktion. Die Automatisierung ist der Schlüssel zur Wirtschaftlichkeit. Die Kombination aus Werkzeugmaschine und Automation ist die Lösung für die Herausforderungen der Produktion.

ZEISS

Die ZEISS ist die führende Marke für Werkzeugmaschinen. Die Automatisierung ist der Schlüssel zur Wirtschaftlichkeit. Die Kombination aus Werkzeugmaschine und Automation ist die Lösung für die Herausforderungen der Produktion. Die Automatisierung ist der Schlüssel zur Wirtschaftlichkeit. Die Kombination aus Werkzeugmaschine und Automation ist die Lösung für die Herausforderungen der Produktion.

All rates are subject to Value Added Tax

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: 16., 23.09.2027



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.plasticsinsights.com

Brief characteristics

plasticsinsights.com is the comprehensive business website for everything to do with the processing of plastics.

plasticsinsights.com contains detailed information about:

- Sophisticated, specialized information about plastics from the magazine Plastics Insights and the Hanser range of reference books
- Current product developments, patents, and technical trends
- Exhibition-news
- 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 (exclusive)	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.



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

Constant Dripping Clouds the Film
Anti-Fog Additives for Food Packaging and Greenhouse Films

In food packaging and in greenhouses, water often builds up on the polymer films due to its high surface tension. This phenomenon affects both the appearance and function of the films. Anti-fog additives help to optimize the optical properties. In addition, new technologies are intended to increase the service life of the films.

Specialist Article
27th Mar 2023

The market for plastic films continues to grow. 367 million t plastics produced worldwide in 2020, processed into plastic films [1-3]. An end to the currently not in sight. By 2024, sales will reach a USD 250 billion.

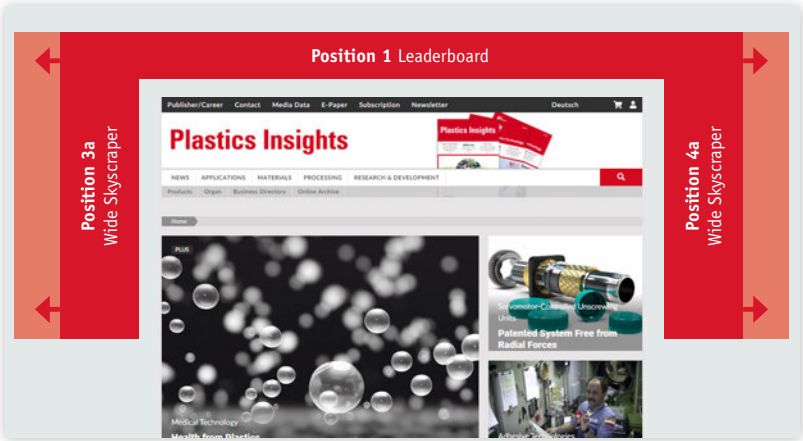
Most plastic films are made of polyolefins. for their easy processability, formability along with mechanical and optical properties. In addition, range of different variants, cover a wide range of contact, and are cost-effective. Disadvantageous however, are their unfavorable fogging properties



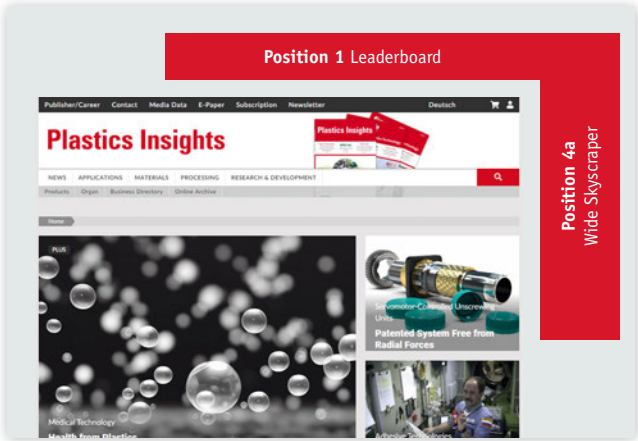
Mobile Ad



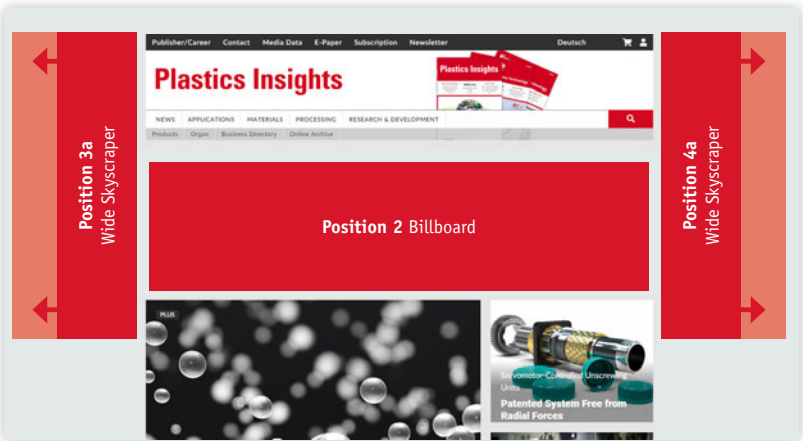
Fireplace Ad



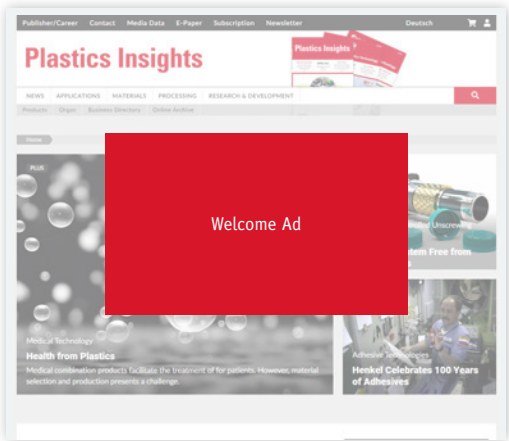
Hockey Stick



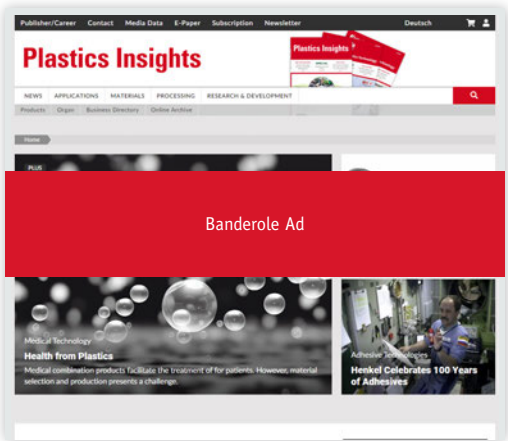
Skyline Ad



Welcome Ad



Banderole Ad





Retargeting

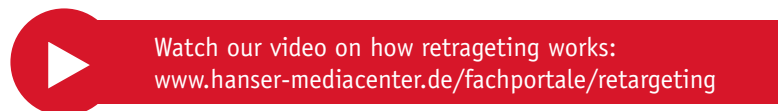
With retargeting, readers of plasticsinsights.com are addressed with targeted banners on their further path through the web. Your banners are thus delivered on our experts portal and in our extensive network of around **10,000 partner sites**.

Users who have already shown interest in products and services on plasticsinsights.com 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.

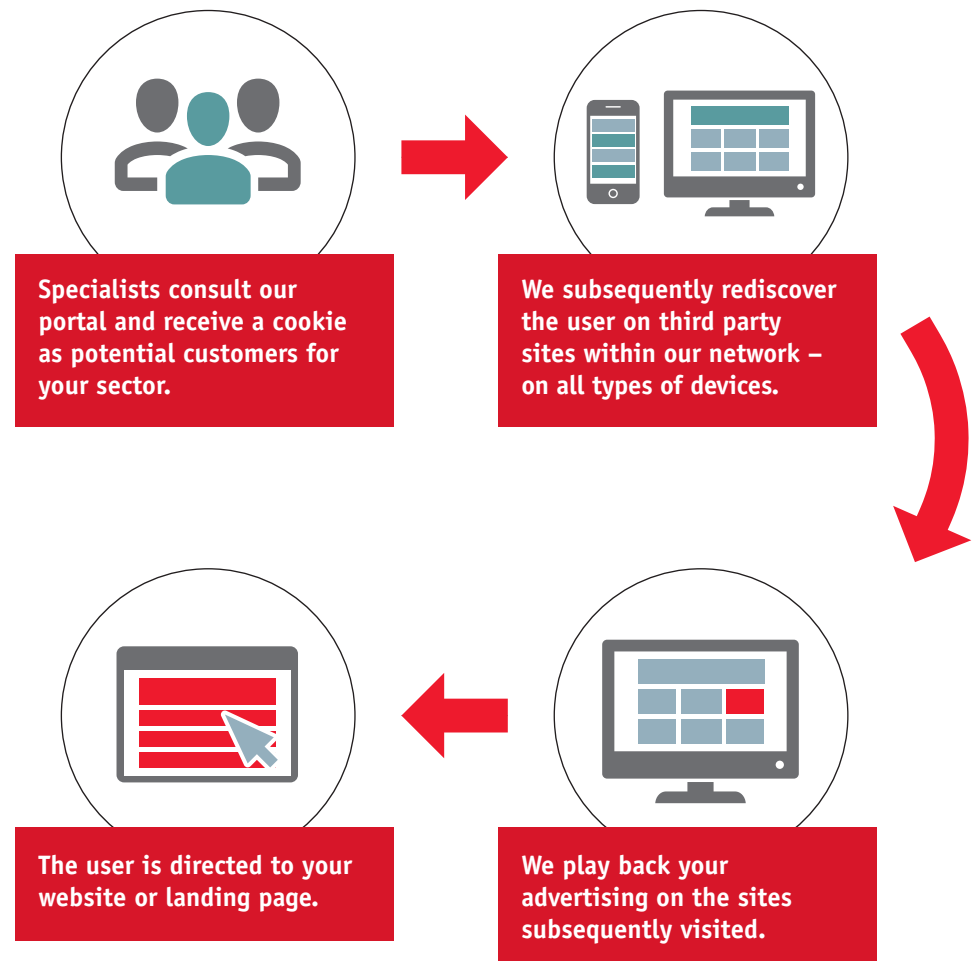
Which package is right for your display advertising campaign?

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



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

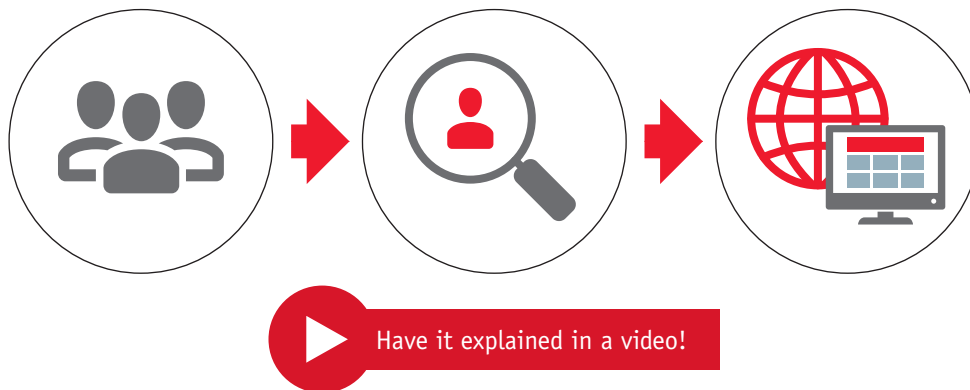
It works like this





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.

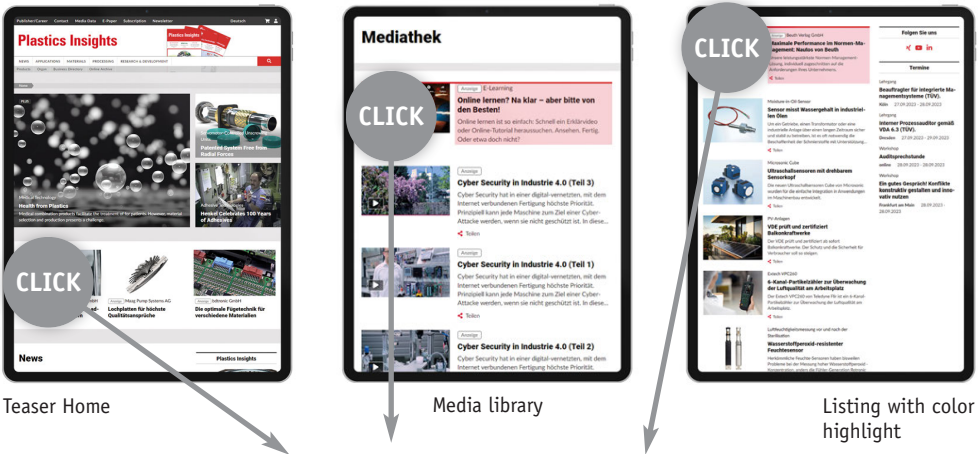
Price / CPM € 75.--

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

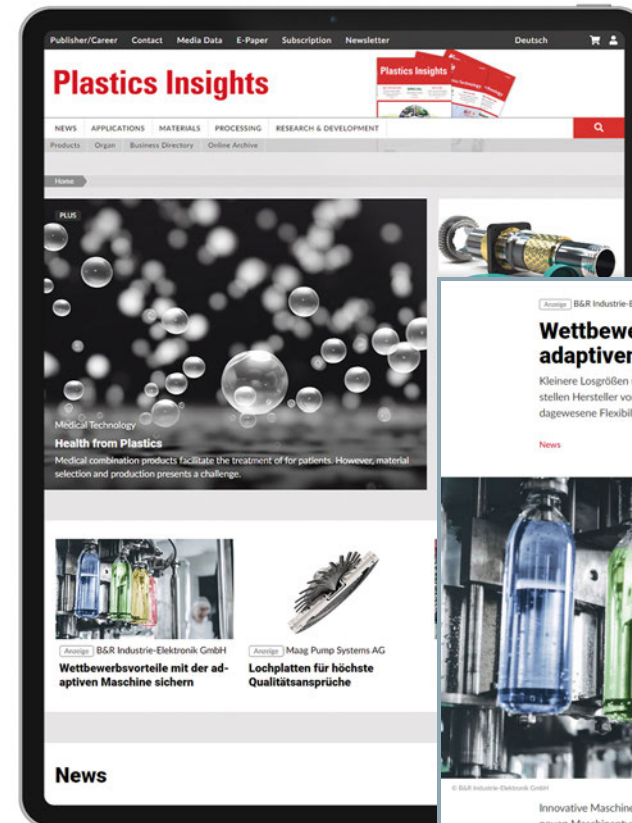
€ 2,710.--

Push features optional

- Newsletter ad » 1 x (format: see p. 26)
- Display ad » 1 month (format: Vertical Rectangle)

Price for push package

€ 1,760.--



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.

News

Innovative Maschinenbauer setzen diesen Herausforderungen einen neuen Maschinentyp entgegen: die adaptive Maschine. Das sind Maschinen, die sich im laufenden Betrieb automatisch an unterschiedliche Produkte und Verpackungen anpassen.

Die adaptive Maschine besitzt vier Kernigenschaften auf, die sie von ihren konventionellen Vorgängern unterscheidet.

- Formatwechsel ohne Stillstandszeiten
- Wirtschaftliche Produktion kleiner Losgrößen
- Schnelle Markterfügbarkeit für neue Produkte
- Fertigung von Produkten, die derzeit noch nicht bekannt sind

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

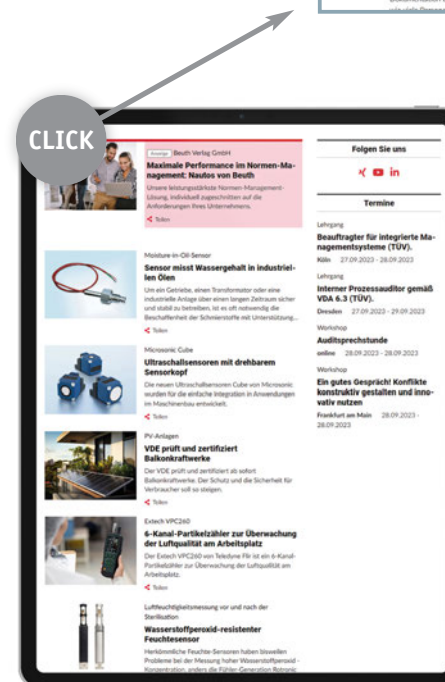
- Newsletter ad » 1 x (format: see p. 26)
- Display ad » 1 month (format: Vertical Rectangle)

Price for push package

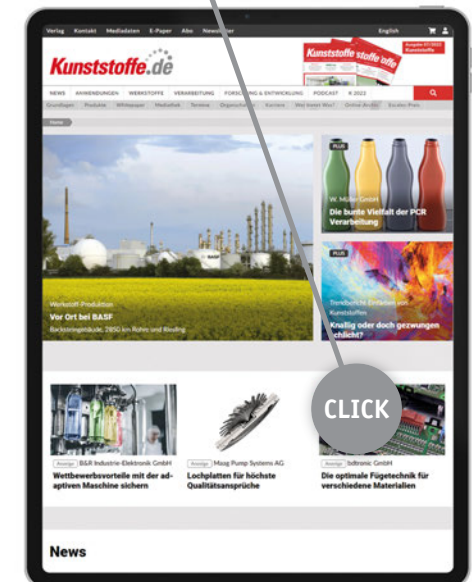
€ 1,760.--



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-mediacentre.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

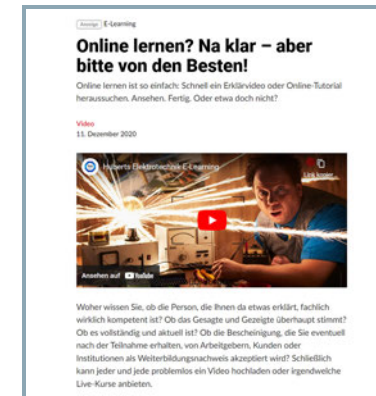
€ 3,000.--

Push features optional

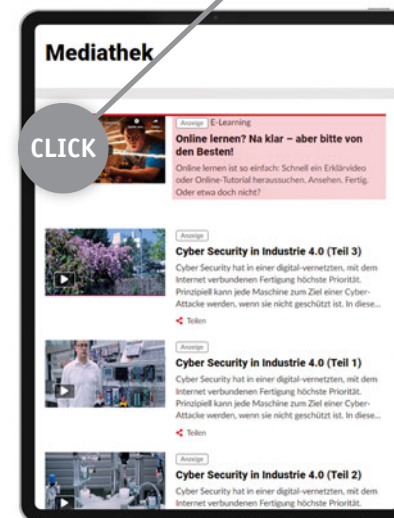
- Newsletter ad » 1 x (format: see p. 26)
- Display ad » 4 weeks (format: Vertical Rectangle)

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.



Plastics Insights
 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

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

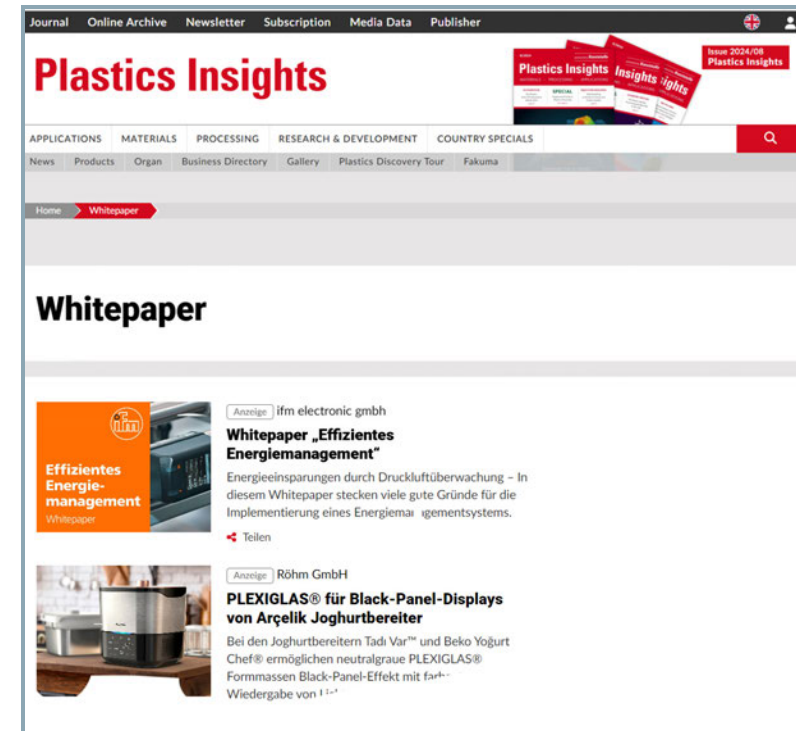
Runtime

- 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





Presence in our company data base!

Premium company entry

Increase your visibility online

In addition to an entry in the business directory of our magazine, a premium company entry in the online version of »Who offers what?« provides all the advantages of a web presence. This can be found at www.kunststoffe.de/wer-bietet-was

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

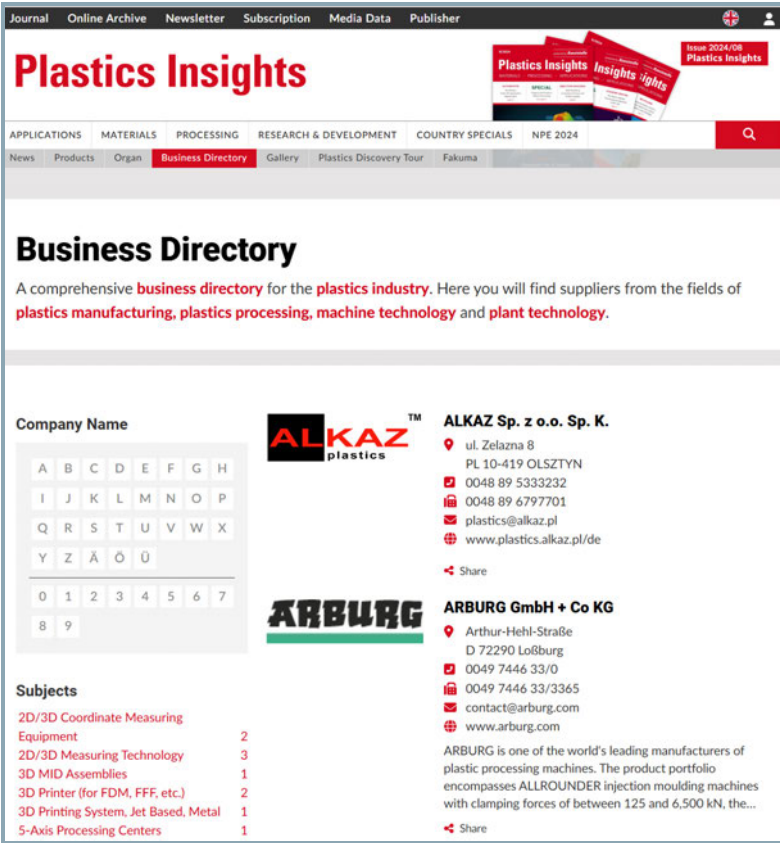
The premium company entry offers sufficient space to present your products and the strengths of your company. You can add your logo and company profile, company video, image gallery, PDF documents, contact details, etc. Your company logo will be displayed by rotation in all editorial articles and link to your premium company entry.

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.

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)

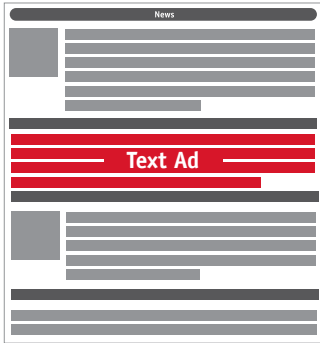
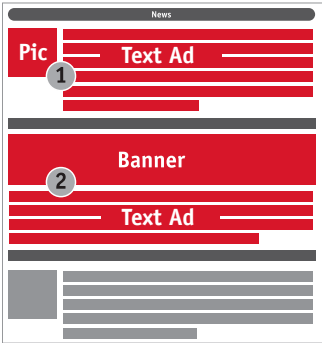
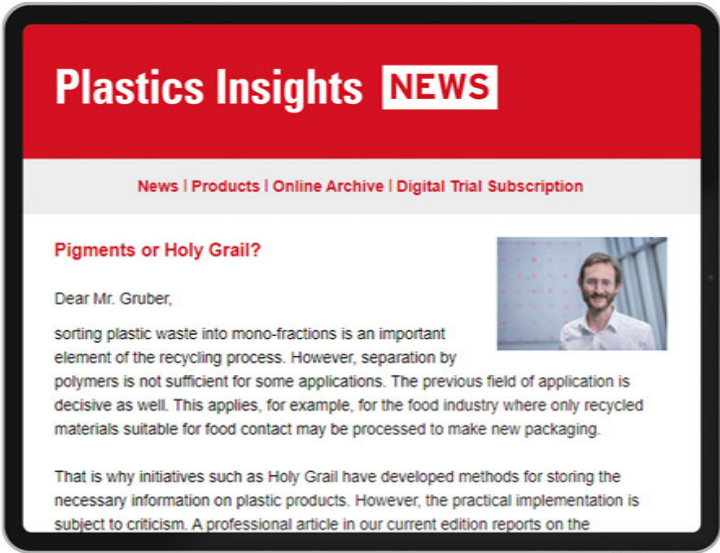
All rates are subject to Value Added Tax



Attractive promotion in the newsletter of Plastics Insights

The newsletter of **Plastics Insights** 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 **Plastics Insights** 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 40 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 Fakuma-Newsletter

For Fakuma 2027, we will present your advertisement every two days in our Fakuma-Newsletter.

Your benefits:

- You will be present in 3 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.

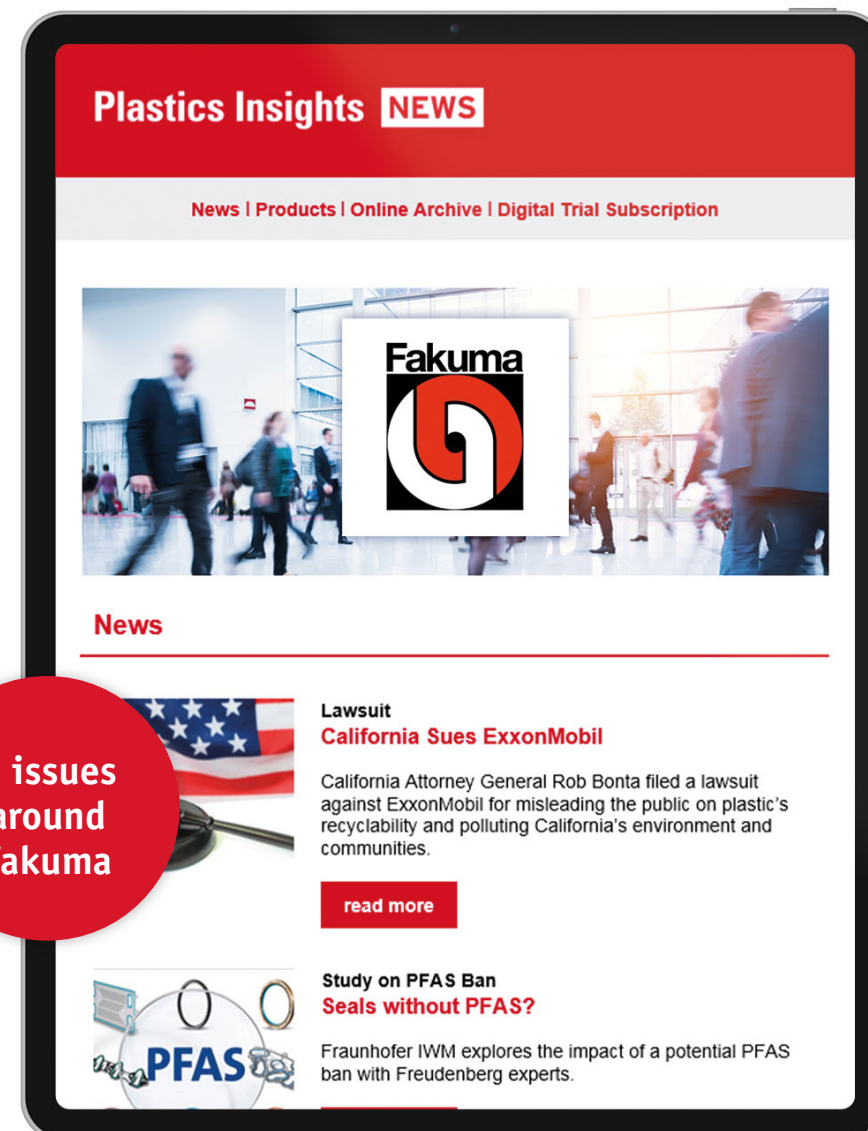
Our unique special offer: € 2,070.–*

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.



**3 issues
around
Fakuma**

Standalone newsletter – the exclusive advertising

Book your exclusive Standalone-Newsletter according to the look & feel of **Plastics Insights** 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 Plastics Insights 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	€ 2,000.--

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

Plastics Insights **NEWS**

ADVERTISEMENT

Comprehensive PVC Information

Dear Bernhard Gruber,

It can be challenging to swiftly locate the pertinent information for a PVC-related inquiry. However, with **PVC eSolution**, we provide you with a platform featuring meticulously curated content, authored and compiled by PVC experts. This platform includes a fast and intelligent search function, ensuring you have access to all the PVC-related information necessary for your work or studies.





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- **PVC A-Z:** Explore our extensive lexicon, featuring over 3600 entries, to easily locate the information you need.
- **PVC Book Collection:** Explore our library of specialized books and articles for essential PVC knowledge.

[Start your free trial now](#)

After the trial period expires, the annual subscription will start automatically at the price of 399,- € plus VAT.

Trade fair clip - your presentation

Take advantage of our established brand **Plastics Insights** 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 or synchronous version. 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 Plastics Insights 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 terms of payment 30 days after date of invoice net; for occasional ads 8 days after invoice date net. 2% discount for payment within 8 days after 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.

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