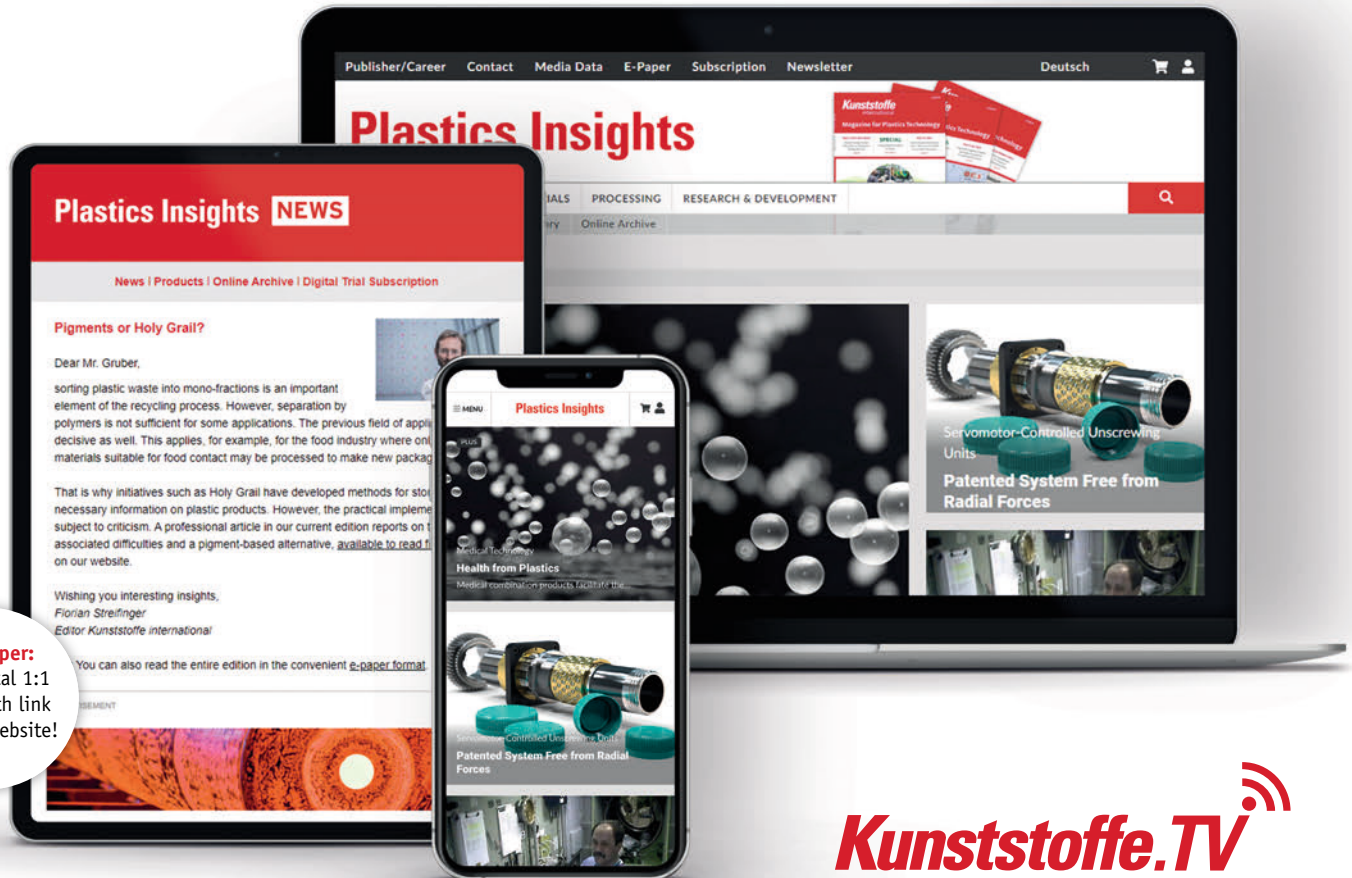


Plastics Insights

Mediakit 2024



+ E-Paper:
the digital 1:1
issue with link
to your website!



Kunststoffe.TV

www.plasticsinsights.com

HANSER

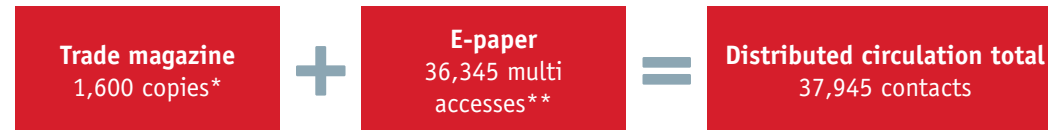
Plastics Insights

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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:	<p>Plastics Insights informs about current technical developments and trends in the plastics industry.</p> <p>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.</p> <p>The Plastics Discovery Tour, a joint campaign with the VDMA Plastics and Rubber Machinery Association, features articles that are important to the plastics industry worldwide, highlighted in a regional context.</p> <p>Plastics Insights is complemented by a website with extensive offers in English at www.plasticsinsights.com.</p>	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: Kolbergerstr. 22, 81679 Munich Phone: +49 89 99830-0 · Fax: +49 89 984809 www.hanser.de · info@hanser.de
		Mediasales	<p>Jeanette Rober (Sales Director) Phone: +49 89 99830-301 jeanette.rober@hanser.de</p> <p>Sandra Strohmaier (Sales Manager) Phone: +49 89 99830-675 sandra.strohmaier@hanser.de</p> <p>Tabea Köster-Urban (Sales Manager) Phone: +49 89 99830-677 tabea.koester@hanser.de</p> <p>Romy Früh (Ad Management) Phone: +49 89 99830-218 romy.frueh@hanser.de</p>
Target group	<p>Plastics Insights is distributed to more than 1,600 highly reputed top executives in the plastics industry worldwide. It is also distributed at major important trade fairs.</p> <p>Plastics Insights is distributed via e-paper, too, with a circulation of 36, 435 multi accesses (charged e-paper accesses, especially company licenses, average 2023).</p>	Editorial office:	Susanne Schröder (Editor-in-Chief) Dr. Clemens Doriat, Florian Streifinger, Melanie Ehrhardt, Susanne Thyrauer Phone: +49 89 99830-621 Fax: +49 89 99830-625 kunststoffe@hanser.de
Publication frequency	9 x year		
Magazine size	DIN A4		
Edition	18th edition in 2024		
Subscription price	Combined annual subscription € 499.-- (Price incl. VAT, additional shipping costs will apply)		

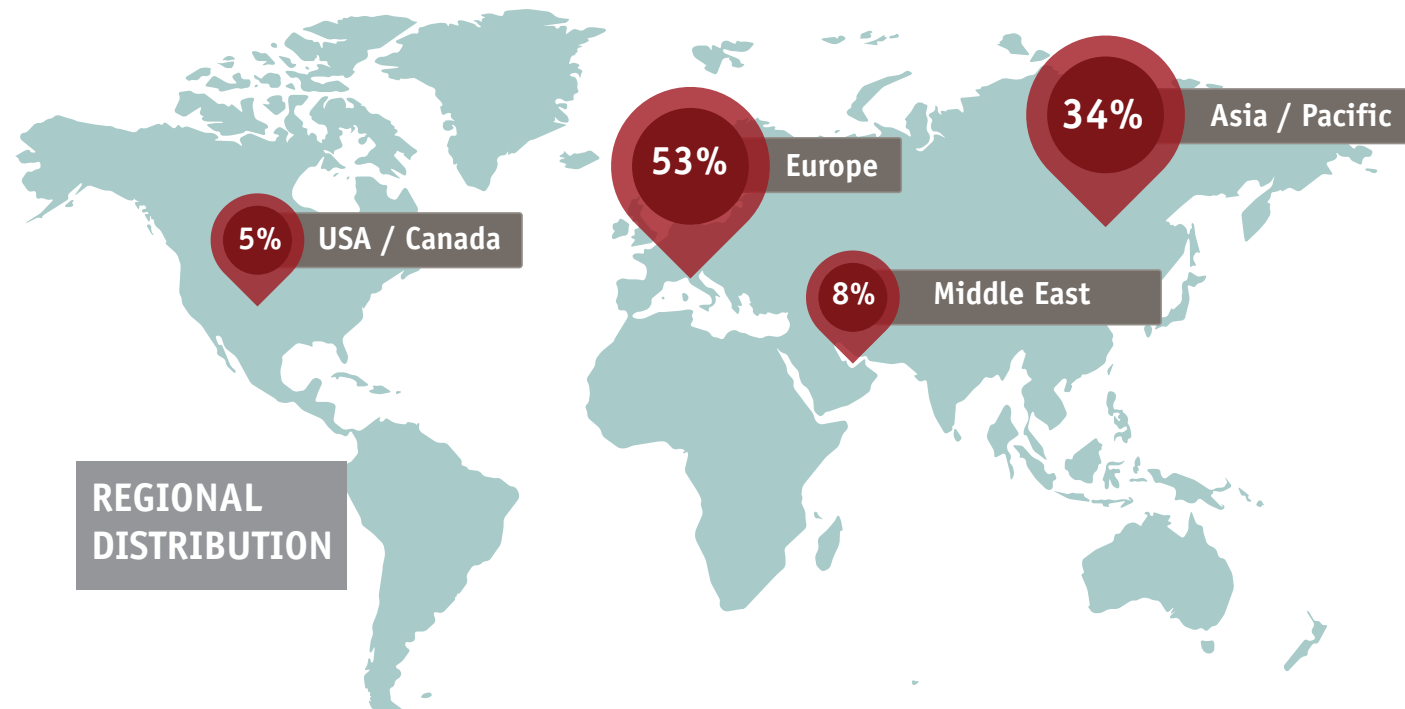
Total distribution - Plastics Insights

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






* distributed to more than 1,600 top executives in the plastics industry and at important major trade fairs worldwide

**Internal information: charged e-paper accesses (especially company licences, average 2023)



Issue	Dates	Topics	Trade Fairs / Events
1 February	ED: 15.12.2023 AC: 30.01.2024 PD: 26.02.2024	Extrusion, Injection Molding Special: Circular Economy Drying/Mixing/Conveying/Dosing, Hot Runner Technology, Peripheral Devices, Compounding, Film Production, Thermoforming, Tooling Technology, Prototyping, Additive Manufacturing, Recycling, Engineering Plastics, Thermosets, Compounds, Polyurethanes, Additives, Semi-Finished Products, High-Performance Plastics, Bioplastics	Spielwarenmesse, Nuremberg, 30.01.-03.02.2024 Lopec, Munich, 05.-07.03.2024 JEC World, Paris, 05.-07.03.2024
2 March	ED: 23.01.2024 AC: 27.02.2024 PD: 25.03.2024	Toolmaking Special: Automotive Country Special: Switzerland High-Performance Plastics, Engineering Plastics, Polyurethanes, Composites, Recyclates, Simulation, Injection Molding, Temperature Control Technology, Automation, Surface Technology, Quality Assurance, Blow Molding, Equipment/Peripherals, Presses, Extrusion	Hannover Messe, Hanover, 22.-26.04.2024 Chinaplas, Shanghai, 23.-26.04.2024 Control, Stuttgart, 23.-26.04.2024
3 April	ED: 19.02.2024 AC: 22.03.2024 PD: 22.04.2024	Automation / Industry 4.0 Special: Measuring and Testing Joining Technology, Circular Technology, Injection Molding, Extrusion, Film Production, Thermoforming, Tooling Technology, Laser Processing, Product Design, Engineering Plastics, Bioplastics, Commodity Plastics, Additives, Compounds, Measuring/Controlling/Regulation Topic newsletter NPE 2024 Preview: 17.04.2024	NPE, Orlando, 06.-10.05.2024 IFAT, Munich, 13.-17.05.2024
4 May	ED: 22.03.2024 AC: 24.04.2024 PD: 27.05.2024	Recycling Special: Medical Cleanroom Technology, Injection Molding, Extrusion, Simulation, Rapid Processes, Additive Manufacturing, Measuring/Controlling/Regulation, Thermoforming, Compounding, Commodity Plastics, Engineering Plastics, Foams, Thermosets, Composites, Quality Assurance	MedtecLive with T4M, Stuttgart, 18.-20.06.2024 Plastics Recycling Show Europe Amsterdam, 19.-20.06.2024
5 June	ED: 16.04.2024 AC: 24.05.2024 PD: 24.06.2024	Lightweight Construction Special: Processing & Recycling Country Special: China Extrusion, Injection Molding, Standard Elements, Hot Runner Technology, Temperature Control, PU Technology, Film Production, Surface Technology, Peripheral Devices, Measurement, Thermoforming, Commodity Plastics, Engineering Plastics, Compounding & Recycling, Additives/Masterbatches, Elastomers, Compounds, Bioplastics, Plastics Trade, Circular Economy	
6 August	ED: 21.06.2024 AC: 23.07.2024 PD: 21.08.2024	Material Handling Special: Color & Design 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, Circular Economy	Rapperswiler Kunststoff-Forum, Rapperswil (CH), 05.09.2024 Plastics Recycling World Expo, Brussels, 11.-12.09.2024 Compounding World Expo, Brussels, 11.-12.09.2024 IAA Transport, Hanover, 17.-22.09.2024

Issue	Dates	Topics	Trade Fairs / Events
7 September	ED: 17.07.2024 AC: 19.08.2024 PD: 13.09.2024	Packaging Special: Fakuma Trade Fair Preview Country Special: China 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	 Fakuma, Friedrichshafen, 15.–19.10.2024
8 October	ED: 28.07.2024 AC: 12.09.2024 PD: 11.10.2024	Industrial Trends: The Future of Plastics Special: Trends in Plastics Technology 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	 Medica/Compamed, Düsseldorf, 11.-14.11.2024 Fakuma, Friedrichshafen, 15.–19.10.2024 Formnext, Frankfurt, 19.–22.11.2024
9 December	ED: 10.10.2024 AC: 12.11.2024 PD: 09.12.2024	Digitalization/Plastics Technology 4.0, Tooling Special: Highlights Fakuma 2024 Simulation, Injection Molding, Joining Technology, Extrusion, Hot Runner Technology, Standard Elements, Temperatur Control, Additive Manufacturing, Compoundig, Recycling, Film Production, Cleanroom Technology, Commodity Plastics, Engineering Plastics, Polyurethanes, Composites, Compounds, Reactive Resins, Elastomers, Foams, Circular Economy	

Format	Type Area w x h mm	Trim/Bleed Ads w x h mm	Price
Front page	–	210 x 160 + 3 mm trim right	Fix* € 3,970.--
Inner title	–	195 x 160 + 3 mm trim right	Fix* € 3,000.--
2nd/3rd/4th Cover page	–	210 x 297 + 3 mm trim on all 4 sides	€ 3,950.--
1/1 page	175 x 250	210 x 297	€ 3,460.--
Juniorpage	122 x 175	137 x 197	€ 2,160.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 1,850.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 1,520.--
1/4 page	85 x 122 40 x 250 175 x 58	101 x 145 55 x 297 210 x 85	€ 1,070.--
1/8 page	85 x 58 175 x 28 40 x 122	–	€ 760.--

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%

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



+ E-Paper:
digital 1:1
issue with
link to
your portal!

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 di-
mensions in mm (width
x height)



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 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

Your perfect exhibition appearance for the



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



Kunststoffe 9/2024
Fakuma 2024 Preview
AC: 08.08.2024 | PD: 09.09.2024

Kunststoffe 10/2024
Fakuma 2024 -
Industry trends: The Future of Plastics
AC: 10.09.2023 | PD: 10.10.2024

Kunststoffe 12/2024
Fakuma 2024 Highlights
AC: 11.11.2023 | PD: 06.12.2024
Logo presence on the inner title and publication of product highlight within Fakuma special



Plastics Insights 7/2024
Fakuma 2024 Preview
AC: 19.08.2024 | PD: 13.09.2024

Plastics Insights 8/2024
Fakuma 2024 -
Industry trends: The Future of Plastics
AC: 12.09.2024 | PD: 11.10.2024

Plastics Insights 9/2024
Fakuma 2024 Highlights
AC: 12.11.2024 | PD: 09.12.2024
Logo presence on the inner title and publication of product highlight within Fakuma special



Topic Newsletter
Fakuma Preview: 17.09.2024

Daily Fakuma-Newsletter
5 issues 15.-19.10.2024



Fakuma Trade Fair Targeting:

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



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 Fakuma 2024 on Kunststoffe.de and plasticsinsights.com (German / English)

Before, during and after the fair, our large online special will provide information on trends, products and highlights of Fakuma 2024. Take advantage of this opportunity and draw attention to yourself and your products with your banner advertisement.

German: www.kunststoffe.de/fakuma

English: www.plasticsinsights.com/fakuma

Special Offer:

Logo presence and product news in Kunststoffe and Plastics Insights

You are an exhibitor at Fakuma 2024?

Present your company with a logo on the inner title of our special »Highlights of Fakuma 2023« and introduce your product highlight embedded in the editorial environment of Kunststoffe 12/2024 and Plastics Insights 9/2024.

Service bundle:

- Logo presence (without slogan or additional text) on the inner title of Kunststoffe 12/2024 and Plastics Insights 9/2024
- Indication of your website
- Link from our E-Paper to your website
- Announcement of your product highlight embedded in the editorial environment of our special (max. 800 characters with spaces + 1 image)
- Max. 10 logos printed on the inner title

Price: € 2,261.--

Date of publication: 06.12.2024 (Kunststoffe 12/2024),
09.12.2024 (Plastics Insights 9/2024)

Ad close: 11.11.2024 (Kunststoffe 12/2024),
12.11.2024 (Plastics Insights 9/2024)

Please note that a maximum of 10 logos will be sold. They will be sold on a »first come first served« basis and therefore it cannot be guaranteed that there will still be logos available when the advertising deadline passes. Secure your place today and write us an email or simply give us a call. We look forward to hearing from you!

You are an
exhibitor at
Fakuma
2024?



All rates are subject to Value Added Tax

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 € 3,460.--

Advertorial 1/2 page in 4c

Max. 2.000 characters + one image respectively (300 dpi)
Price € 1,850.--

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*.

All rates are subject to Value Added Tax



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:

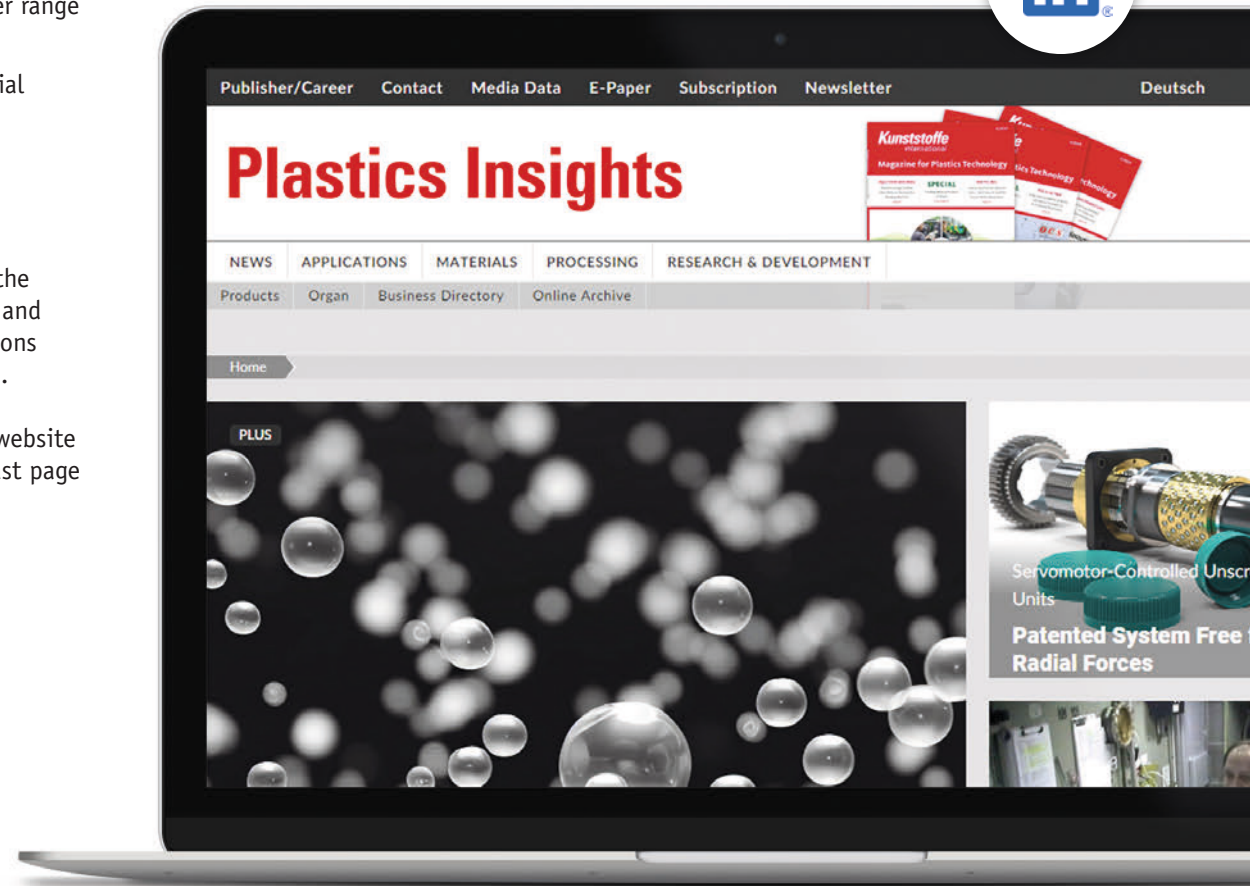
- Sophisticated, specialized information about plastics from the magazine Plastics Insights and the Hanser range of reference books
- Current product developments, patents, and technical trends
- Exhibition-news Fakuma 2024
- The big company database »business directory«

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 for current key performance indicators for website and newsletters. Contact data can be found on the last page of the mediakit.





Delivery address

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

Time of delivery

5 days prior to the start of the campaign

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

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 our guidelines at <https://www.hanser-mediacycenter.de/guidelines-und-technische-spezifikationen/guidelines-english>

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.

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

Bank details

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



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	€ 1,280.--
Vertical Rectangle	In the content, position 6, 8 oder 10	300 x 400	€ 1,310.--
Full Banner	In the content, position 5, 7 oder 9	468 x 60	€ 1,720.--
Leaderboard	Exterior position 1 or in content position 2 oder 16	728 x 90	€ 1,650.--
Billboard (expanding)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,745.-- (+ € 58.-- expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a oder 4b	160 x 600	€ 1,500.--
Sidekick Ad*	Exterior, position Wide Skyscraper	160 -> 400 x 600	€ 1,520.--
(Double) Sitebar Ad	Exterior position 3a, 3b, 4a oder 4b	(2x) 300 x 600	€ 2,490.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 2,990.--
Slide Channel	Hockey Stick with Expanding Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 3,045.--
Fireplace Ad	Exterior position 1, 3a und 4a	160 x 600 left + right and 1,040 x 90 above	€ 4,200.--
Skyline Ad	Exterior position 3a and 4a, in the content, position 2	2x 160 x 600 + 970 x 250	€ 4,170.--
Welcome Ad	Central about the start page (layer)	640 x 480	€ 2,190.--/14 days
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 3,090.--



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

Native Ad Teaser 2

Native Ad Teaser 3

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Fachbeiträge

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: Constant Dripping Clouds the Film

Article Subtitle: Anti-Fog Additives for Food Packaging and Greenhouse Films

Article Text: 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.

Article Date: 27th Mar 2023

Image: Plastic packaging for food (lettuce) showing anti-fog properties.

Text: 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.

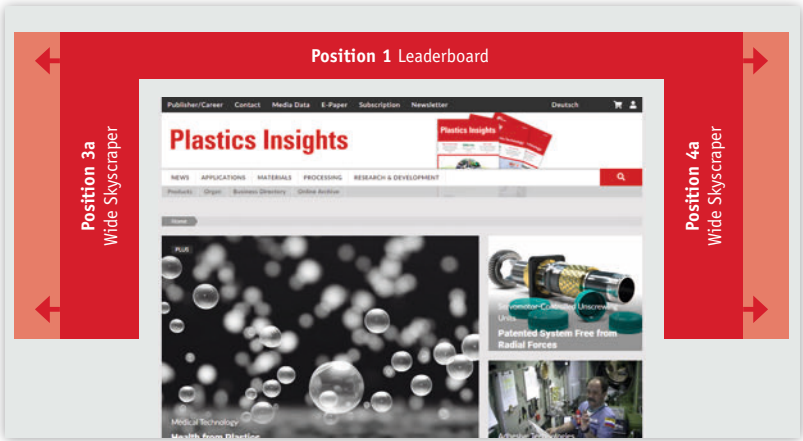
Text: Most plastic films are made of polyolefins, for their easy processability, formability along with mechanical and optical properties. In addition, range of different variants, cover a wide range of contact, and are cost-effective. Disadvantageous however, are their unfavorable fogging properties.



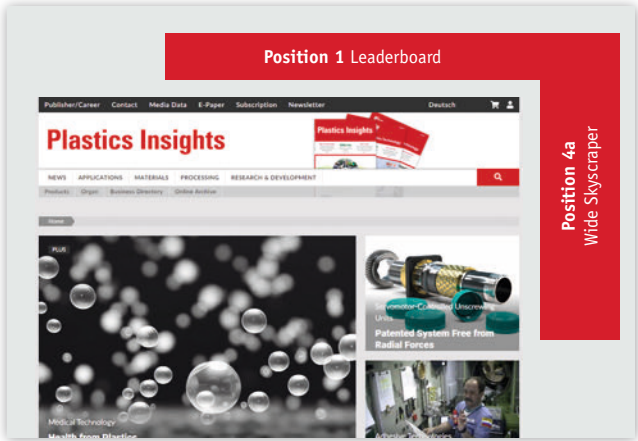
Mobile Ad



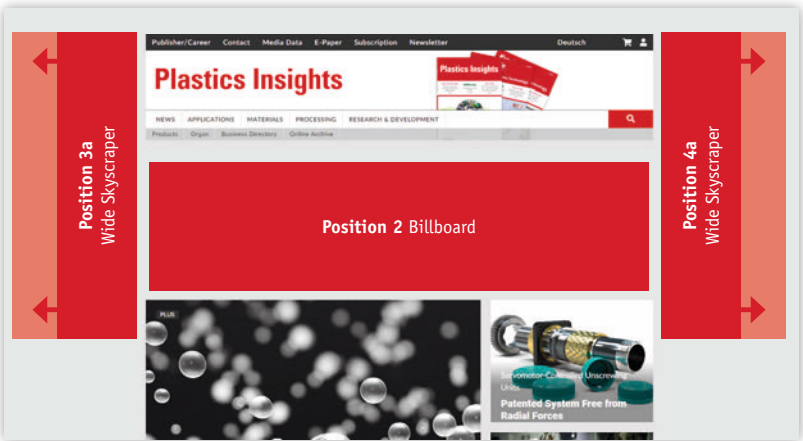
Fireplace Ad



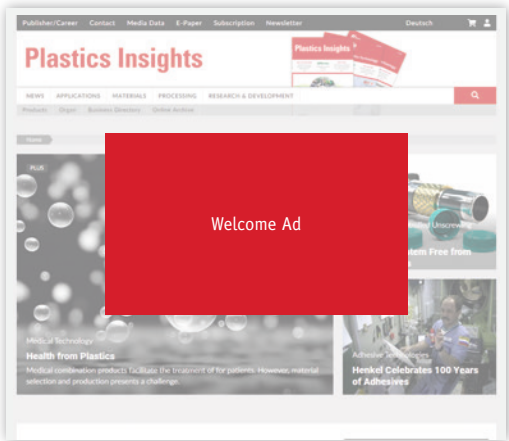
Hockey Stick



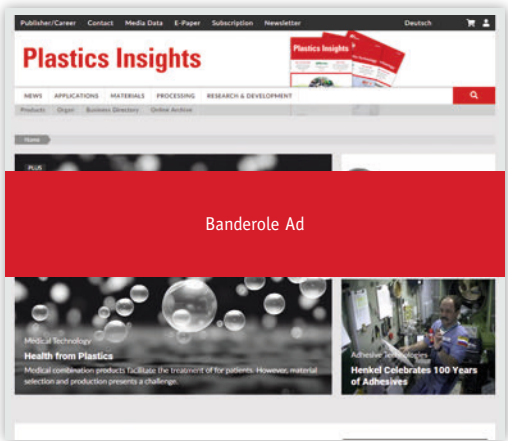
Skyline Ad



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.

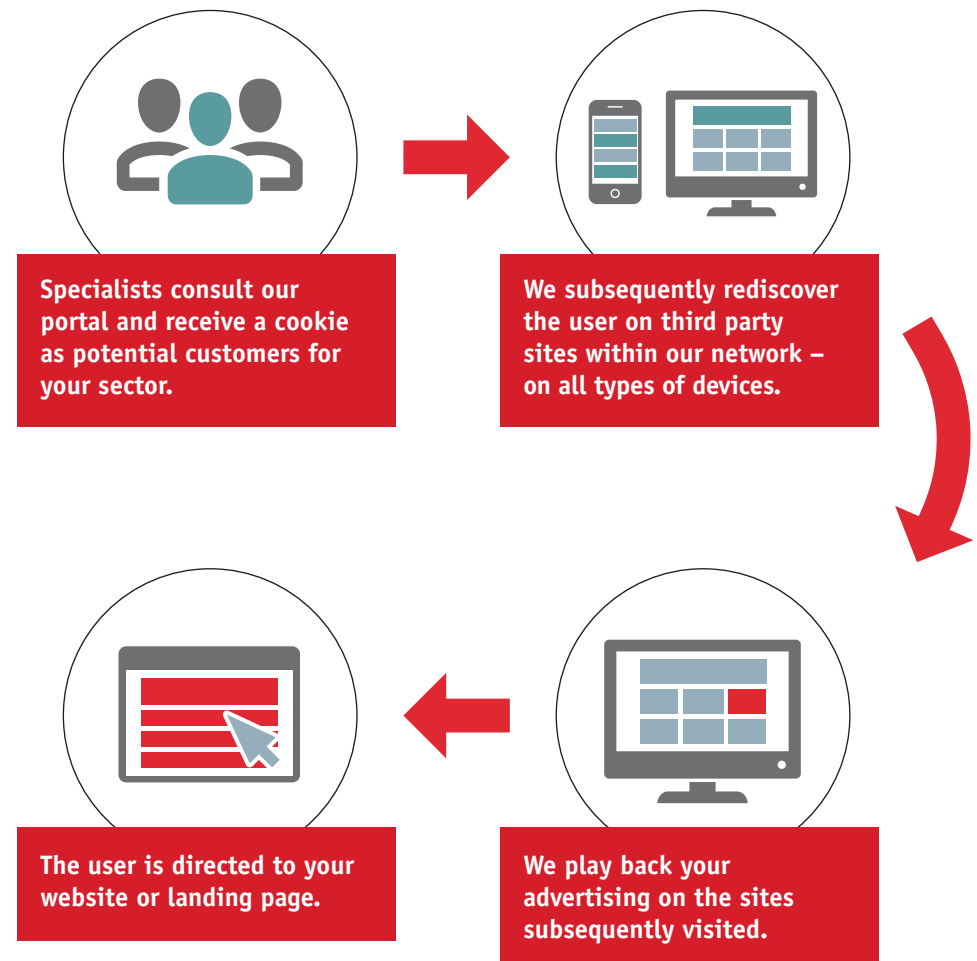
Since many users surf on mobile devices, we use mobile ads in addition to desktop formats for retargeting. Your campaign will be delivered on all common devices.

Which package is right for your display advertising campaign?

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

*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 € 69.--

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 € 69.--

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	€ 2,395.--	€ 2,715.--	€ 2,750.--



Teaser Home



Media library



Listing with color highlight

Optional push features



Newsletter & display ads accompanying to all formats: € 1,610.--

Saving compared to price list: € 690.--



Newsletter Ad



Article



Banner

All rates are subject to Value Added Tax



The perfect stage for communication!

Native Ad with teaser on homepage

News article

- Image min. width 1,000 pixels (4:3 or 16:9 ratio)
- Title max. 60 characters (including spaces)
- Teaser text max. 160 characters (including spaces)
- Copy text max. 2.500 characters (including spaces)
- Link (URL) for further information
- Marking as advertisement

Performance

- **NEW: 300 Readers (minimum) guaranteed**
- Placement on homepage
- SEO: keywording based on our topic classification system
- Display in thematic channels and as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Runtime

- News article on website » 12 months
- Teaser on homepage » 1 month

Price

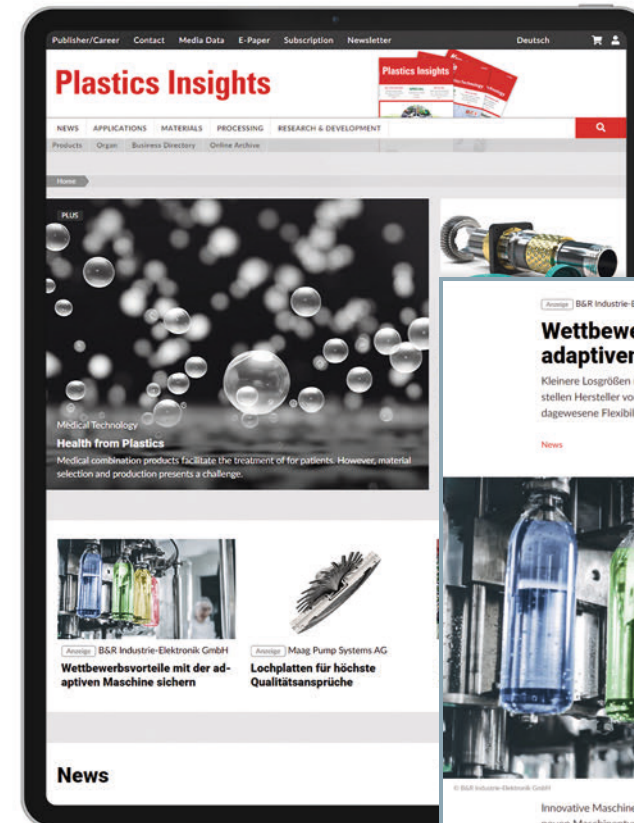
€ 2,395.--

Push features optional

- Newsletter ad » 1 x
- Display ad » 1 month

Price for push package Advantage 30 %

€ 1,610.--





Outstanding placement!

Product highlight

Product news

- Image min. width 1,000 pixels (4:3 or 16:9 ratio)
- Title max. 60 characters (including spaces)
- Teaser max. 160 characters (including spaces)
- Copy text max. 2.500 characters (including spaces)
- Link (URL) for further information
- Marking as advertising

Performance

- **NEW: 300 Readers (minimum) guaranteed**
- Placement on homepage
- SEO: keywording based on our topic classification system
- Display in thematic channels and as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Runtime

- Product news on website » 12 months
- Teaser on homepage » 1 month
- Highlighted product news » 1 month

Price

€ 2,715.--

Push features optional

- Newsletter ad » 1 x
- Display ad » 1 month

Price for push package Advantage 30 %

€ 1,610.--



Article



Listing with color highlight



Teaser Home



Information and emotion!

Video Article

Use the most popular media format: Videos are ideal for conveying even complex material in a comprehensible way and at the same time reaching the target group emotionally.

Video article

- Video from YouTube (embedded) or mp4 file
- Title max. 60 characters (including spaces)
- Teaser max. 160 characters (including spaces)
- Copy text max. 2.500 characters (including spaces)
- Link (URL) for further information
- Marking as advertising

Performance

- **NEW: 300 Readers (minimum) guaranteed**
- Placement on homepage
- Listing in media library
- SEO: keywording based on our topic classification system
- Display in thematic channels and as reading suggestion under similar articles
- Link to company entry in our Business Directory

Runtime

- Video article on website » 12 months
- Teaser on homepage » 1 month
- Listing in media library » 12 months
- Highlighted article » 1 month

Price

€ 2,750.--

All rates are subject to Value Added Tax



Article



Listing with color highlight



Teaser Home

Push features
optional

- Newsletter ad » 1 x
- Display ad » 4 weeks

Price for push package
Advantage 30 %

- € 1,610.--



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.

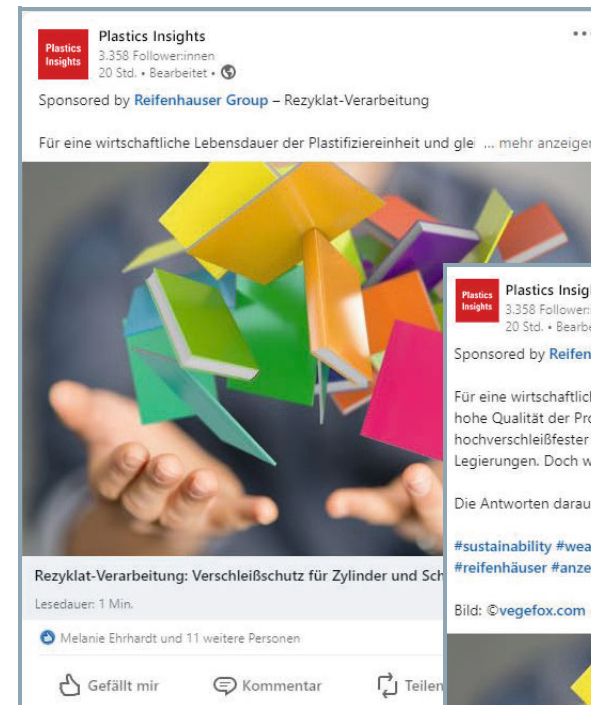
Scope

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

Price

€ 510,--
(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.



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.

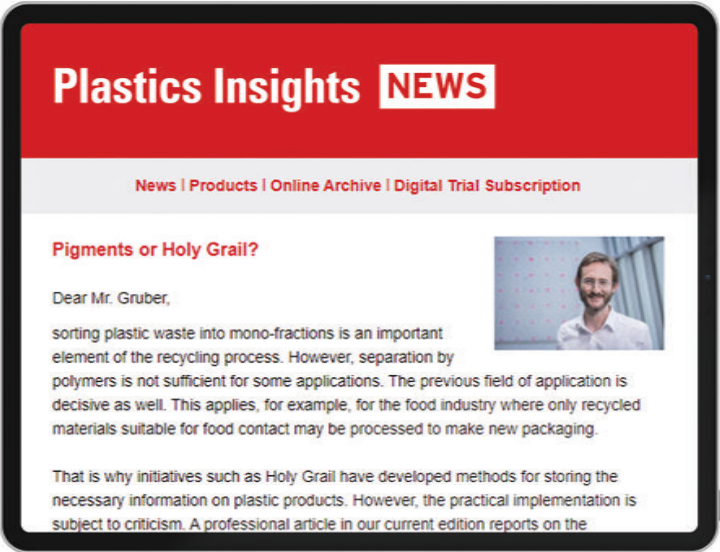
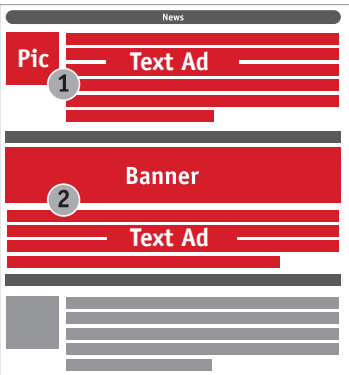
Place your eye-catching advertisement in the newsletter of **Plastics Insights** to reach your target group.

Publication frequency 1x per week

Advertising formats and Rates

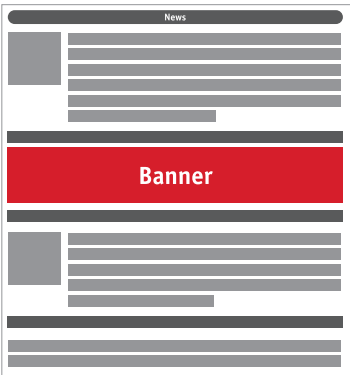
1 Picture / **2** Banner + Text advert € 660.--*

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



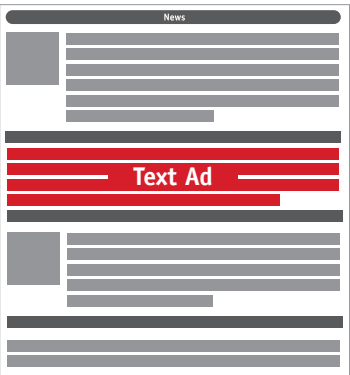
Banner € 510.--*

Banner (560 x 100 pixels)
incl. link



Text advert € 510.--*

Headline + max. 300 characters of text
incl. link



Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

All rates are subject to Value Added Tax

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	€ 3,830.--*

Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

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.





PVC eSolution
Concentrated PVC experience

- **Intelligent search function:** adaptable to your specific requirements, it incorporates an intelligent ranking and filtering system that encompasses all the included content.
- **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.

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 Fakuma 2024:

- 1 hour shooting on the Fakuma 2024
- 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 Plasticsinsights.com. Announcement with picture and text
- Full rights of use for the client for further use
- Several video shoots possible on site. Price upon request

Bundle price at Fakuma 2024: € 4,210.–

Video shooting during the year:

We can create your image/product film for as little as € 4,210.
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 Plasticsinsights.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/Northrhine-Westphalia/ Hesse/Rhineland Palatinate/Saarland/ Schleswig Holstein

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

Southern Bavaria/Baden-Württemberg/Austria

Jeanette Rober (Sales Director)
Phone: +49 89 99830-301
jeanette.rober@hanser.de

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

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

Andrea Reischl (Sales Manager)
Phone: +49 89 99830-677
andrea.reischl@hanser.de

International Sales Representatives

Italy

com3orlando sas
Via dei Benedettini, 12
20146 Milano (Mi)
Italy
Phone: +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
Phone: +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
Phone: +34 934 126292
info@cemedi.net
Contact person: Eckart May

USA/Canada

Huson International Media
1900 Camden Avenue
San Jose, CA 95124
USA
Phone: +1 408 879-6666
Fax: +1 408 879-6669
sonya.svetenko@husonmedia.com
Contact person: Sonya Svetenko

China/Singapore/Hong Kong/Taiwan

Ringier Trade Media Ltd.
9/F.
Cheong Sun Tower
118 Wing Lok Street
Sheung Wan, Hong Kong
Phone: +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
Phone: +49 89 99830-301
Fax: +49 89 99830-157
jeanette.rober@hanser.de

Your contact persons at the publishing house

Media

Jeanette Rober
Sales Director
Phone: +49 89 99830-301
Fax: +49 89 99830-157
jeanette.rober@hanser.de

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

Andrea Reischl
Sales Manager
Phone: +49 89 99830-677
andrea.reischl@hanser.de

Ad Management

Romy Früh
Phone: +49 89 99830-218
romy.frueh@hanser.de

Marketing with articles

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

Editorial Contact

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

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

Melanie Ehrhardt
Phone: +49 89 99830-621
Fax: +49 89 99830-625
melanie.ehrhardt@hanser.de

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

Susanne Thyrauer
Phone: +49 89 99830-329
Fax: +49 89 99830-625
susanne.thyrauer@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-mediacycenter.de
www.plasticsinsights.com

