

Mediakit 2023

Print & Digital



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



Kunststoffe.TV

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

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Title	Kunststoffe	Organ	Deutsche Kunststoff-Fachverbände
Characteristics:	Kunststoffe informs about current technical developments and trends in the plastics industry. Exclusive insider reports are the hallmark of Kunststoffe and make the magazine a trend-setting source of information. The high level of expertise ensures that Kunststoffe has by far the highest paid circulation within the German plastics press. Kunststoffe is published by Carl Hanser Verlag and, in addition to daily updates, offers a newsletter and access to all articles from recent years at www.kunststoffe.de.	Membership/ Participation	VDI-FB Kunststofftechnik in der VDI-GME
Target group	The target group of Kunststoffe consists mainly of recipients in the plastics processing industry (incl. own application).	Publisher	Carl Hanser Verlag GmbH & Co. KG Postal address: P.O. Box 860420, 81631 München Home address: Kolbergerstr. 22, 81679 München Tel.: +49 89 99830-0 · Fax: +49 89 984809 www.hanser.de · info@hanser.de
Publication frequency	monthly: 12 x year	Mediasales	Jeanette Rober (Senior Sales Manager) Tel.: +49 89 99830-301 jeanette.rober@hanser.de Sandra Strohmaier (Sales Manager) Tel.: +49 89 99830-675 sandra.strohmaier@hanser.de Tabea Köster-Urban (Sales Manager) Tel.: +49 89 99830-677 tabea.koester@hanser.de Romy Früh (Ad Management) Tel.: +49 89 99830-218 romy.frueh@hanser.de
Magazine size	DIN A4	Editorial office:	Susanne Schröder (Editor-in-Chief) Dr. Clemens Doriât, Florian Streifinger, Melanie Ehrhardt, Susanne Thyrauer Tel.: +49 89 99830-621 Fax: +49 89 99830-625 kunststoffe@hanser.de
Edition	113th edition in 2023		
Subscription price	Combined annual subscription € 418.90 Retail price € 33.90 (Prices incl. VAT, additional shipping costs will apply)		

Circulation analysis

Printed circulation	13,221*
E-Paper circulation	1,182*
Actual circulation	14,403*
Paid circulation	2,624*
other countries	1,273*
+ E-Paper (multi access)	108,112**
Distributed circulation total	122,515

Highest paid circulation within the German plastics trade publications*

Scope analysis 2021

Total scope	1,072 pages = 100 %
Editorial section	817 pages = 76.2 %
Advertisement section	255 pages = 23,8 %
Source of supply	76 pages = 7,1 %
Publisher's own ads	41 pages = 3,8 %

Total distribution - Kunststoffe

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

Trade magazine 14,403 copies*	+	E-paper 108,122 multi accesses**	=	Distributed circulation total 122,515 contacts
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Member of the German Audit Bureau of Circulation (IVW)

* IVW: Copies per issue on average for the period 01.07.21 to 30.06.22

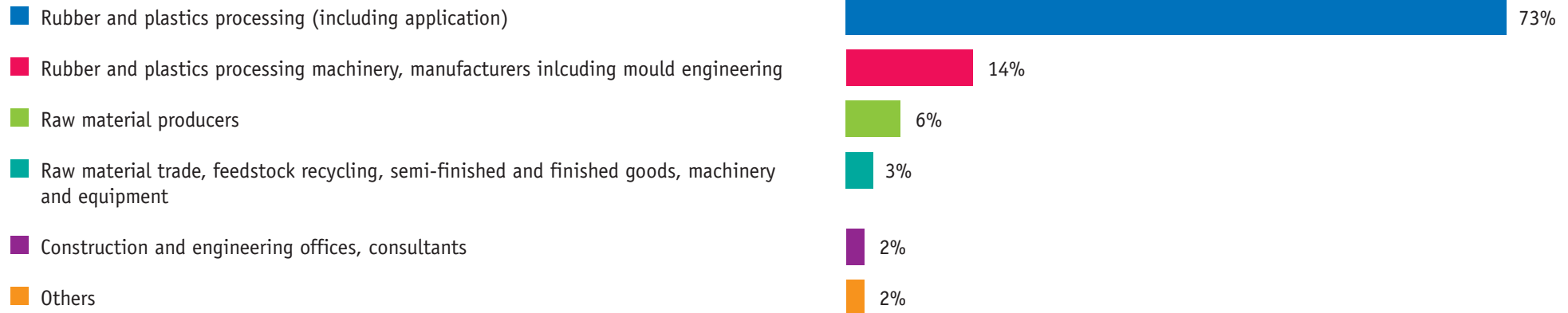
**Internal information: charged e-paper accesses (especially company licences, average 2022)

Content analysis of the 2020 editorial section

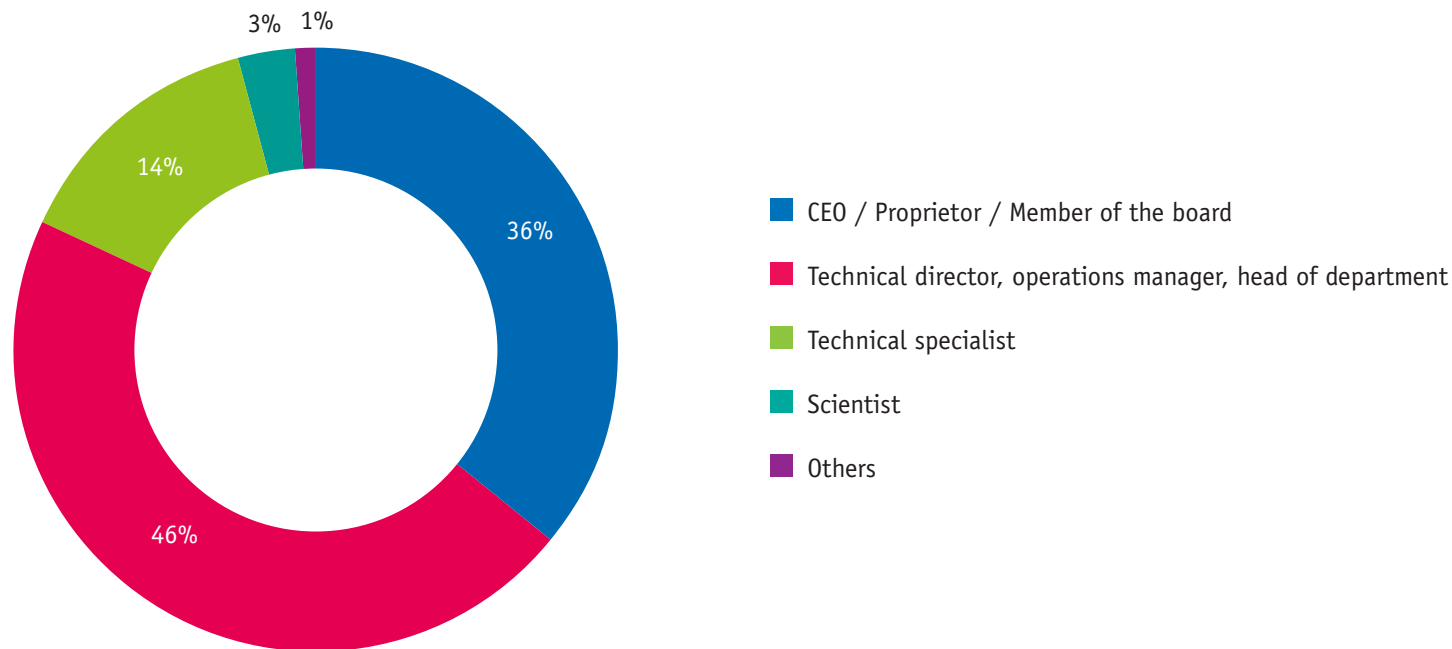
Total	817 pages = 100 %
Professional articles	340 pages = 41,67 %
Exclusive thematic specials	234 pages = 28,6 %
Market and management	63 pages = 7.7 %
Product news/trade fair previews	72 pages = 8,8 %
Standards (table of Contents/Inserts, Dates, Documentation etc.)	108 pages = 13.2 %



Main industry / segment*

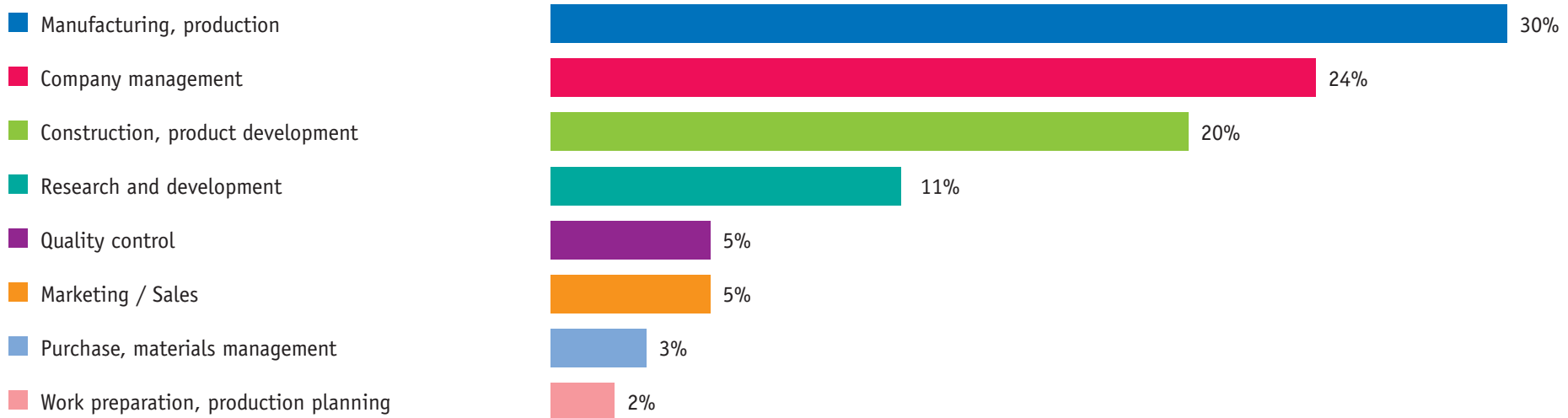


82% are employed in an executive position*



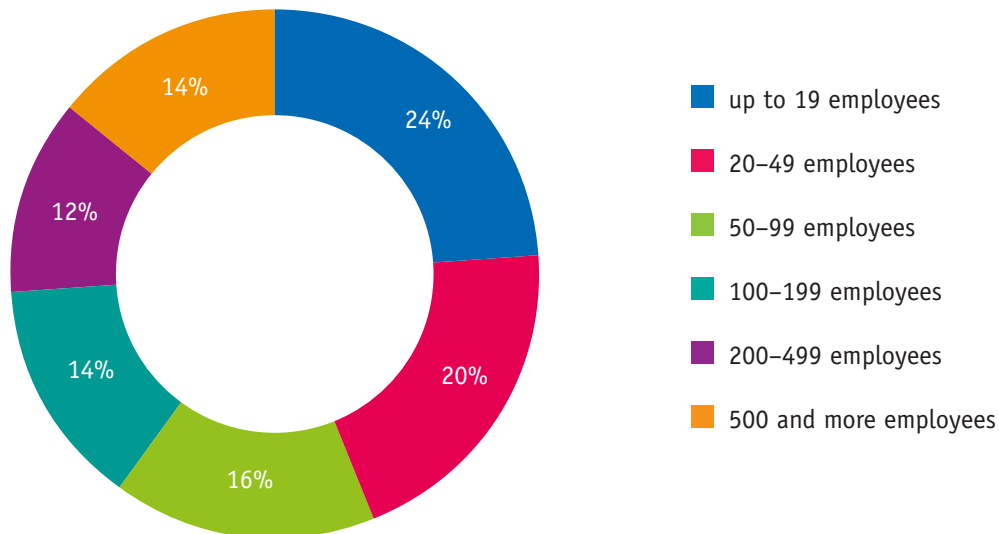
* Annual average of print editions (01.07.21 to 30.06.22);
survey method: file evaluation

All relevant departments read Kunststoffe*



* Annual average of print editions (01.07.21 to 30.06.22);
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 14.403 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: September 2022
6. Execution of the study: Publisher

Issue	Dates	Topics	Trade Fairs / Events
1 January	ED: 14.11.2022 AC: 12.12.2022 PD: 18.01.2023	Extrusion Special: Circular Economy Drying/Mixing/Conveying/Dosing, Injection Molding, Hot Runner Technology, Additive Manufacturing, Peripheral Equipment, Measurement Technology, Standard Plastics, Engineering Plastics, Compounds, Polyurethanes, Additives, Semi-Finished Products	Spielwarenmesse, Nuremberg, Germany 01.–05.02.2023
2 February	ED: 16.12.2022 AC: 17.01.2023 PD: 15.02.2023	Injection Molding Special: Hot Runner Technology Film Production, Thermoforming, Extrusion, Blow Molding, Tooling, Prototyping, Additive Manufacturing, Recycling, Engineering Plastics, High-Performance Plastics, Thermosets, Compounds, Bioplastics, Polyurethanes Topic Newsletter Injection Molding: 21.02.2023	Lopec, Munich, Germany, 01.–02.03.2023
3 March	ED: 10.01.2023 AC: 10.02.2023 PD: 13.03.2023	Reprocessing & Recycling Special: Automotive High-Performance Plastics, Engineering Plastics, Polyurethanes, Composite Materials, Masterbatches, Recyclates, Simulation, Injection Molding, Temperature Control, Automation, Surface Technology, Quality Assurance, Blow Molding, Operating equipment/Peripheral devices, Compression Molding, Extrusion Topic Newsletter Automotive: 28.03.2023	
4 April	ED: 10.02.2023 AC: 09.03.2023 PD: 11.04.2023	Lightweight Construction Special: Packaging Joining Technology, Circular Technology, Injection Molding, Extrusion, Film Production, Thermoforming, Tooling, Laser Processing, Product Design, Engineering Plastics, Bioplastics, Commodity Plastics, Additive, Compounds, Quality Assurance Topic Newsletter Packaging: 25.04.2023	Chinaplas, Shanghai, 17.–20.04.2023 Hannover Messe, Hannover, 17.–21.04.2023 JEC World, Paris, 25.–27.04.2023 Interpack, Düsseldorf, 04.–10.05.2023
5 May	ED: 03.03.2023 AC: 03.04.2023 PD: 05.05.2023	Measurement and Testing Special: Medical Injection Molding, Extrusion, Clean Room Technology, Simulation, Rapid Processes, Additive Manufacturing, Thermoforming, Compounding, Standard Plastics, High-Performance Plastics, Engineering Plastics, Foams, Thermosets, Composites, Recyclates Topic Newsletter Medical: 16.05.2023	Control, Stuttgart, 09.–12.05.2023 Kuteno, Rheda-Wiedenbrück, 09.–11.05.2023 Rapid.Tech 3D, Erfurt, 09.–11.05.2023 MedtecLive with T4M, Nuremberg, 23.–25.05.2023
6 June	ED: 31.03.2023 AC: 04.05.2023 PD: 07.06.2023	Automation / Industry 4.0 Special: Tooling Extrusion, Injection Molding, Standard Elements, Hot Runner Technology, Temperature Control, PU Technology, Film Production, Engineering Plastics, Additives, Elastomers, Bioplastics, Compounds, Plastics Trade, Measurement/Control/Regulation, CircularEconomy Topic Newsletter Tooling: 20.06.2023	Plastics Recycling World Expo Essen, 14.–15.06.2023 Moulding Expo, Stuttgart, 13.-16.06.2023 VDI: PIAE, Mannheim, 21.–22.06.2023 Laser World of Photonics, Munich, 27.–30.06.2023 Automatica, Munich, 27.–30.06.2023

Issue	Dates	Topics	Trade Fairs / Events
7 July	ED: 05.05.2023 AC: 06.06.2023 PD: 07.07.2023	Laser Technology Special: Color and Design Surface Technology, Measurement Technology, Injection Molding, Extrusion, Ancillary Equipment, Thermoforming, Tooling, Commodity Plastics, Engineering Plastics, Compounding & Recycling Topic Newsletter Color and Design: 18.07.2023	
8 August	ED: 12.06.2023 AC: 12.07.2023 PD: 10.08.2023	Material Handling Special: Recyclates - Materials and Processing Temperature Control, Injection Molding, Micro Manufacturing, Reactive Processing, Joining Technology, Pressing, Blow Molding, Extrusion, Tooling, Commodity Plastics, Engineering Plastics, Additives/Compounds, Foams, Masterbatches Topic Newsletter Recycling: 22.08.2023	
9 September	ED: 07.07.2023 AC: 07.08.2023 PD: 12.09.2023	Machines, Processes and Peripherals Special: Fakuma Trade Fair Preview Automation, Material Handling, Thermoforming, Blow Molding, Compounding & Recycling, Injection Molding, Tooling, Thermoset Processing/Compression Molding, PU Processing, Joining Technology, Surface Technology, High-Performance Plastics, Engineering Plastics, Compounds, Composites, Additives Topic Newsletter Fakuma Preview: 19.09.2023 	IAA, Munich, 05.-10.09.2023 Rapperswiler Kunststoff-Forum, Rapperswil (CH), 07.09.2023 Fakuma, Friedrichshafen, 17.-21.10.2023
10 October	ED: 31.07.2023 AC: 04.09.2023 PD: 10.10.2023	Industrial Trends: The Future of Plastics Special: Progress in Plastics Processing Injection Molding, Extrusion, Tooling, Automation, Measuring and Testing, Recycling, Compounding, Blow Molding, Thermoforming, Drying/Mixing/Conveying/Metering, PU Technology, FRP Processing, Quality Assurance, Commodity Plastics, Engineering Plastics, High-Performance Plastics, Thermosets, Composites, Bioplastics, Additive Manufacturing 	Fakuma, Friedrichshafen, 17.-21.10.2023
11 November	ED: 01.09.2023 AC: 06.10.2023 PD: 07.11.2023	Additive Manufacturing / Tooling Special: Digitalization / Plastics Technology 4.0 Injection Molding, Hot Runner Technology, Standard Elements, Temperatur Control, Circular Economy, Extrusion, Compounding, Recycling, Film Production, Cleanroom Technology, Commodity Plastics, Polyurethanes, Composites, Compounds, Reactive Resins, Elastomers, Foams Topic Newsletter Digitalization / Plastics Technology 4.0: 14.11.2023	Medica/Compamed, Düsseldorf, 13.-16.11.2023 Formnext, Frankfurt, 14.-17.11.2023 ISPO, Munich, 28.-30.11.2023
12 December	ED: 09.10.2023 AC: 09.11.2023 PD: 08.12.2023	Reactive Processing & Foaming Special: Fakuma 2023 Highlights Simulation, Injection Molding, Blow Molding, Joining Technology, Compoundig, Extrusion, Testing, Recycling, Commodity Plastics, Engineering Plastics, Polyurethanes, Thermosets, Werkstoffverbunde, Circular Economy 	

Format	Width x Height (mm)	Price
Front page	210 x 160 + 3 mm trim right	Fix* € 7,820.--
Inside cover	210 x 160 + 3 mm trimm	Fix* € 5,880.--
2nd/3rd/4th Cover page	210 x 297 + 3 mm trim on all 4 sides	€ 8,610.--
1/1 page	175 x 250	€ 7,340.--
Juniorpage	122 x 175	€ 4,300.--
1/2 page	85 x 250 175 x 122	€ 3,990.--
1/3 page	55 x 250 175 x 80	€ 3,150.--
1/4 page	85 x 122 40 x 250 175 x 58	€ 2,090.--
1/8 page	85 x 58 175 x 28 40 x 122	€ 1,415.--

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%

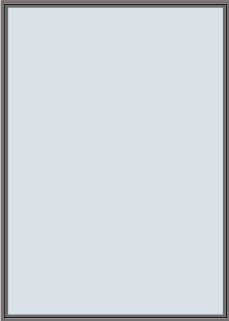
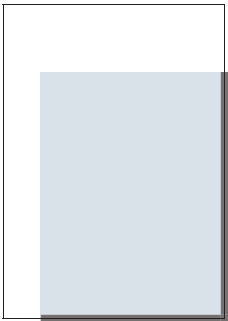
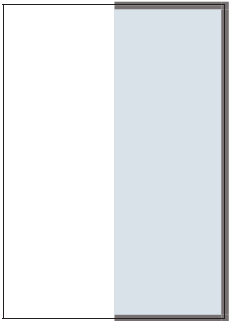
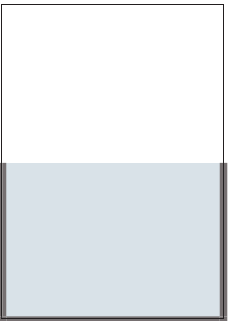
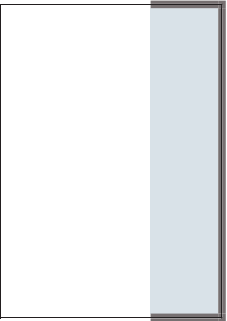
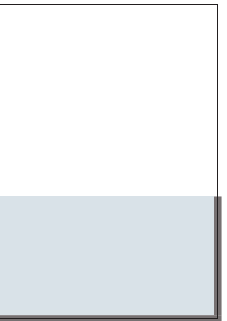
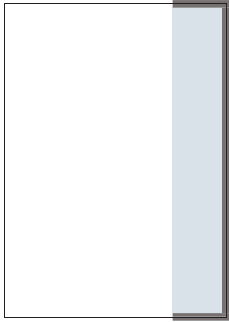
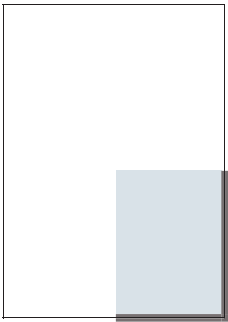
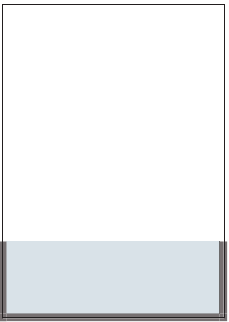
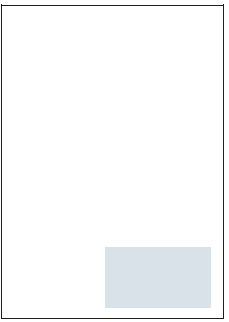
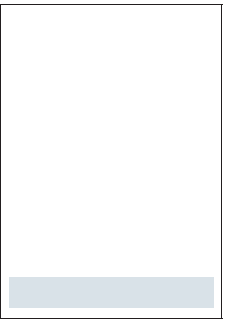
Terms of payment

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

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

The prices do not include the legal value added tax.

Formats

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

Your Advertising Medium for all English Speaking Top Executives Worldwide!

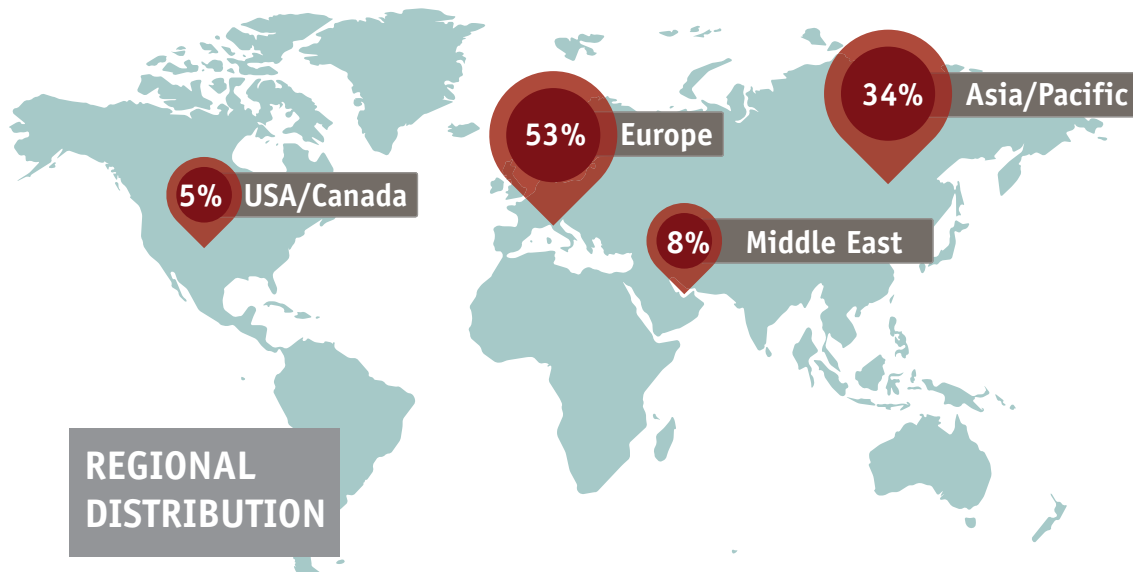
Kunststoffe international has been published as the English edition of **Kunststoffe** since 2007.

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

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

Target Group Top Executives

Kunststoffe international is distributed to more than 1,600 highly reputed top executives in the plastics industry worldwide. It is also distributed at important major trade fairs.



Trade magazine
1,600 copies*



E-Paper
48,138 multi
accesses**



Distributed circulation total
49,738 contacts

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

**charged e-paper accesses (especially company licences, average 2022)

Issue	Dates	Topics	Trade Fairs / Events
1 February	ED: 12.12.2022 AC: 27.01.2023 PD: 27.02.2023	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	Swiss Plastics Expo, Luzern, 17.-19.01.2023 Spielwarenmesse, Nuremberg, 04.-05.02.2023 Lopec, Munich, 01.-02.03.2023
2 March	ED: 23.01.2023 AC: 24.02.2023 PD: 27.03.2023	Compounding & Recycling Special: Automotive High-Performance Plastics, Engineering Plastics, Polyurethanes, Composites, Recyclates, Simulation, Injection Molding, Temperature Control, Automation, Surface Technology, Quality Assurance, Blow Molding, Operating Equipment/ Peripheral Devices, Compression Molding, Extrusion	Chinaplas, Shanghai, 17.-20.04.2023 Hannover Messe, Hannover, 17.-21.04.2023 JEC World, Paris, 25.-27.04.2023
3 April	ED: 17.02.2023 AC: 21.03.2023 PD: 21.04.2023	Lightweight Construction Special: Packaging Joining Technology, Circular Technology, Injection Molding, Extrusion, Film Production, Thermoforming, Tooling Technology, Laser Processing, Product Design, Engineering Plastics, Bioplastics, Commodity Plastics, Additives, Compounds	Interpack, Düsseldorf, 05.-10.05.2023 Control, Stuttgart, 09.-12.05.2023 PRS Plastics Recycling Show Europe, Amsterdam, 10.-11.05.2023 MedtecLive with T4M, Nuremberg, 23.-25.05.2023
4 May	ED: 24.03.2023 AC: 24.04.2023 PD: 26.05.2023	Measuring and Testing 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	Moulding Expo, Stuttgart, 13.-16.06.2023 Plastics Recycling World Expo, Essen, 14.-15.06.2023 Compounding World Expo, Essen, 14.-15.06.2023 Automatica, Munich, 27.-30.06.2023
5 July	ED: 22.05.2023 AC: 23.06.2023 PD: 24.07.2023	Automation/Industry 4.0, Laser Technology Special: Color and Design 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: 19.06.2023 AC: 20.07.2023 PD: 22.08.2023	Material Handling Special: Recyclates – Materials and Processing Temperature Control, Injection Molding, Micro Manufacturing, Compounding, Reactive Processing, Joining Technology, Compression Molding, Blow Molding, Extrusion, Commodity Plastics, Engineering Plastics, Additives/Compounds, Foams, Circular Economy, Circular Economy	Plast, Mailand, 05.-08.09.2023 IAA, Munich, 05.-10.09.2023 Rapperswiler Kunststoff-Forum, Rapperswil (CH), 07.09.2023

Issue	Dates	Topics	Trade Fairs / Events
7 September	ED: 17.07.2023 AC: 21.08.2023 PD: 20.09.2023	Machines, Processes and Peripherals Special: Fakuma 2023 Preview Automation, Material Handling, Thermoforming, Blow Molding, Recycling, Injection Molding, Extrusion, Tooling, Thermoset Processing/Compression Molding, PU Processing, Joining Technology, Surface Technology, High-Performance Plastics, Engineering Plastics, Compounds, Composites, Additives	 Fakuma, Friedrichshafen, 17.–21.10.2023
8 October	ED: 28.07.2023 AC: 08.09.2023 PD: 12.10.2023	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	 Fakuma, Friedrichshafen, 17.–21.10.2023 Formnext, Frankfurt, 14.–17.11.2023 Medica/Compamed, Düsseldorf, 13.–16.11.2023
9 December	ED: 09.10.2023 AC: 09.11.2023 PD: 08.12.2023	Digitalization/Plastics Technology 4.0, Tooling Special: Highlights Fakuma 2023 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	Width x Hight (mm)	Price
Front page	210 x 160 + 3 mm trim right	Fix* € 3,850.--
2nd/3rd/4th Cover page	210 x 297 + 3 mm trim on all 4 sides	€ 3,830.--
1/1 page	175 x 250	€ 3,360.--
Juniorpage	122 x 175	€ 2,100.--
1/2 page	85 x 250 175 x 122	€ 1,790.--
1/3 page	55 x 250 175 x 80	€ 1,470.--
1/4 page	85 x 122 40 x 250 175 x 58	€ 1,040.--
1/8 page	85 x 58 175 x 28 40 x 122	€ 740.--

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
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Terms of payment

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

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

The prices do not include the legal value added tax.

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

Warranty

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

Contact

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

Delivery address

media@hanser.de

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

Your perfect exhibition appearance for the



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



Kunststoffe 9/2023
Fakuma 2023 Preview
AC: 07.08.2023 | PD: 12.09.2023

Kunststoffe 10/2023
Fakuma 2023 -
Industry trends: The future of plastics
AC: 04.09.2023 | PD: 10.10.2023

Kunststoffe 12/2023
Fakuma 2023 Highlights
AC: 09.11.2023 | PD: 08.12.2023



Kunststoffe international 7/2023
Fakuma 2023 Preview
AC: 21.08.2023 | PD: 20.09.2023

Kunststoffe international 8/2023
Fakuma 2023 -
Industry trends: The future of plastics
AC: 08.09.2023 | PD: 12.10.2023

Kunststoffe international 9/2023
Fakuma 2023 Highlights
AC: 09.11.2023 | PD: 08.12.2023



Topic Newsletter
Fakuma Preview: 19.09.2023

Daily Fakuma-Newsletter
5 issues 17.-21.10.2023



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 2023 on Kunststoffe.de and Kunststoffe-international.com (German / English)

Before, during and after the fair, our large online special will provide information on trends, products and highlights of Fakuma 2023.

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

Deutsch: www.kunststoffe.de/fakuma

Englisch: www.kunststoffe-international.com/fakuma

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 € 7,340.--

Advertorial 1/2 page in 4c

Max. 2.000 characters + one image respectively (300 dpi)
Price € 3,990.--

You determine the contents, scope and time of publication

Your
Advertorial

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



Web address

www.kunststoffe.de

Brief characteristics

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

Kunststoffe.de contains detailed information about:

- Sophisticated, specialized information about plastics from the magazine Kunststoffe and the Hanser range of reference books
- Current new and important dates
- Current product developments, patents and technical trends
- Exhibition-news Fakuma 2023
- The big job market of the industry
- The big company database »business directory«

Target group

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



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



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

Delivery 5 days before campaign start

File formats JPG, PNG, GIF oder HTML5*

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

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

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

For the technical specifications, please refer to our media center: **www.hanser-mediacyenter.de/guidelines-und-technische-spezifikationen/guidelines-english**

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

Reporting

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

Usage data

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

Data transfer

media@hanser.de

Including naming of the customer, object designation, and runtime



Banner formats	Placement (max. 3 rotations possible)	Size in Pixel (b x h)	Price / per month in a row
Medium Rectangle	In the content, position 6, 8 oder 10	300 x 250	€ 1,220.--
Vertical Rectangle	In the content, position 6, 8 oder 10	300 x 400	€ 1,250.--
Full Banner	In the content, position 5, 7 oder 9	468 x 60	€ 1,640.--
Leaderboard	Exterior position 1 or in content position 2 oder 16	728 x 90	€ 1,570.--
Billboard (expanding)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,660.-- (+ € 55.-- expanding)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a oder 4b	160 x 600	€ 1,430.--
Sidekick Ad*	Exterior, position Wide Skyscraper	160 -> 400 x 600	€ 1,430.--
(Double) Sitebar Ad	Exterior position 3a, 3b, 4a oder 4b	(2x) 300 x 600	€ 2,370.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 2,850.--
Slide Channel	Hockey Stick with Expanding Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 2,900.--
Fireplace Ad	Exterior position 1, 3a und 4a	160 x 600 left + right and 1,040 x 90 above	€ 4,000.--
Skyline Ad	Exterior position 3a and 4a, in the content, position 2	2x 160 x 600 + 970 x 250	€ 3,970.--
Welcome Ad	Central about the start page (layer)	640 x 480	€ 2,060.--/14 days
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 2,940.--



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



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

Terms of payment

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

Bank details

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

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

Banner positions on Homepage

Position 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 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Position 16 Leaderboard

Native Ad Teaser 1

Native Ad Teaser 2

Native Ad Teaser 3

Native Ad Teaser 4

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

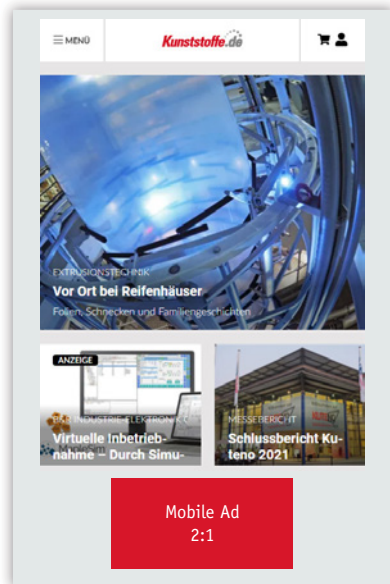
Article Title: Ruß-Ersatz mit Lebensmittelzulassung
NIR-detectierbares Schwarzpigment für Kunststoffverpackungen

Article Content: Schwarze Kunststoffgegarben 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 AI-Colors erhalten.

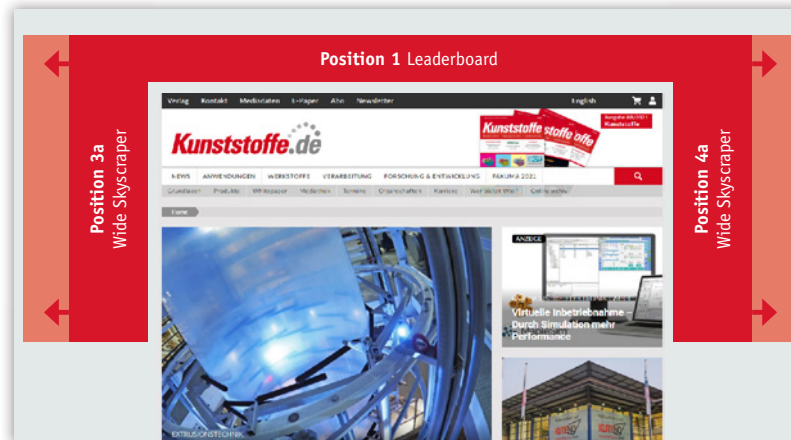
Article Date: 13. September 2021



Mobile Ad



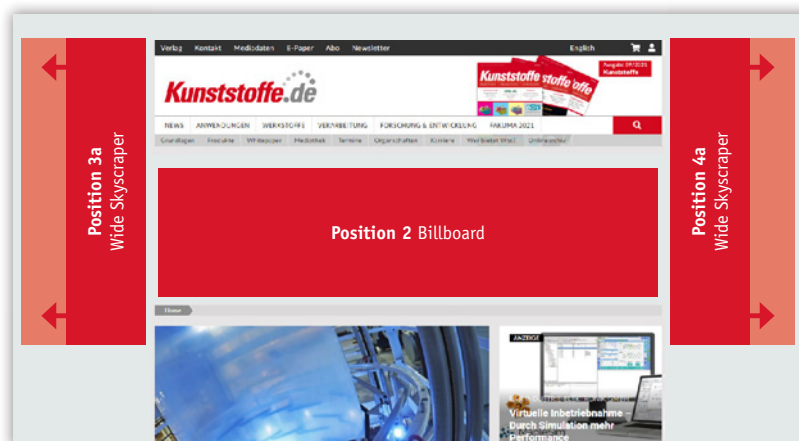
Fireplace Ad



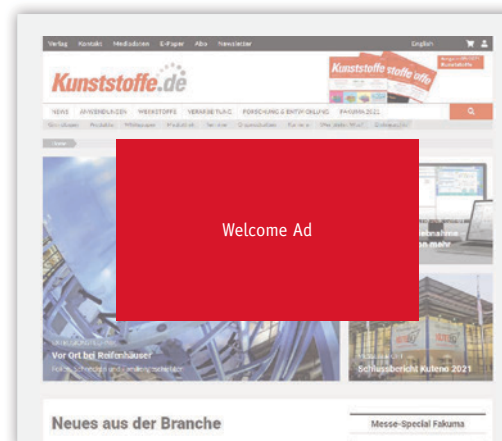
Hockey Stick



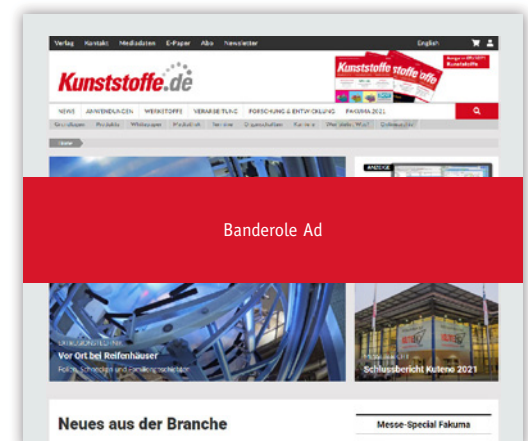
Skyline Ad



Welcome Ad



Banderole Ad





Online retargeting campaigns

In these days of information overload it becomes increasingly difficult for your potential customers to keep your brands and offers in their minds.

With the **online intensive campaigns** we increase your gross contacts to your potential customers and take care that they remember you distinctly through gentle advertising pressure.

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

Which package is right for you?

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

It works like this:

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

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

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

Increased reach for your content-marketing-campaign:

Package 1	100 Reader	€ 590.-- plus VAT
Package 2	250 Reader	€ 1,325.-- plus VAT
Package 3	500 Reader	€ 2,550.-- plus VAT

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

In detail



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



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



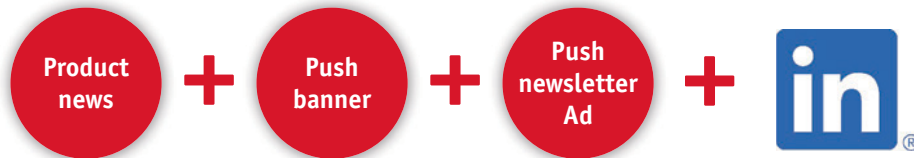
We play back your advertising on the sites subsequently visited.



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

Control your online communication

Product highlight package + LinkedIn Post



Volume

Product news

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

Push banner

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

Push newsletter ad

According to teaser on the website

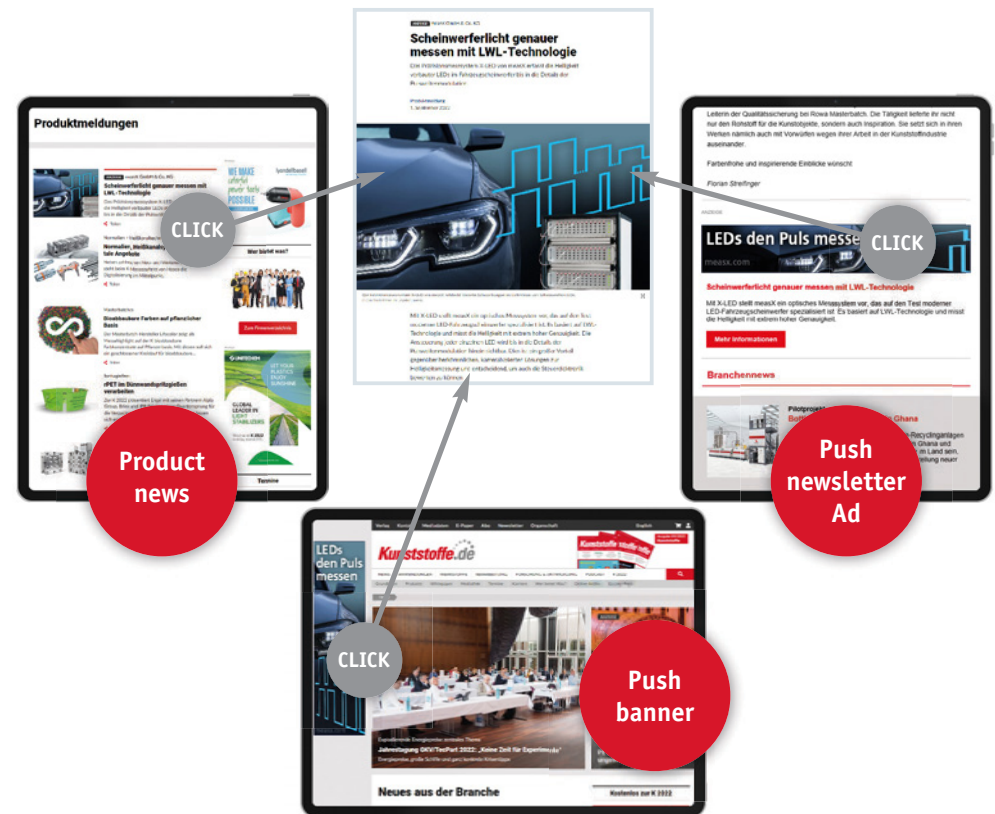
Publication time

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

Price

€ 2,310.-- plus VAT

* including spaces



Optional: Additional booking of a social media post on LinkedIn:

The Product highlight package is ideal to combine with a social media post on Kunststoffe's LinkedIn page. The synergy effect gives your content high credibility and increases your social media reach!

Scope

Headline max. 60 characters*
Teaser text max. 280 characters*
Social Media Hashtags (max. 10)
Tagged with »Sponsored by (company name)«

Price

€ 490,-

Attractive Promotion in the Newsletter of Kunststoffe

The newsletter of **Kunststoffe** being published twice 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.

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

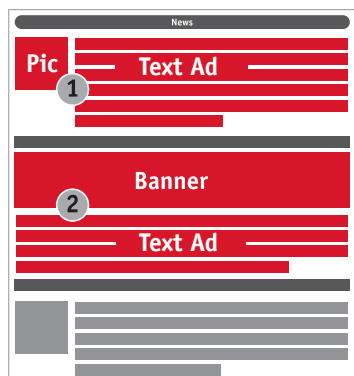
Publication frequency

2x per week

Advertising formats and Rates

1 Picture / 2 Banner + Text advert € 860.--*

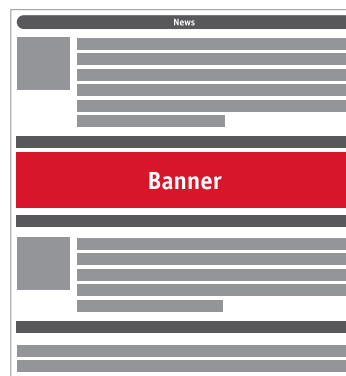
Picture (100 x 100 pixels) or
Banner (560 x 100 pixels) incl. link plus text
(Headline + max. 300 characters of text)



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

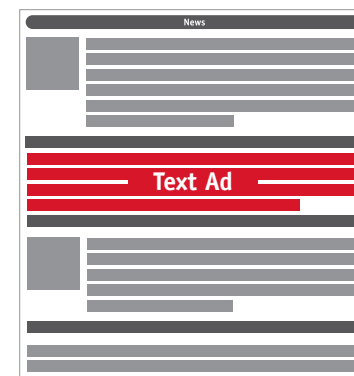
Banner € 760.--*

Banner (560 x 100 pixels)
incl. link



Text advert € 760.--*

Headline + max. 300 characters of text
incl. link



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

Attractive Promotion in the Newsletter of Kunststoffe international

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

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

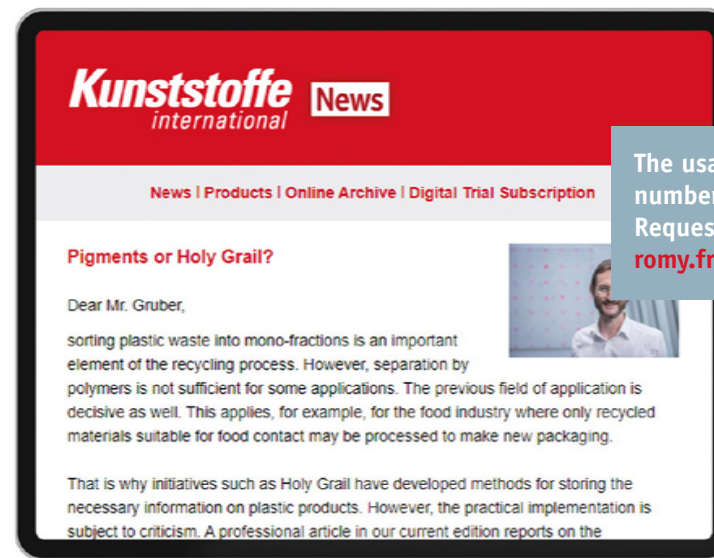
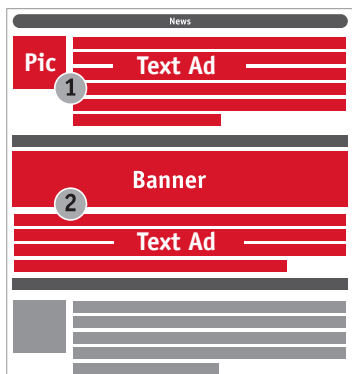
Publication frequency

2x per month

Advertising formats and Rates

1 Picture / **2** Banner + Text advert € 630.--*

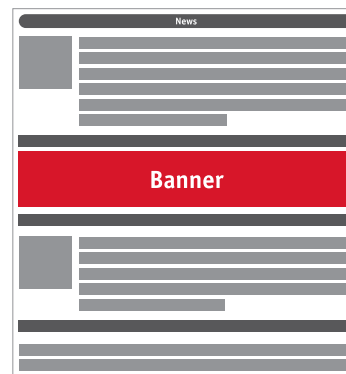
Picture (100 x 100 pixels) or
Banner (560 x 100 pixels) incl. link plus Text
(Headline + max. 300 characters of text)



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

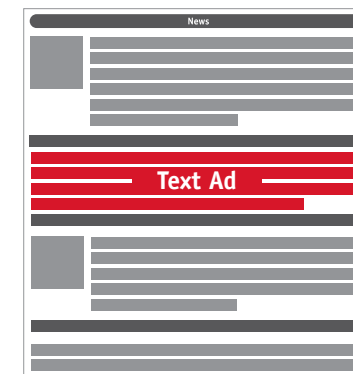
Banner € 480.--*

Banner (560 x 100 pixels)
incl. link



Text advert € 480.--*

Headline + max. 300 characters of text
incl. link



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

Standalone newsletter – the exclusive advertising

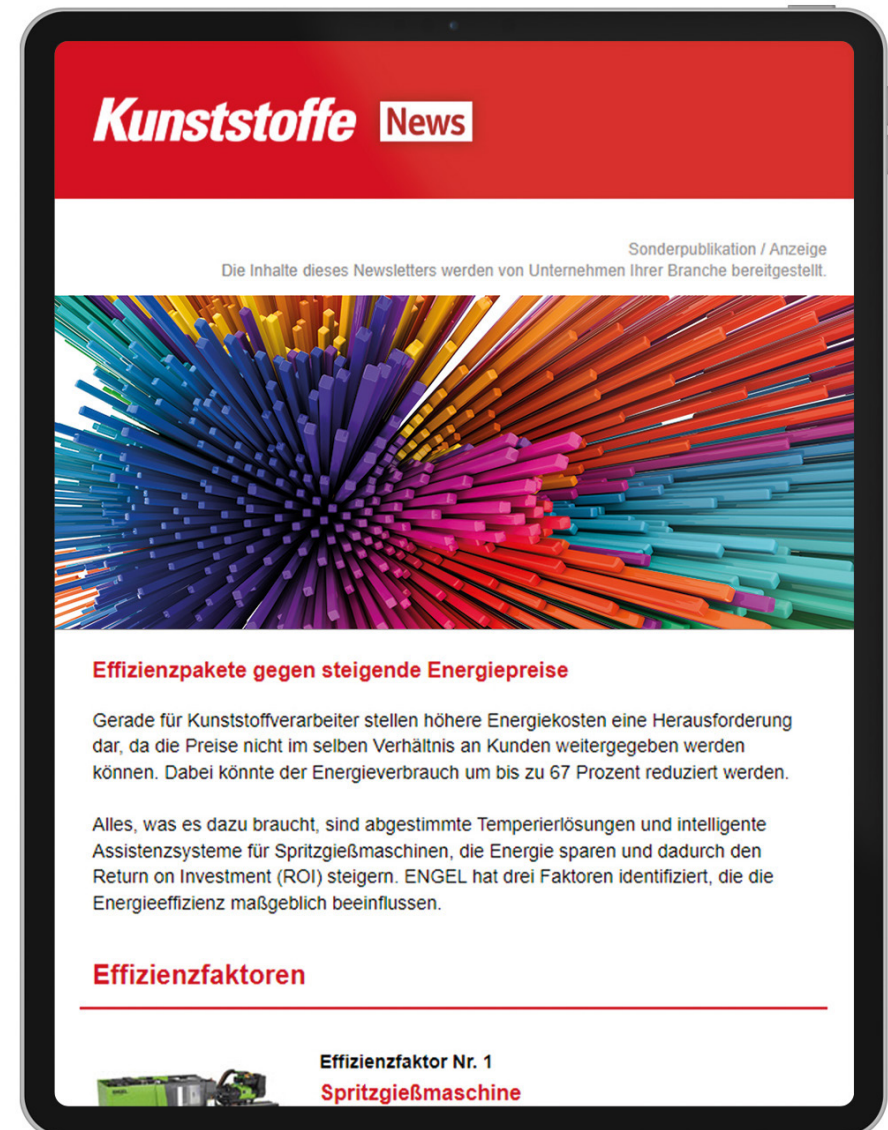
Book your exclusive Standalone-Newsletter according to the look & feel of **Kunststoffe NEWS** and reach decision makers in the plastics processing industry.

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

Content	9 elements, which can be combined individually
Performance	Creation and dispatch of your standalone newsletter to the newsletter recipients of Kunststoffe News incl. linking to your homepage
Example	1 banner, 2 product news, 1 video, 1 whitepaper, 3 news, 1 catalog and 1 company profile
Lead time	A Standalone-Newsletter can be realized by our team 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.
Shipping date	on request
Price	€ 4,500.--*

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

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



Standalone newsletter – the exclusive advertising

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

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

Content	9 elements, which can be combined individually
Performance	Creation and dispatch of your standalone newsletter to the newsletter recipients of Kunststoffe international News incl. linking to your homepage
Example	1 banner, 2 product news, 1 video, 1 whitepaper, 3 news, 1 catalog and 1 company profile
Lead time	A Standalone-Newsletter can be realized by our team 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.
Shipping date	on request
Price	€ 3,650.--*

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

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



Take one!

Highlight your presence with a professional trade fair video

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

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

Service package at Fakuma 2023:

- 1 hour shooting on the Fakuma 2023
- Professional post-production and cutting of the video directly at the fair
- Release on site
- 1 year broadcast of the film on Kunststoffe.de or Kunststoffe-international.com. Announcement with picture and text
- Full rights of use for the client for further use
- Several video shoots possible on site. Price upon request

Bundle price at Fakuma 2023: € 4,200.–

Video shooting during the year:

We can create your image/product film for as little as € 4,200.
The actual costs depend on the concept and effort, such as shooting time, number of people, film technology use, number of shooting days, variety of locations, amount of film editing, number of interviews, etc.



Advantages:

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

Germany

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

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

Contact person: Edeltraud Köhler

Southern Bavaria/Baden-Württemberg/Austria

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

Contact person: Jeanette Rober

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

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

Contact person: Sandra Strohmaier

Tabea Köster-Urban
(Sales Manager)
Tel.: +49 89 99830-677
tabea.koester@hanser.de

Contact person: Tabea Köster-Urban

International Sales Representatives

Italy

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

Switzerland

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

Spain/Portugal/Latin America

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

USA/Canada

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

China/Singapore/Hong Kong/Taiwan

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

Other countries

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

Your contact persons at the publishing house

Media

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

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

Tabea Köster-Urban
Sales Manager
Tel.: +49 89 99830-677
tabea.koester@hanser.de

Ad Management

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

Marketing for professional articles

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

Editorial Contact

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

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

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

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

Susanne Thyrauer
Tel.: +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.kunststoffe.de
www.kunststoffe-international.com

