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Advertisement Formats and Basic Rates

Magazine format DIN A4, 210 x 297 mm (Width x Height)
Printing area 175 x 250 mm (Width x Height)

Rates and Data (Prices in €)

Format	Color	Width x Height in mm	1 advert
1/1 page	b/w	175 x 250	4,090.--
	2c		4,800.--
	3c		5,510.--
	4c		6,220.--
Juniorpage	b/w	122 x 175	2,250.--
	2c		2,650.--
	3c		3,050.--
	4c		3,450.--
1/2 page	b/w	85 x 250 or 175 x 122	2,050.--
	2c		2,440.--
	3c	2,830.--	
	4c	3,220.--	
1/3 page	b/w	55 x 250 or 175 x 80	1,380.--
	2c		1,760.--
	3c	2,140.--	
	4c	2,520.--	
1/4 page	b/w	85 x 122 41 x 250 175 x 58	1,030.--
	2c		1,220.--
	3c		1,410.--
	4c		1,600.--
1/8 page	b/w	85 x 58 or 175 x 28	530.--
	2c		710.--
	3c		890.--
	4c	1,070.--	

Basic rate for single column mm € 3.80

Bound inserts 2 pages € 4,990.--
4 pages € 7,980.--

Discounts **Frequency discounts** **Volume discounts**
3 adverts = 5% 2 pages = 5%
6 adverts = 10% 4 pages = 10%
9 adverts = 15% 8 pages = 15%
12 adverts = 20% 10 pages = 20%

Printing method Offset

Printing documents Electronic printing material: CD-ROM, DVD
Data preferred as high-end PDF PDF-X3/2002;
compatible with Adobe Acrobat 1.3; Resolution:
300 dpi, all types and pictures included.

**Editorial Schedule
Advertisement Closing
Dates 2012**



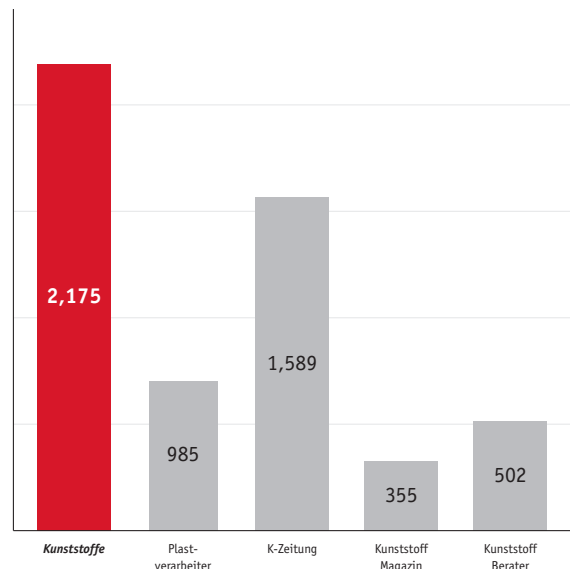
The highest number of paid subscriptions (IVW audit) within the German plastics press

**Official Voice of
the German Plastics
Associations**



The highest number of paid subscriptions within the German plastic press*

(*IVW 2nd Quarter 2011)



The IVW (Information Community of the Assessment of the Distribution of Advertising Mediums) in Germany is responsible for ensuring the truthful and clear documentation of distribution figures within the German press.

Issue	1 January	2 February	3 March	4 April	5 May	6 June	7 July	8 August	9 September	10 October	11 November	12 December	Issue
Topical Focus	Materials Handling	Reprocessing/ Compounding/ Recycling	Automotive Engineering	Measurement and Testing Technology	Automated Production	Energy Efficiency	Packaging	Composites	Ancillary Equipment	Progress in Plastics Processing	Tooling	Product Finishing	Topical Focus
Trade Fairs/ Conferences	Toy Fair, Nuremberg/D (01–06 Feb 12) Folien + Fahrzeug, Munich/D (07–08 Feb 12) VDI: International Injection Molding Conference, Baden-Baden/D (14–15 Feb 12)	Medtec, Stuttgart/D (13–15 Mar 12) VDI: Medical Technology Conference, Friedrichshafen/D (28–29 Mar 12)	Duisburg Extrusion Conference, Duisburg/D (20–21 Mar 12) VDI: Automotive Conference, Mannheim/D (21–22 Mar 12) NPE, Orlando, FL/USA (01–05 Apr 12)	Hanover Fair, Hanover/D (23–27 Apr 12) Kunststoffe + Simulation, Munich/D (23–24 Apr 12) Plast, Milan/I (08–12 May 12) Control, Stuttgart/D (08–11 May 12) Rapid.Tech, Erfurt/D (08–09 May 12)	Automatica, Munich/D (22–25 May 12) Lasys, Stuttgart/D (12–14 Jun 12) Proform, Dortmund/D (12–15 Jun 12) wfb Fachmesse für Werkzeug- und Formenbau, Augsburg/D, (13–14 Jun 12)	Achema, Frankfurt on Main/D (18–22 Jun 12) WPC, Fellbach/D (19–20 Jun 12)		IFA, Berlin/D (31 Aug–05 Sep 12)	 Fakuma, Friedrichshafen/D (16–20 Oct 12) Composites Europe, Düsseldorf/D (09–11 Oct 12)	 Fakuma, Friedrichshafen/D (16–20 Oct 12) VDI: Plastics in Optical Systems Conference Baden-Baden/D (07–08 Nov 12) electronica, Munich/D (13–16 Nov 12)	EuroMold, Frankfurt on Main/D (27–30 Nov 12)		Trade Fairs/ Conferences
Special/Extra	Conveying and Metering Systems	Kunststoffe MEDICAL	Kunststoffe AUTOMOTIVE	Dyeing of Plastics	Laser Technology	Natural Fiber-Reinforced Plastics	Kunststoffe MEDICAL	Transportation	Fakuma Preview	Electronics	Rapid Prototyping	Product Protection	Special/Extra
Applications	Sports and Leisure	Medical Technology	Automotive Engineering	Electrical Engineering	Automotive Engineering	Solar Thermal Systems Photovoltaics	Furniture Design	Building Services	Automotive Engineering	Polymer Optics	Lifestyle	Construction Technology	Applications
Machinery Equipment Processing	Injection Molding Hot-runner Technology Extrusion Thermoforming Film Production Ancillary Equipment	Injection Molding Tooling Micro Processing Extrusion Mixing/Conveying/ Metering Milling Compounding Melt Filtration Cleanroom Technology	NPE Preview Injection Molding Prototyping Reactive Processing Compression Molding Joining Technology Surface Technology Blow Molding Automation	Plastics Industry in Italy Injection Molding Extrusion Film Production Thermoforming Testing Technology Measuring/Controlling Simulation Prototyping	Injection Molding Tooling Micro Processing Hybrid Technology Extrusion Compression Molding Film Production Surface Technology Joining Technology	Extrusion Injection Molding Product Development PU Technology Recycling Testing Technology	Extrusion Injection Molding Ancillary Equipment Thermoforming Film Production Recycling Testing Technology	Injection Molding Tooling Extrusion Reprocessing Reactive Processing Joining Technology Compression Molding Blow Molding	Injection Molding Tooling Automation Extrusion Blow Molding Mixing/Conveying/ Metering Quality Assurance	Injection Molding Automation Tooling Extrusion Material Handling Thermoforming Blow Molding Reprocessing Thermoset Processing/ Compression Molding PU Processing Joining Technology Surface Technology Recycling	Injection Molding Hot-Runner Technology Standards Simulation Prototyping Foaming Film Production Mixing/Conveying/ Metering	Extrusion Injection Molding Automation Blow Molding Joining Technology Laser Technology Reprocessing Recycling	Machinery Equipment Processing
Materials	Engineering Plastics Compounds Polyurethanes Foams Additives Biopolymers	Engineering Plastics High-Performance Plastics Additive Compounds Bioplastics	Commodity Plastics Engineering Plastics Polyurethanes Composites Elastomers Quality Assurance	Commodity Plastics Engineering Plastics Additives Compounds Composites	Commodity Plastics Elastomers Foams Testing Technology/ Quality Assurance	Engineering Plastics Additives Polyurethanes Thermosets Plastics Trade	Commodity Plastics Engineering Plastics Specialties Bioplastics	Engineering Plastics Additives/Compounds Polyurethanes Elastomers Composite Materials	Engineering Plastics Compounds Foams Thermosets Additives Plastics Trade	Commodity Plastics Engineering Plastics High-Performance Plastics Polyurethanes Thermosets Composites	Commodity Plastics Compounds Reactive Resins Polyurethanes Elastomers Testing Technology	Commodity Plastics Engineering Plastics Specialties Polyurethanes Thermosets Elastomers	Materials
Regular Columns: Market News, People, Events, Literature, Associations, Market Barometer, Operating Technology													
Editorial closing date	21 Nov 2011	19 Dec 2011	16 Jan 2012	20 Feb 2012	14 Mar 2012	18 Apr 2012	16 May 2012	18 Jun 2012	16 Jul 2012	13 Aug 2012	19 Sep 2012	17 Oct 2012	Editorial closing date
Advertisement closing date	15 Dec 2011	18 Jan 2012	14 Feb 2012	14 Mar 2012	12 Apr 2012	14 May 2012	15 Jun 2012	16 Jul 2012	10 Aug 2012	07 Sep 2012	18 Oct 2012	15 Nov 2012	Advertisement closing date
Publication date	19 Jan 2012	20 Feb 2012	16 Mar 2012	17 Apr 2012	15 May 2012	19 Jun 2012	17 Jul 2012	16 Aug 2012	13 Sep 2012	11 Oct 2012	20 Nov 2012	17 Dec 2012	Publication date