

2012 2012 2012
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magazine	catalogue
	
	
conference	on-line

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ПЛАСТМУК



«Plastiks: plastics processing industry» magazine — international informative and analytical edition devoted to polymer technologies, raw materials, equipment, plastic products, polymer market. Readership of the magazine: investors, top managers, technologists of polymer companies, leading specialists of companies and laboratories dealing with polymer raw materials, manufacturing plastic products or corresponding equipment.



«Plastiks Catalogue» — polymer industry guide: raw materials, equipment, service. This is an annual edition which contains contact information of producers and suppliers of raw materials, equipment and service to markets of Russia and CIS countries.



Plastiks on-line (www.plastics.ru) — a leading specialized web-site of plastics industry in Russian and English. Here you can find daily polymer industry news, catalogue of companies and English version of «Plastiks» magazine, as well as the forum, the internet-shop, information about «SpecPlast+RePlast» conference, announcements of plastics industry fairs, sale, purchase, service and employment adverts.



«SpecPlast+RePlast» annual conference unites plastics processors, producers and suppliers of polymers, core and peripheral equipment in order to share experience and actual information concerning specialty plastics manufacturing and processing.

We take part in:

Composite-Expo, Interplastica, Khimia, Mosbuild, Plastics Industry Show, Rosmould, Rosplast, Rosupak (Russia); Plastex, PlastUkraina (Ukraine)

Muovi Plastics (Finland); Eurostampi (Italy); Euromold, Fakuma, InterPack, K (Germany); NPE (USA); Plast (Italy); PlastPol (Poland)

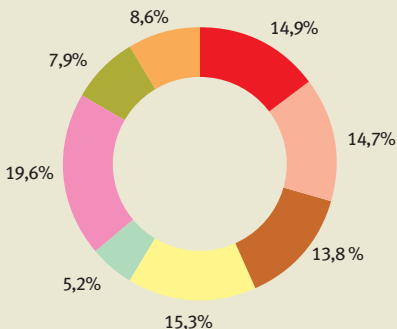
Chinaplas, Asiamold (China); IranPlast (Iran); Taipei Plas (Taiwan); Koplas (Korea); PlastEurazia (Turkey); IPF (Japan); Plastindia (India)

We work

with Albis, Ampacet, Aquafil Engineering, Assocomplast, Automatic Plastics Machinery, Bandera, BASF, Bayer MaterialScience, Borealis, Brueckner, Buhler, Clariant, Cybertech, Davis-Standard, DSM, DuPont, Engel, Erema, Evonik, Euroceras, Eurochiller, Gazprom, Grafe, gwk, Haitian International, Hasco, Heubach, Holland Colors, Hoffmann Mineral, Husky, Inoex, Koch, Krah, Krauss-Maffei, Kreyenborg, Kuka, Lanxess, LiondellBasell, Mann&Hummel, Milliken, Moretto, Negri Bossi, NGR, Netstal, Omipa, Piovan, Rapid, Repi, Romi Sandretto, Sabic Innovative Plastics, Sibur, Sica, Sikora, SMC, Starlinger, Staubli, Sumitomo (SHI)Demag, Tecmolde, Ticona, TMT, Wacker Chemie, Windmoeller&Hoelscher, Wittmann Battenfeld, Zambello, Zumbach, etc.

TARGET AUDIENCE: PLASTICS PROCESSORS

- Packaging producers
- Producers of profiles, pipes, sheets etc.
- Consumer goods producers
- Automotive parts producers
- Textile and non-woven producers
- Producers and suppliers of raw materials
- Equipment producers
- Other



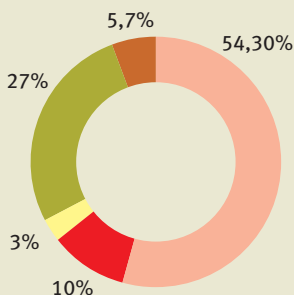
Date of foundation	2002
Country	Russia
Offices	Russia: Samara, Moscow Taiwan: Taipei Italy: Milan
Circulation	4000
Issues per year	11
Pages	No less than 72, full-colored

TOPICS OF «PLASTIKS» IN 2012

Issue	Key topic	Special topic	Deadline
Nº1-2 — January- February	Extrusion know-how	Composites	1.02.2012
Nº3 — March	IMMs: from hydraulic to electrical ones	Interplastica-2012 results	1.03.2012
Nº4 — April	Tooling and its components	Plastics in medicine and sports	1.04.2012
Nº5 — May	Packaging: raw materials and technologies	Pelletizing and compounding	1.05.2012
Nº6 — June	Prospective processing methods	PVC	1.06.2012
Nº7 — July	Flawless molding	Automotive plastics	1.07.2012
Nº8 — August	Peripheral equipment	Films and sheets	1.08.2012
Nº9 — September	New polymer grades	Blow molding	1.09.2012
Nº10 — October	Injection molding: trends	Pipes and profiles	1.10.2012
Nº11 — November	Fillers and additives	Recycling and ecology	1.11.2012
Nº12 — December	Meeting Interplastica-2013	Bio- and nanomaterials	1.12.2012

DISTRIBUTION OUTLINE

- Subscription
- Regional distribution offices
- Online shop at www.plastics.ru
- Thematic exhibitions, conferences, trade fairs
- Promotional campaigns: free magazines distribution among potential subscribers and partners



PRICES FOR PUBLISHING ADVERTISEMENT

Volume	Price, Euro	Size, mm	Design, Euro
1st cover (front cover)	4000	210 x 207	200
Flap cover	3750	416 x 288	
2nd cover	2200	210 x 288	
3rd cover	2000	210 x 288	
4th cover (back cover)	2200	210 x 288	
1st page		210 x 288	325
2nd cover + 1st page	4130	418 x 288	
Double page	2750	420 x 288	70
One page inside the magazine	1500	210 x 288	
1/2 page horizontally	980	175 x 131	
1/2 page vertically		85 x 250	
1/3 page horizontally	680	175 x 85	
1/3 page vertically		55 x 250	
1/4 page horizontally	490	175 x 64	
1/4 page vertically		85 x 131	
Full-color insert	4000	210 x 288	200

- Idea** Regular structured edition accumulating information about Russian and global polymer market players
- Structure** Sections: Materials, Equipment, Service. Catalogue contains analytical reviews, entries and advertisements
- Frequency** Once a year
- Distribution** Industrial trade fairs, subscription, online-shop
- Target distribution area** Russia & CIS countries
- On-line version** www.plastics.ru — Catalogue

PRICES FOR PUBLISHING ADVERTISEMENT

Volume	Price, Euro	Size, mm	Design, Euro
1st cover (front cover)	3600	145 x 165	195
Flap cover	3600	318 x 220	315
2nd cover	2100	160 x 220	195
3rd cover	1800	160 x 220	195
4th cover (back cover)	2250	160 x 220	195
1st page	2100	160 x 220	195
2nd cover + 1st page	2400	318 x 220	315
Section starting/ finishing page	1170	160 x 220	195
One page inside	1050	160 x 220	195
1/2 page horizontal	660	160 x 102	110
1/3 page horizontal	470	129 x 60	85
1/4 page horizontal	450	129 x 46	60
micro ad	150	45 x 55	—
Full-color insert	3000	160 x 220	195

PRICES FOR PUBLISHING ADDITIONAL ENTRIES (FIXED CATALOGUE FORMAT)

Amount of entries	Price, Euro
1	100
2	185
3	270
4	340
5	410
6	480
7	550
8	620
9	690
10	760
pecially marked text ad (brand colors, elements, etc.)	250

Services Daily news, Catalogue of companies, Classified, English version of «Plastiks» magazine

Audience 15000 visitors per month (over 700 visitors per day) and over 2700 news-alert subscribers - people searching for materials, equipment and services for plastics processing

Partners www.yandex.ru, www.google.ru

Yandex catalogue quotation index 750

Google Page Rank 5

Ranks among the first ten results for key words for plastics industry

BANNER ADVERTISING

WWW.PLASTICS.RU

Page	Position & Prices, Euro/month								
	468x60 top	468x60 center	468x60 bottom	170x110 top	170x110 center	170x110 bottom	170x50	234x60	850x90
Homepage *	260	200	75	150	130	100	50	130	—
News *	310	—	50	150	130	100	50	180	460
Trade Shows *	130	—	50	100	90	75	40	75	—
Classified *	130	—	50	100	90	75	40	—	200
Catalogue *	100	—	40	100	75	65	40	—	—
Magazine **	50	—	15	40	—	40	20	—	—
Shop **	50	—	15	40	40	40	20	—	—
Conference **	25	—	15	20	—	20	10	—	—

* — 1 months or more

** — 12 months or more

SPECIAL SERVICES

WWW.PLASTICS.RU

Services	Prices
Placement of an announce advertisement at the Homepage (top)	200 Euro/month
Placement of an announce advertisement at the Homepage (bottom)	200 Euro/month
Placement of a company's piece of news at the top of the news list	75 Euro/month
Yearlong news placement	400 Euro/year
Top announce advertisement in the news mailing	125 Euro/week
Bottom announce advertisement in the news mailing	90 Euro/week
Extended catalogue placement***	125 Euro
Placement in the "Internet resources about polymers" catalogue	free

*** — extended placement includes logo, up to 3 images and accompanying text

Placement in Classified section

Paid placement:

— Top position in Classified section (at the top of the page) 10 Euro for 10 days, prepayment for 20 days (20 Euro)

— Top position in a subsection 5 Euro for 10 days, prepayment for a month (15 Euro)





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