

# MediaKit

2022

**PLAST**VERARBEITER



**Hüthig**





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**1 Title:** PLASTVERARBEITER

### 2 Profile in brief:

PLASTVERARBEITER: The decision-maker magazine for efficient production and increased market opportunities in the plastics processing industry – practice-based information: well researched, easy to read and quick to implement. In these times of cost pressure and increasing globalization, PLASTVERARBEITER supports plastics processors in designing production in a cost and resource-efficient way as well as recognizing new market opportunities at an early stage. Innovative products and production strategies are also presented, as are concrete practice problems. The current trend reports from digital market surveys are conveyed by a high level of product transparency.

### 3 Target group:

Primarily specialists and managers at plastics processing companies (as well as brand managers). Additionally: Manufacturers of plastics processing machines,

tool and mold engineers as well as providers of raw materials and additives. 84% of recipients are involved in purchasing and investment decisions.

<b>4 Publication:</b>	9 x per year
<b>5 Magazine format:</b>	DIN A4
<b>6 Volume/year:</b>	Vol. 73/2022
<b>7 Purchase conditions and prices (including VAT):</b>	
domestic:	€ 177.62 + € 17.12 shipping costs = € 194.74
foreign:	€ 177.62 + € 34.24 shipping costs = € 211.86
single copy price:	€ 22.00 including VAT, not including shipping costs
<b>8 Organ:</b>	–
<b>9 Memberships/Participation:</b>	Deutsche Fachpresse, IVW
<b>10 Publishing company:</b>	Hüthig GmbH Managing Director: Moritz Warth Im Weiher 10, D-69121 Heidelberg +49 6221 489-207 www.plastverarbeiter.de sabine.wegmann@huethig.de
<b>11 Publisher</b>	–
<b>12 Advertisements:</b>	Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales Klaus-Dieter Block, Sales Manager Holger Wald, Sales Manager Alexandra Wojtanowska, Sales Manager
<b>13 Editor:</b>	Philip Bittermann, Editor-in-chief Dipl.-Ing. (FH) Simone Fischer, Editor Dominik Bechlarz, Editor

### Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

#### 14 Volume analysis

Total volume:  
12 issues in 2020  
952 pages = 100%

**78.57%**

Editorial content:  
748 pages



**21.43%**

Advertising content:  
204 pages

of which:  
36 ads by the publishing house itself

#### 15 Editorial content analysis

PLASTVERARBEITER 2020 = 748 pages

**0.1%**

Industry news (1 page)

**14.0%**

Business data / management (104.3 pages)

**16.9%**

Raw materials and additives (126.6 pages)

**43.3%**

Production and manufacturing technology / automation (324.1 pages)

**6.6%**

Tool and mold construction (50 pages)

**5.2%**

Product development / R&D (38.8 pages)

**5.7%**

Quality assurance (42.6 pages)

**6.3%**

Editorial, contents, further reading guide, publishing information (46.8 pages)

**1.9%**

Title page / inner section (14.0 pages)

**1 Advertising rates in € (formats – see p. 6):**

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	4,200.00	3,990.00	3,780.00	3,570.00	3,360.00
2/3 page	2,840.00	2,698.00	2,556.00	2,414.00	2,272.00
1/2 page	2,100.00	1,995.00	1,890.00	1,785.00	1,680.00
Junior page	2,430.00	2,308.50	2,187.00	2,065.50	1,944.00
1/3 page	1,480.00	1,406.00	1,332.00	1,258.00	1,184.00
1/4 page	1,100.00	1,045.00	990.00	935.00	880.00
1/8 page	570.00	541.50	513.00	484.50	456.00
Total rates for 2c advertisements	2c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	4,710.00	4,500.00	4,290.00	4,080.00	3,870.00
2/3 page	3,350.00	3,208.00	3,066.00	2,924.00	2,782.00
1/2 page	2,480.00	2,375.00	2,270.00	2,165.00	2,060.00
Junior page	2,810.00	2,688.50	2,567.00	2,445.50	2,324.00
1/3 page	1,860.00	1,786.00	1,712.00	1,638.00	1,564.00
1/4 page	1,360.00	1,305.00	1,250.00	1,195.00	1,140.00
1/8 page	830.00	801.50	773.00	744.50	716.00
Total rates for 4c advertisements	4c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	5,630.00	5,420.00	5,210.00	5,000.00	4,790.00
2/3 page	4,270.00	4,128.00	3,986.00	3,844.00	3,702.00
1/2 page	3,070.00	2,965.00	2,860.00	2,755.00	2,650.00
Junior page	3,400.00	3,278.50	3,157.00	3,035.50	2,914.00
1/3 page	2,450.00	2,376.00	2,302.00	2,228.00	2,154.00
1/4 page	1,690.00	1,635.00	1,580.00	1,525.00	1,470.00
1/8 page	1,160.00	1,131.50	1,103.00	1,074.50	1,046.00



## 2 Surcharges

### Preferential placements:

Inside front cover 4c.....	€ 6,200.–
Outside back cover 4c.....	€ 6,200.–
Binding placements.....	10 % surcharge on basic rate

Rates and conditions for cover placement on request.

### Color surcharges (not discountable):

	2-color	4-color
1/1 and 2/3 page	€ 510.–	1,430.–
1/2 and 1/3 page	€ 380.–	970.–
1/4 and 1/8 page	€ 260.–	590.–

Surcharges apply to Euroscale colors.....Special colors on request

### Format surcharges:

Bled-off and gutter-bleed advertisements.....10 % on basic rate

## 3 Discounts: for purchase within 12 months (always on basic rate).

### Requency discount rate:

3 x publication.....	3 %
6 x publication.....	5 %
9 x publication.....	10 %
12 x publication.....	15 %

### Quantity discount rate:

1.5 pages.....	3 %
3.0 pages.....	5 %
6.0 pages.....	10 %
9.0 pages.....	15 %
12.0 pages.....	20 %

## 4 Classified ads:

Vacancies ads per mm	(1-column, 41 mm wide)	€ 3.90
Job search ads per mm	(1-column, 41 mm wide)	€ 2.10
Wanted/for sale per mm	(1-column, 41 mm wide)	€ 3.90

## 5 Special advertising:

**Bound inserts:** must be delivered folded, untrimmed, without back stapling

Volume	Paper weight	Min. weight	up to 120 g/m <sup>2</sup>	up to 170 g/m <sup>2</sup>
2 pages		120 g/m <sup>2</sup>	€ 4,600.–	€ 4,830.–
4 pages		80 g/m <sup>2</sup>	€ 6,950.–	€ 7,230.–

## Loose inserts: (not subject to discount and only for total circulation)

Min. format 10.5 x 14.8 cm, min. weight per single sheet 150 g/m<sup>2</sup>

Max. paper format 20.5 x 29 cm

up to 25 g weight.....	€ 3,500.00
each additional 25 g weight.....	€ 1,750.00

### Postage per 1,000 inserts:

up to 25 g weight.....	€ 13.40
up to 30 g weight.....	€ 18.80
up to 35 g weight.....	€ 21.10
up to 40 g weight.....	€ 22.60

Delivery: Specimens to be supplied as of order placement, circulation up to 14 days prior to publication.

### Stick-on advertising media: (only for total circulation)

In conjunction with advertisement or bound insert.....	€ 870.00
plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m <sup>2</sup>	
– for machine processing.....	€ 588.00
– for manual processing.....	€ 1,265.00
Postage per 1,000.....	€ 5.10
Positioning on request	

### Delivery address, bound and loose inserts:

Vogel Druck und Medienservice GmbH, Leibnizstr. 5, D-67204 Höchberg (clearly marked: "for PLASTVERARBEITER, Issue No. ...")

## 6 Contact: see p. 28/29

## 7 Terms of payment:

Net within 30 days of invoice date,  
2 % discount in the case of advance payment or direct debit

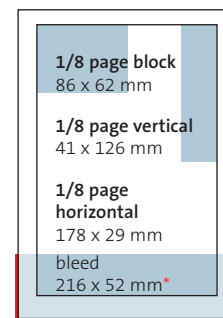
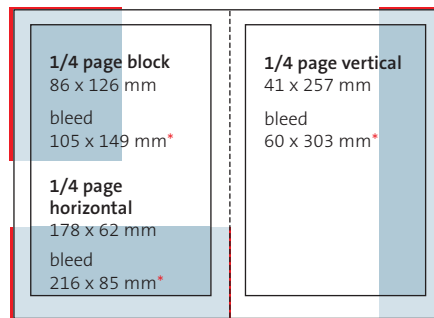
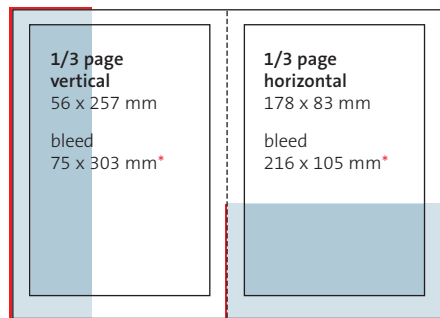
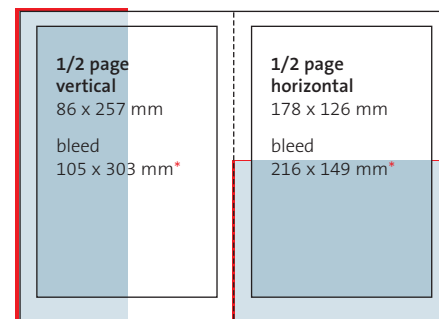
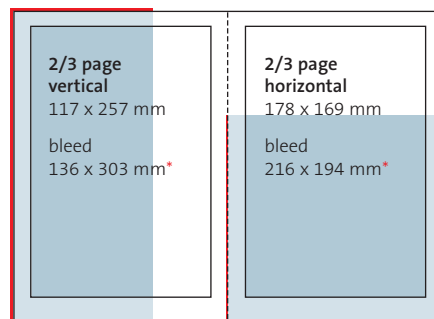
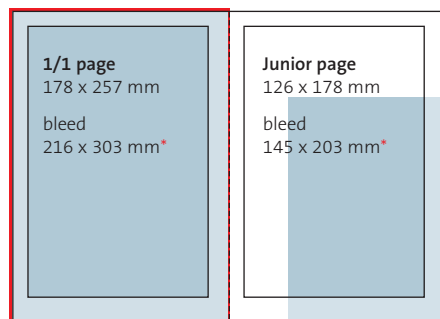
### Bank details:

HypoVereinsbank  
Account: 157 644 60  
Bank code: 700 202 70  
IBAN: DE66 7002 0270 0015 7644 60  
BIC: HYVEDEMMXXX

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.plastverarbeiter.de

— \*Bleed formats quoted include 3 mm trim allowances

Type area formats    Bleed formats



**Delivery of bound inserts:**  
Width: 210 mm  
+ 4 mm trim inside  
+ 3 mm trim outside  
Height: 297 mm  
+ 5 mm trim top  
+ 3 mm trim bottom

Magazine format: DIN A4, width 210 mm, height 297 mm



- 
- 1 Magazine format:** width 210 mm, height 297 mm, DIN A4  
**Type area:** width 178 mm, height 257 mm  
Number of columns: 4 columns, column width: 41 mm
- 
- 2 Printing process:** Rotary offset  
**Binding process:** Adhesive binding
- 
- 3 Data transfer:** [ckv-dispo@huethig.de](mailto:ckv-dispo@huethig.de)
- 
- 4 Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen, color model must always be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi. The format must have original dimensions plus trim allowance and bleed marks.
- 
- 5 Colors:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.
- 
- 6 Proof:** According to FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to standard, PSO\_LWC\_Improved\_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated\_v2\_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.
- 
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
- 
- 8 Warranty:**
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.
  2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).

3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

- 
- 9 Contact:** **Advertisement processing:**  
Michael Koch  
Tel.: +49 6221 489-303  
E-mail: [ckv-dispo@huethig.de](mailto:ckv-dispo@huethig.de)

## Market & Contact (supply source)

<b>Term:</b>	1 year = 9 issues
<b>Disposition:</b>	in each issue possible
<b>Conditions:</b>	The contract runs for 12 calendar months and continues until terminated. Termination of contract is possible up to a period of six weeks prior to the end of the contract term.
<b>Size:</b>	Single-column, 41 mm wide; Minimum height 10 mm (4 lines)
<b>Price per issue:</b>	Per mm height b/w € 3.80; color € 5.70
<b>The benefits for you:</b>	If you opt for a presence in Market & Contact, your company will be advertised for a 12-month period.
<b>Corrections:</b>	At any time before advertising deadline, cost per change € 50.–
<b>Combined offer with same duration:</b>	Online business directory: Plus entry: € 100.–/year Premium entry: € 250.–/year
The amount is calculated for one year in advance! In the case of arrangement by an advertising agency: 15% agent commission.	



in the magazine

and online



## MEDPLAST: A PLASTVERARBEITER special issue

Almost 50 percent of medical devices are made of plastic, and their share is rising significantly. Special issue MEDPLAST provides succinct and direct information to those making investment decisions on the trends dominating the market, where the greatest market opportunities lie, and what innovative products, technologies and strategies can be used to produce medical devices efficiently in terms of costs and resources, also in Germany.

Topics covered include the development, production and packaging of high-quality medical devices and plastic parts for medical use. The information is practical, thoroughly researched, easily readable and quick to apply.

<b>Circulation:</b>	12,500 copies
<b>Publication date:</b>	April 22, 2022
<b>Advertising deadline:</b>	March 25, 2022


### Price advantage:

The special issue is published in A4 format. Type area and ad formats as for PLASTVERARBEITER. As an advertiser in the trade journal PLASTVERARBEITER (in 2022), you will receive a discount of 5% on any ads you publish in MEDPLAST.

Advertisement formats	Advertising rates 4c (in Euro)
1/1 page	4,200.–
1/2 page	2,100.–
Junior page	2,420.–
1/3 page	1,540.–
1/4 page	1,100.–
1/8 page	600.–



Additional distribution at important industry events

Issue	1 / 2 January / February	3 March	4 April	5 May	6 June	7 / 8 July / August	9 September	10 October	11 / 12 Nov. / December
Publication date	Feb. 15, 2022	Mar. 11, 2022	Apr. 22, 2022	May 17, 2022	Jun. 14, 2022	Aug. 12, 2022	Sep. 13, 2022	Oct. 11, 2022	Dec. 16, 2022
Advertising deadline	Jan. 20, 2022	Feb. 14, 2022	Mar. 25, 2022	Apr. 21, 2022	May 17, 2022	Jul. 18, 2022	Aug. 8, 2022	Sep. 14, 2022	Nov. 21, 2022
Trade fairs / events	JEC World Mar. 8–10, 2022, Paris, France	International Colloquium Plastics Technology Mar. 16–17, 2022, Aachen	Medtec Live May 3–6, 2022, Nuremberg  Kuteno May 10–12, 2022, Rheda-Wiedenbrück  Rapid.Tech 3D May 16–18, 2022, Erfurt		Automatica Jun. 21–24, 2022, Munich		FachPack Sep. 27–29, 2022, Nuremberg  Medica Nov. 14–19, 2022, Düsseldorf	K Oct. 19–26, 2022, Düsseldorf  Formnext Nov. 15–18, 2022, Frankfurt	
Cover story	Composites in practical use	Plastics in automotive construction	Plastics in consumer products	Trends in tool and mold construction	Generative plastics processing	Plastics in packaging technology	Trends in the plastics industry	Digitalization in the plastics industry	The circular economy in the plastics industry
Market trends	Additive manufacturing / color batches			Robotics / automation					Crushing plants
Production and manufacturing technology / automation	Injection molding Robotics / handling Conveying, drying, mixing, dosing	Lightweighting Surface technology Thermoforming Joining technology	(Multi-component) injection molding Blow molding Extrusion Cleanroom technology	Joining technology Robotics / handling Injection molding	3D printing Rapid manufacturing Cleanroom technology Lightweighting	Injection molding Thermoforming (Film) extrusion Printing and labeling	 <p>The range of topics covered in the September and October issues covers the full spectrum of plastics processing, something that is also reflected in the editorial pre-event reporting. Besides new and tried-and-tested technologies and applications, plastics processors and trade fair visitors will get ideas for how to solve their everyday industrial problems and an early overview of the upcoming industry event.</p> <p>The editorial articles cover every stage in the value chain: product development, raw materials and additives, production technology and peripherals, tool and mold construction, and automation and quality assurance.</p>	Recycling / granulation / compounds Lightweighting Injection molding Conveying, drying, dosing, mixing	
Raw materials and additives	Composites Multi-component products Duroplastics	Thermoplastics Compounds Additive manufacturing / color and master batches	Bioplastics / sustainable materials Recyclates Particle foam	Compounds Elastomers Additive manufacturing / color and master batches	3D printed materials Bioplastics / sustainable materials	Bioplastics / sustainable materials Recyclates Particle foam		Bioplastics / sustainable materials Recyclates Duroplastics	
	Tools and molds	Tools and molds	Tools and molds	Tools and molds	Tools and molds	Tools and molds		Tools and molds	Tools and molds
	Quality assurance / measurement technology	Quality assurance / measurement technology	Quality assurance / measurement technology	Quality assurance / measurement technology	Quality assurance / measurement technology	Quality assurance / measurement technology		Quality assurance / measurement technology	Quality assurance / measurement technology
Special issues / special sections		including special section <b>CARPLAST</b>	including special issue (see p. 9) <b>MEDPLAST</b>			including special section <b>PACKPLAST</b>		Special issue (see p. 12) <b>PLAST MESSEGUIDE</b>	



## TRADE FAIR CONTACTS

The PLAST TRADE FAIR GUIDE will also be published for K 2022.

This much sought-after publication perfectly complements the specialist magazine PLASTVERARBEITER. In view of the high expectations of many trade fair visitors, the content of the special edition focuses exclusively on the industry event K 2022. The editorial team is aiming to achieve optimal product and exhibitor transparency with thematically well-structured information.

<b>Circulation:</b>	25,000 copies
<b>Publication date:</b>	October 11, 2022
<b>Advertising deadline:</b>	September 14, 2022
<b>Distribution:</b>	Plastic processing companies, trade fair visitors

The PLAST Trade Fair Guide will be published simultaneously with two issues: German and English

Advertising formats	Advertising rates 4c (in Euro)*
1/1 page	2,400.–
1/2 page	1,590.–
Junior page	1,420.–
1/3 page	995.–
1/4 page	820.–

\*Advertising rates apply to customers of the trade publication PLASTVERARBEITER that place an ad of the same size in the September and/or October issues of 2022. Introductory prices for other companies upon request.



Transparency

Trade Fair News

Contacts

Reacting quickly to change

## Mobility & Polymer Summit

The leading industry meeting for all polymer solutions  
in modern mobility

**November 29 - 30, 2022 in Munich,  
high-rise building of the Süddeutscher Verlag**

### Information on content and programme:

Philip Bittermann  
Editor in chief of KGK and PLASTVERARBEITER  
Tel.: +49 6221 489-213  
[philip.bittermann@huethig.de](mailto:philip.bittermann@huethig.de)

### Information on sponsoring and exhibition:

Klaus-Dieter Block  
Sales Manager  
Tel.: +49 6221 489-301  
[klaus-dieter.block@huethig.de](mailto:klaus-dieter.block@huethig.de)

An event of:



**PLASTVERARBEITER**



successful media for experts

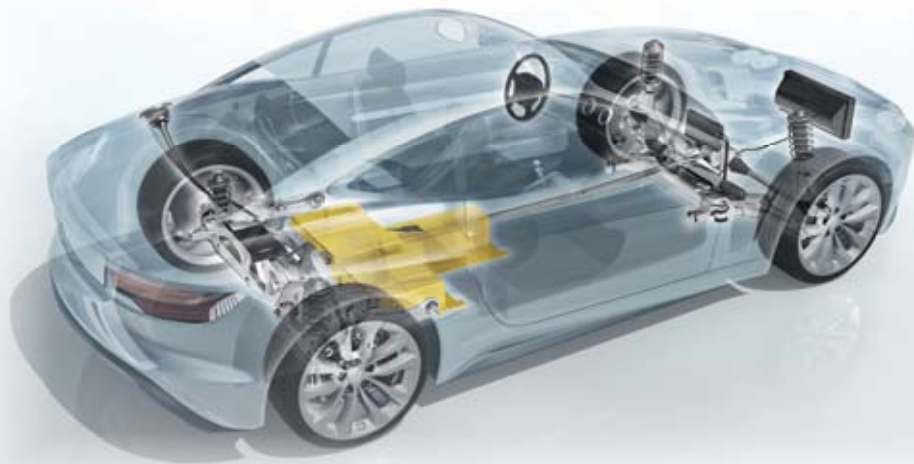


Image: Freudenberg Sealing Technologies



### 1 Circulation monitoring:



### 2 Circulation analysis:

Copies per issue on average for the period July 1, 2020 - June 30, 2021

<b>Print run:</b>	11,109		
<b>Number of copies actually distributed:</b>	10,816	including abroad:	1,445
<b>Copies sold:</b>	905	including abroad:	158
– Subscribed copies:	473	including association	
– Other sales:	432	member copies:	0
– Single copy sales:	0		
Paid content access privileges through subscription*:	478		
E-Paper*:	3.765		
<b>Free copies:</b>	9,911		
<b>Residual, archive and specimen copies:</b>	293		

### 3 Geographical distribution analysis:

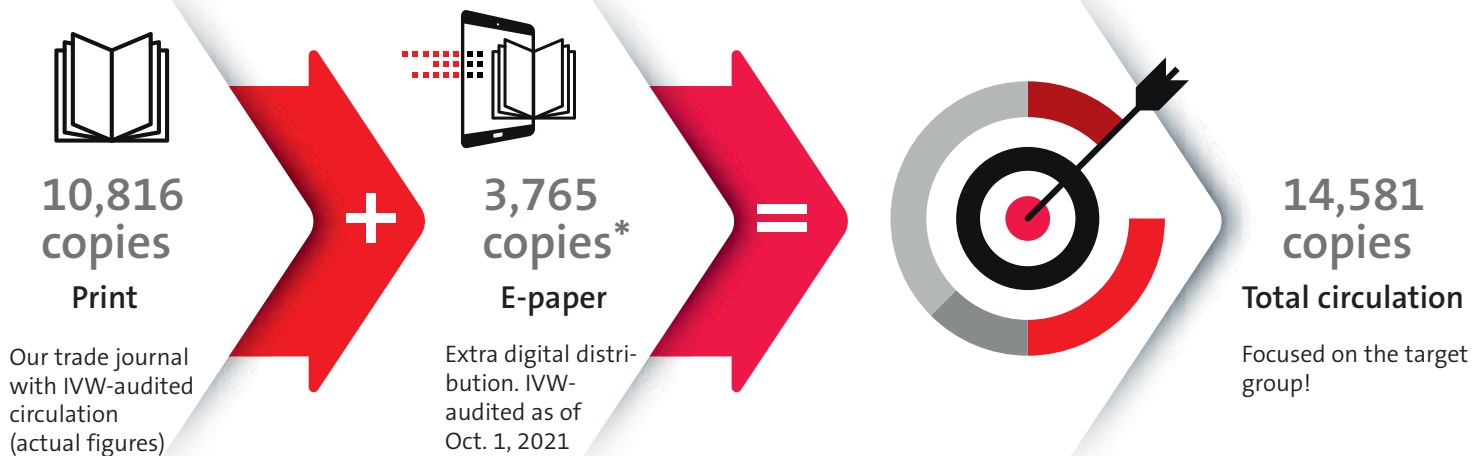
Economic region	Percentage of copies actually distributed	
	%	copies
Germany	86.6	9,371
Abroad	13.4	1,445
<b>Copies actually distributed</b>	<b>100.0</b>	<b>10,816</b>

Breakdown of foreign circulation*	Percentage of copies actually distributed	
	%	copies
Austria/Switzerland	70.0	1,011
Other countries	30.0	434
<b>Copies actually distributed</b>	<b>100.0</b>	<b>1,445</b>

\* Publisher's statement

## Our coverage to secure your successful communication

Industry experts get their information in various different ways, now more so than ever. Reach your target group – via both analog and digital channels.



\*Based on information from the publishing house, planned from 2nd half 2021 onward



## 1.1 Sectors / industries

WZ 2008 Code	Recipient groups (according to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	recipients
20	<b>Chemical industry</b> Plastics, raw materials production Production of auxiliary materials and chemicals	7.4	796
22	<b>Manufacture of rubber and plastic goods/users of plastics</b> Vehicle construction Construction sector Mechanical engineering Packaging industry Furniture/furnishing Precision mechanics and optics Toys and jewelry	68.8	7,443
28	<b>Mechanical engineering</b> Plastics processing machines Molds and tool construction Other mechanical engineering	9.9	1,068
46.12	<b>Trade with technical chemicals</b>	7.3	786
71.12	<b>Services for companies</b> Construction and engineering agencies	3.9	426
72/85	<b>Research, development, training</b>	2.7	297
	<b>Other</b>	0.0	0
<b>Copies actually distributed</b>		<b>100.0</b>	<b>10,816</b>

The detailed description of the survey method can be found on page 17



## 1.2 Size of business unit:

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	38.2	4,129
50 - 199 employees	35.2	3,811
200 - 499 employees	15.8	1,706
500 and more employees	10.8	1,170
No details	0.0	0
<b>Copies actually distributed</b>	<b>100.0</b>	<b>10,816</b>

## 2.1 Job feature: field of activity (multiple responses)

	Percentage of copies actually distributed	
	%	recipients
Company management, technical management	42.2	4,565
Research, development and design	28.0	3,033
Materials management / purchasing / logistics (e.g. sales, organization, marketing)	17.5	1,891
Marketing / sales	5.4	584
Other sectors	6.9	743
Other*	0.0	0
<b>Copies actually distributed</b>	<b>100.0</b>	<b>10,816</b>

## 2.1 Job feature: position in company

	Percentage of copies actually distributed	
	%	recipients
Members of management, boards of directors, supervisory boards	30.5	3,297
Departmental, divisional, project managers	25.9	2,801
Specialists	28.0	3,030
Assistants, juniors, trainees, private individuals	15.6	1,688
Other*	0.0	0
<b>Copies actually distributed</b>	<b>100.0</b>	<b>10,816</b>

\* portion of circulation not analyzed, e.g. trade fair and congress copies etc.

The detailed description of the survey method can be found on page 17





Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.plastverarbeiter.de

**Distribution and recipient structure analysis (AMF scheme 2 and 3-E)  
Total survey through file evaluation according to IVW-EDA guidelines**

**Description of the survey method for the distribution and recipient structure analysis (AMF scheme 2, fig. 3 and AMF scheme 3-E, fig. 1.1 to 2.1)**

**1. Survey method:**

Recipient structure analysis through file evaluation – total survey according to IVW-EDA guidelines

**2. Description of recipients at the time of data collection:**

**2.1 File characteristics:**

The recipient file contains the addresses of all recipients. Based on the postal information available, the file can be sorted by postcodes or recipients in Germany and abroad. The file also contains: The sector, company size category and job characteristics.

**2.2 Total number of recipients in the file:** 16,537

**2.3 Total number of alternating recipients:** 15,354  
(change after every second issue)

**2.4 Structure of the recipients of an average issue based on types of sales:**

– Paid circulation	905
of which: subscribed copies	473
retail sales	0
other sales	432
– paid content access privileges through subscription*	478
– E-Paper*	3,765
– Free copies	9,911
of which: permanent free copies	278
alternating free copies	9,340
advertising copies	293
Copies actually distributed	10,816
→ of which in Germany	9,371
→ of which abroad	1,445

**3. Description of survey:**

**3.1 Basic population (surveyed share):**

Basic population (copies actually distributed)	10,816	=	100.0 %
Of which not recorded in the survey:			
→ other (trade fair, event copies, book shops, retail sales etc.)	293	=	2.7 %
The survey represents of the basic population	10,523	=	97.3 %

**3.2 Date of file evaluation:** August 2, 2021

**3.3 Description of database:**

For the allocation of the recipients to the sector, company size and job characteristics categories, the data is constantly kept up to date in our address and customer system and always reflects the latest market trends thanks to minor updates.

**3.4 Target person of the survey:**  
The personal recipients at institutions entered in the file.

**3.5 Definition of reader:** n/a

**3.6 Survey period:** from July 2020 to June 2021

**3.7 Implementation of the survey:** Publisher

This survey complies with the latest version of the ZAW framework scheme for advertising analysis in terms of design, implementation and reporting.

## plastverarbeiter.de

- 1 Website (URL):** www.plastverarbeiter.de
- 2 Profile in brief:**  
Extensive internet provision in B2B communication for specialists and executives working in the plastics processing industry. Daily news, product and company database, market overviews, background reports, job market and topic-specific weekly newsletter with an average of about 4,000 subscribers.
- 3 Target group:**  
Professionals and executives in the plastics processing industry. Providers of raw materials and additives. Manufacturers of machines, equipment and tools for the plastics industry, as well as service providers in the sector.
- 4 Publishing company:** Hüthig GmbH
- 5 Editorial contact:**  
Philip Bittermann, Editor-in-Chief  
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Michael Koch, Tel.: +49 6221 489-303, E-mail: ckv-dispo@huethig.de  
File type: jpg, gif, png, HTML5, File size: max. 50 KB

## 8 External ad server used:

Google Ad Manager from Google

## Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns.

Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared.

N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL.

Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

### Facts

#### Traffic

- 48.850 visits/month<sup>1</sup>
- 70.953 page impressions/month<sup>1</sup>
- 3.922 newsletter subscribers<sup>2</sup>
- 4.719 Xing-Follower<sup>3</sup>

#### Content

- Technical articles
- Market surveys
- Product reports
- News
- Editorials
- Videos

plastverarbeiter.de  
is IVW certified

<sup>1</sup> Source: IVW, as of 03/2021, <sup>2</sup> Source: Emarsys, as of 07/2021, <sup>3</sup> Source: XING, as of 07/2021

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week	Price in Euro per week in trade fair months*
	Billboard	RoS unter Header	Desktop, Tablet	940x250	1,100.–	1,210.–
	Halfpage	RoS (sticky)	Desktop	300x600	620.–	685.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	580.–	640.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	880.–	970.–
	Skyscraper left	RoS	Desktop	160x600	530.–	585.–
	Leaderboard Premium	Post, under teaser image	Desktop, Tablet	728x90	685.–	755.–
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop, Tablet	728x90	625.–	690.–
	Medium Rectangle Premium	RoS	Desktop, Mobile/Tablet	300x250	975.–	1,075.–
	Medium Rectangle Basic	RoS	Desktop, Mobile/Tablet	300x250	880.–	970.–
	Baseboard	RoS (sticky)	Desktop	960x90	600.–	660.–
	Partner-Site-Button	RoS	Desktop	300x120	490.–	540.–

# PLASTVERARBEITER

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.plastverarbeiter.de

21

Website  
BusinessDIRECTory

## Business Directory

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery	✓	✓
Company profile	✓	✓
Specific contact partners	✓	✓
Link to sales offices or branches	✓	✓
Additional informations as a link or file	✓	✓
Embedding company videos	✓	✓
Embedding whitepapers	✓	✓
Price/year	€ 325,-	€ 520,-

All prices in Euros without applicable value added tax

The screenshot displays the website interface for 'PLASTVERARBEITER Firmenverzeichnis'. At the top, there are navigation links for 'Anbieter werden', 'Anmelden', and 'Media'. The main header includes the company name 'PLASTVERARBEITER' and a search bar. Below the header, contact information is provided: 'Kontakt/Adresse' (Im Weiher 10, 69121 Heidelberg), phone numbers (+49 06 6221 489-207 and +49 06 6221 489-481), and social media icons for LinkedIn, Facebook, Twitter, and X. The 'Über PLASTVERARBEITER' section describes the company as a leading provider of plastic processing solutions since 1925, offering a wide range of services from production to marketing. The 'Produktgruppen' section lists 'Literatur: allgemein'. The 'Produkt- und Dienstleistungsbeschreibung' section details the company's focus on providing cost-effective and innovative plastic processing solutions. The 'Anspruchspartner' section features a profile for Sabine Wignmann, with a photo and contact information (Anzeigenleitung, E-Mail: sabine.wignmann@huthig.de). The footer includes the text 'Impressum - Datenschutzerklärung'.

## Content placement

Content placement is an article posted on [plastverarbeiter.de](http://plastverarbeiter.de) that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or topic page of [plastverarbeiter.de](http://plastverarbeiter.de) and an integration in the editorial newsletter, which ensures increased traffic on your article.

You can freely choose the text and images of your content.

**The frequency of this form of advertising is strictly limited!**

**Format:** HTML content page, delivery of content as a Word document.  
Maximum of 5 images in png or jpg format.

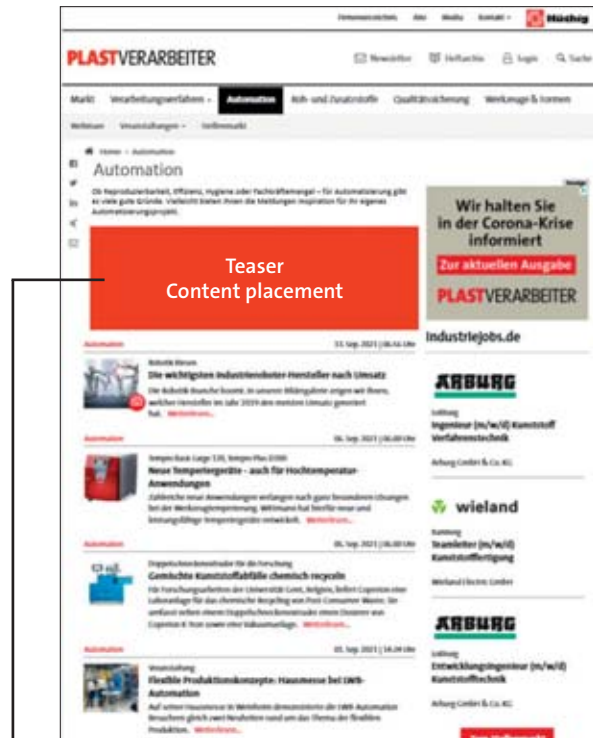
**Price:** € 950,- regular / € 1.045,-\*

All prices in Euros without applicable value added tax.

### You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: A maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

\* Price increase before trade fairs (August, September, October)

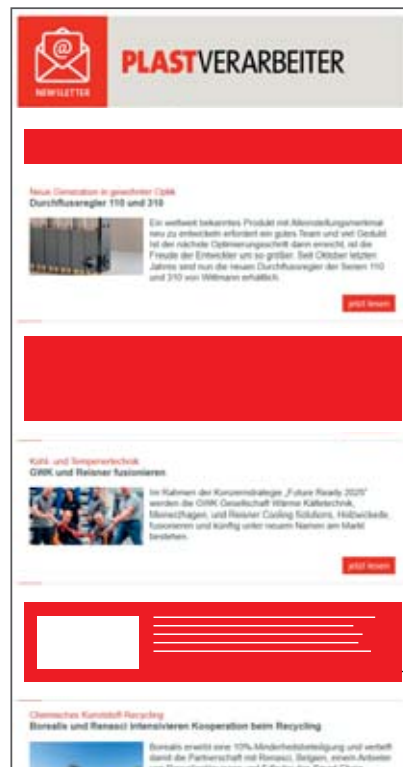


Example: Teaser for a Sponsored Post on the homepage

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel.: +49 6221 489-207, Internet: www.plastverarbeiter.de

- Name:** plastverarbeiter.de-Newsletter
- Profile in brief:**  
Every Tuesday, the newsletter is sent to about 4,000 subscribers<sup>1</sup>. In addition to up-to-the-minute news, the newsletter presents selected technical articles and new products in defined categories.
- Target group:**  
Specialists and executives working in the plastics industry.
- Publication:** weekly
- Editorial contact:**  
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E-Mail: philip.bittermann@huethig.de
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- Data delivery:**  
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<sup>1</sup> as of 6/2021



## Exclusive Ad

**Format:** 650 x 60 pixels

**Price:** € 640,-/€ 705,-<sup>2</sup>  
/issue

**File type:** gif<sup>3</sup>, jpg, png

## Content Ad

**Format:** 650 x 150 pixels

**Price:** € 525,-/€ 580,-<sup>2</sup>  
/issue

**File type:** gif<sup>3</sup>, jpg, png

## Text Ad (image + text)

**Image:** 190 x 100 pixels

**Text:** max. 330 characters

**Price:** € 525,-/€ 580,-<sup>2</sup>  
/issue

**File type:** gif<sup>3</sup>, jpg, png

<sup>2</sup> Price increase before trade fairs (August, September, October)

<sup>3</sup> **Note:** Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros without applicable value added tax

## Standalone Newsletter!

You can send a “standalone newsletter” to all registered subscribers with us. The newsletter is mailed in the name of your company and has 100% customer content. The standalone newsletter can link to further information on your corporate website or to a customer integration within plastverarbeiter.de.

The frequency of the standalone newsletter is strictly limited. With this form of advertising we enable you to directly address the newsletter subscribers from the target group of PLASTVERARBEITER and to introduce new products or services.

- Option 1 – based on our building-block template
- Option 2 – based on your HTML

Prices include newsletter creation and one round of amendments

Price on request

## New: Engage Plus

Send a second standalone newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request

live e-symposium  
business | innovation | virtual experience  
22 – 24 June 2021

Willkommen zum virtuellen Symposium von ENGEL.

Wir bringen die Welt des Spritzgießens zu Ihnen. Zum ersten Mal findet das traditionelle ENGEL Symposium virtuell statt, und dennoch steht der persönliche und direkte Austausch mit unseren Kunden und Partnern, im Mittelpunkt der Veranstaltung.

Alle Programmpunkte und Vorträge werden im Zuge dieses globalen Events an die individuellen Anforderungen der einzelnen Länder und Regionen angepasst und in insgesamt sieben Sprachen angeboten.

Was erwartet Sie beim ENGEL e-symposium?

**Keynote-Vorträge und Business Talks im Live-Stream**

Welche Möglichkeiten ergeben sich aus der Digitalisierung? Welche innovativen Technologien haben das Potenzial, die Wettbewerbsfähigkeit zu stärken? Ist Nachhaltigkeit mehr als nur ein Hype? Diese Fragen und vieles mehr werden unsere Experten während dem ENGEL live e-symposium beantworten.

## Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

### Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company
- You bring about a positive change in your image, right through to being viewed as an expert
- You become established as an opinion maker
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information
- You increase your range and gain far greater visibility
- You benefit from protecting and boosting sales figures and your bottom line for the long-term



### We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

### Interested? For a customized quote, contact:



Sabine Wegmann  
Tel.: +49 6221 489-207  
[sabine.wegmann@huethig.de](mailto:sabine.wegmann@huethig.de)

## The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

### The benefits of the webinar package at a glance

- **Comprehensive promotional package**  
We plug your webinar, thereby generating your leads
- **New contacts**  
Get to know new potential customers that are interested in your product.  
You receive all information about the registered participants for commercial use at your company
- **Expert implementation**  
You provide the speaker; our experienced team will take care of moderation and technical implementation
- **Image boost**  
Modern companies use modern media formats
- **Cost and time savings**  
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**  
You share video, audio and files with the participants
- **Direct contact**  
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**  
Results of surveys, the interest rate and the average attendance duration of the participants
- **Recording of webinars**  
We put the recording of the webinar on our website as an on-demand webcast

### Your webinar services:

- Advertisement of your webinar on the website with logo, test and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports
- On-demand webcast following live event on website with reproduction and text

### Interested?

For a customized quote, contact:



Sabine Wegmann  
Tel.: +49 6221 489-207  
sabine.wegmann@huetthig.de





## The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

### With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise
- you provide readers with added value by addressing a highly specific problem for your target group, for example
- you create trust and credibility by avoiding a sales pitch of any kind
- **you generate new B2B leads for your company**

### Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.



Interested? For a customized quote, contact:



Sabine Wegmann  
Tel.: +49 6221 489-207  
[sabine.wegmann@huetthig.de](mailto:sabine.wegmann@huetthig.de)

## Audience Targeting

Reach B2B users in the Google display network.

### Your benefit:

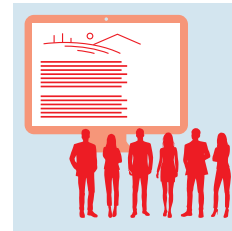
- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

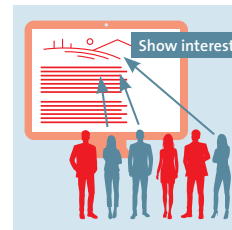
**Minimum order:** 50,000 ad impressions

**Price:** 65.– EUR (CPT)

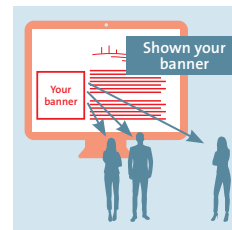
We will be happy to check whether the reach your desire is achievable.



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the thematic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.

# Your contacts in Germany and abroad

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## GTCBs

Our general Terms and Conditions are viewable here: [www.huethig.de/agb](http://www.huethig.de/agb)



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