

MEDIA KIT 2021



PRINT + ONLINE

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successful media for experts

Media Group  Süddeutscher Verlag





Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.plastverarbeiter.de

- 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.
- 4 Publication:** 9 x per year
- 5 Magazine format:** DIN A4
- 6 Volume/year:** Vol. 72/2021
- 7 Purchase conditions and prices (including VAT):**
 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
- 8 Organ:** –
- 9 Memberships/Participation:** Deutsche Fachpresse, IVW
- 10 Publishing company:** Hüthig GmbH
 Managing Director: Moritz Warth
 Address: Im Weiher 10, D-69121 Heidelberg
 Tel.: +49 6221 489-207
 Fax: +49 6221 489-490
 Internet: www.plastverarbeiter.de
 E-mail: sabine.wegmann@huethig.de

- 11 Publisher:** –
- 12 Advertisements:** Sabine Wegmann, Head of Sales
 Klaus-Dieter Block, Sales Manager
 Holger Wald, Sales Manager
 Alexandra Wojtanowska, Sales Manager
- 13 Editor:** Philip Bittermann Editor-in-Chief
 Dipl.-Ing. (FH) Simone Fischer, Editor
 Dominik Bechlarz, Editor
- 14 Volume analysis:** 2019 = 12 issues
- | | | | |
|-----------------------------------------|-------------|---|---------|
| Total volume: | 1,025 pages | = | 100.0 % |
| Editorial section: | 769 pages | = | 75.0 % |
| Advertisement section: | 256 pages | = | 25.0 % |
| including job vacancies/classifieds ads | 2 pages | = | 0.8 % |
| Publisher's own advertisements | 58 pages | = | 22.6 % |
| Bound inserts | 4 pages | = | 1.6 % |
| Supplements: | 3 | | |
- 15 Analysis of editorial content:** 2018 = 769 pages
- | | | | |
|-----------------------------------------------------|------------------|---|----------------|
| Branch and sector news | 33 pages | = | 4.3 % |
| Business data/management | 117 pages | = | 15.2 % |
| Raw materials and additives | 102 pages | = | 13.3 % |
| Production and manufacturing technology, automation | 316 pages | = | 41.1 % |
| Tool and mold construction | 74 pages | = | 9.6 % |
| Product development/R&D | 28 pages | = | 3.6 % |
| Quality assurance | 45 pages | = | 5.9 % |
| Editorial, contents, literature, guide, imprint | 41 pages | = | 5.3 % |
| Cover/inside cover | 13 pages | = | 1.7 % |
| | 769 pages | = | 100.0 % |

1 Advertising rates in € (formats – see p. 5):

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



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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 colorsSpecial colors on request

Format surcharges:

Bled-off and gutter-bleed advertisements10 % 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
Box number fee		€ 16.00

5 Special advertising:

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

Volume	Paper weight	Min. weight	up to 120 g/m ²	up to 170 g/m ²
2 pages		120 g/m ²	€ 4,600.-	€ 4,830.-
4 pages		80 g/m ²	€ 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/m²

Max. paper format 20.5 x 29 cm

up to 25 g weight	€ 3,500.-
each additional 25 g weight.....	€ 1,750.-

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.-
plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m ²	
– for machine processing	€ 588.-
– for manual processing	€ 1,265.-
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: "für PLASTVERARBEITER, Heft Nr. ...")

6 Contact: see p. 15b

7 Terms of payment:

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

Bank details:

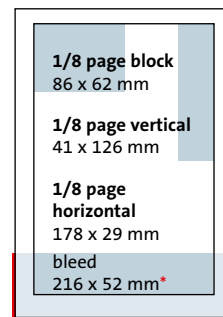
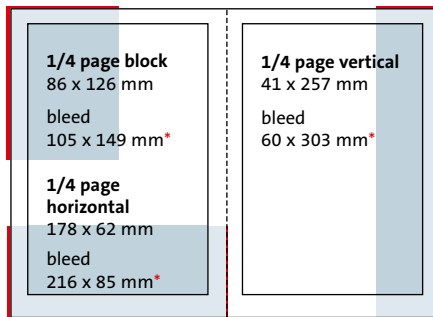
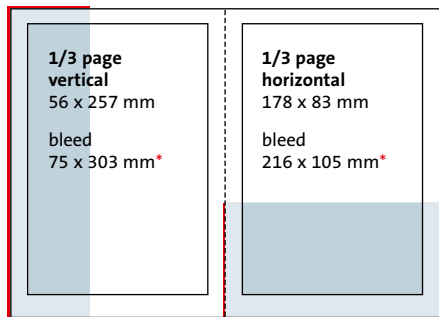
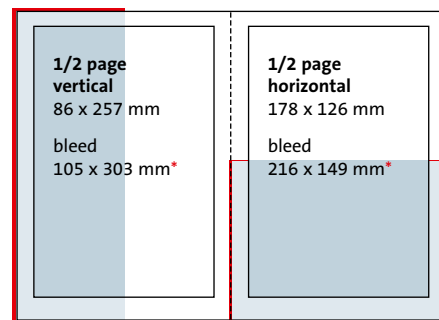
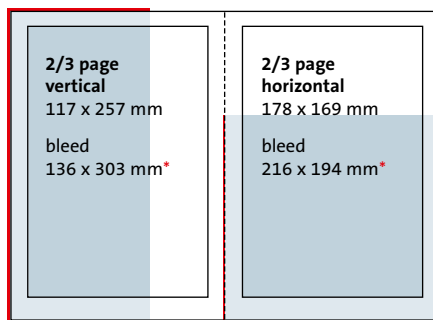
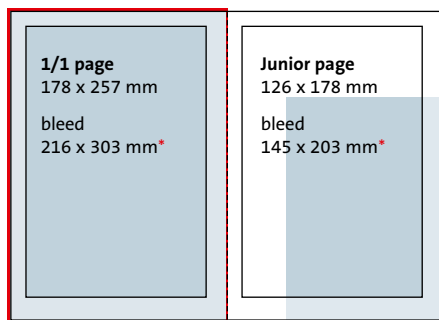
HypoVereinsbank
Account: 157 644 60
Bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMMXXX



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— *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



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-
- 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:** pv-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:**
Martina Probst
Phone: +49 6221 489-248
Fax: +49 6221 489-310
E-mail: martina.probst@huethig.de

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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.

Circulation: 12,500 copies

Publication date: May 28, 2021

Advertising deadline: April 29, 2021

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 2021), 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

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TRADE FAIR CONTACTS

The PLAST TRADE FAIR GUIDE will also be published for Fakuma 2021.

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 Fakuma 2020. The editorial team is aiming to achieve optimal product and exhibitor transparency with thematically well-structured information.

Circulation:	18,000 copies
Publication date:	October 7, 2021
Advertising deadline:	September 10, 2021

Advertising formats	Advertising rates 4c (in Euro)*
1/1 page	€ 2,200.–
1/2 page	€ 1,300.–
Junior page	€ 1,450.–
1/3 page	€ 900.–
1/4 page	€ 700.–

*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 2021. Introductory prices for other companies upon request.



Transparency

Trade Fair News

Contacts



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1 Circulation monitoring:



2 Circulation analysis:

Copies per issue
on average for the period
July 1, 2019 - June 30, 2020

Print run: 12,750

Number of copies actually distributed: 12,357 including abroad: 1,803

Copies sold: 933 including abroad: 167
 – Subscribed copies: 527 including association member copies: 0
 – Paid content access privileges through subscription*: 531
 – Other sales: 406
 – Single copy sales: 0

Free copies: 11,424

Residual, archive and specimen copies: 393

3 Geographical distribution analysis:

Economic region	Percentage of copies actually distributed	
	%	copies
Germany	85.4	10,554
Abroad	14.6	1,803
Copies actually distributed	100.0	12,357

Breakdown of foreign circulation*	Percentage of copies actually distributed	
	%	copies
Austria/Switzerland	65.5	1,181
Other countries	34.5	622
Copies actually distributed	100.0	1,803

* Publisher's statement



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1.1 Sectors / industries

WZ 2008 Code	Recipient groups (according to industrial sector classification, WZ 2008)	Proportion of readers calculated	
		%	recipients
20	Chemical industry Plastics, raw materials production Production of auxiliary materials and chemicals	6.0	741
22	Manufacture of rubber and plastic goods/users of plastics Vehicle construction Construction sector Mechanical engineering Packaging industry Furniture/furnishing Precision mechanics and optics Toys and jewelry	70.0	8,650
28	Mechanical engineering Plastics processing machines Molds and tool construction Other mechanical engineering	13.0	1,606
46.12	Trade with technical chemicals	4.0	494
71.12	Services for companies Construction and engineering agencies	4.0	494
72/85	Research, development, training	2.0	247
	Other	0.0	0
	Rounding difference	1.0	125
Copies actually distributed		100.0	12,357

The detailed description of the survey method can be found on page 12



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1.2 Size of business unit:

	Proportion of readers calculated	
	%	recipients
1 - 49 employees	34.0	4,201
50 - 199 employees	38.0	4,696
200 - 499 employees	17.0	2,101
500 and more employees	10.0	1,236
No details	2.0	247
Rounding difference	-1.0	-124
Copies actually distributed	100.0	12,357

2.1 Job feature: field of activity (multiple responses)

	Proportion of readers calculated	
	%	recipients
Company management	37.0	4,572
Research and development	44.0	5,437
Design	33.0	4,078
Work preparation	39.0	4,819
Manufacturing / production	48.0	5,931
Quality assurance	43.0	5,313
Materials management / purchasing / logistics	42.0	5,190
Marketing / sales	37.0	4,572
No details	3.0	371
Copies actually distributed		12,357

2.1 Job feature: position in company

	Proportion of readers calculated	
	%	recipients
Management function	77.0	9,515
– Owners, CEOs, authorized representatives	31.0	3,831
– Head of department, technical manager, operational manager, production manager	44.0	5,437
– Head of sales	2.0	247
Technical staff	15.0	1,854
Commercial staff	6.0	741
Other position	1.0	124
Position unknown	0.0	0
Rounding difference	1.0	123
Copies actually distributed	100.0	12,357

The detailed description of the survey method can be found on page 12

Summary of survey method

1. Method:

Reader-structure analysis through telephone survey -
sample survey

2. Basic population:

Basic population (recipients of the issues 11-2014, 12-2014 and/or 1-2015):	17,684		
average no. of copies actually distributed:	12,300	=	100.0 %
Not included in the survey:	326	=	1.8 %

3. Sample survey:

Net 254 interviews, quota sample, 14% were used

4. Target person of the survey:

The main reader at the institution was surveyed

5. Survey period:

The telephone survey was carried out between Mar. 5 and Apr. 14, 2015

6. Survey conducted by:

teleResearch GmbH, Mannheim

In its design, implementation and reporting, this survey conforms to the current version of the ZAW framework scheme for advertising media analyses

The detailed description of the survey method can be requested for inspection from the publisher.

Contact: Sabine Wegmann, e-mail: sabine.wegmann@huethig.de

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Market & Contact (supply source)

Term:	12 calendar months
Disposition:	Monthly
Conditions:	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.
Size:	Single-column, 41 mm wide; Minimum height 10 mm (4 lines)
Price per issue:	Per mm height b/w € 3.80; color € 5.70
Corrections:	Up until the advertising deadline for each issue
Advertising deadline:	See publication schedule

Increase your presence in the market: combine print and online!

As a supply source advertiser you receive an additional inexpensive “Plus Entry” at www.plastverarbeiter.de on request. What is a “Plus Entry”? You can enter the following in the database of our online portal: your company address **plus** telephone and fax number **plus** link to your homepage **plus** logo **plus** free text on your product program. Price: as a supply source advertiser you only pay € 100.– per year.

MARKT UND KONTAKT

ROH- UND HALBSTOFFE
KUNSTSTOFF-VERARBEITUNG, DRUCKTECHNIK
KUNSTSTOFF- UND KAUTSCHUKPRODUKTE
MASCHINEN WERKZEUGE, ZUBEHÖR
MESS- UND PRÜFTECHNIK, QUALITÄTSSICHERUNG
BETRIEBSTECHNIK
BECHTELN
FISCHTECHNIK
ANSTRICHTE

MASCHINEN, WERKZEUGE, ZUBEHÖR
SCHNECKEN- U. ZWILINGER
Ausschlag-Schnecken, Produkt 10-16
D 69269 Heidelberg
Tel. 0 62 21 41-20 (10 Lin.)
Fax 0 62 21 41-20 99 99
www.huehig.com / www.huehig.com
Bismarck-Str. 10 • 69121 Heidelberg

SPRITZGIESS- WERKZEUGE
Karl-Ed. Müller
Steinweg- und Formmaschinen & Co. KG
Löhner-Str. 48 • 69121 Heidelberg

SCHNEIDMÜHLEN
Ausschlag-Schneidmühlensysteme
im Antriebs- u. Hohl-Zustand
Tel. 06221 41-20 (10 Lin.)
www.huehig.com

DRUCK- u. ZERSTÖRUNGS- MASCHINEN
Druck- u. Zerstörungs-Maschinen
Tel. 06221 41-20 (10 Lin.)
www.huehig.com

TEMPERIERGERÄTE
HTF Geräte, D-GERÄT-Heizung
Tel. 06221 41-20 (10 Lin.)
www.huehig.com

GETECHA
Werkzeuge für alle Arten von
Antriebs- u. Hohl-Zustand
Tel. 06221 41-20 (10 Lin.)
www.huehig.com

TROCKNUNGSANLAGEN
Hüthig-Wagner Prozess-Systeme
Hallerstraße 1, 74634 Brackenheim
Tel. +49 7143 2301-4
www.huehig.com


ULTRASCHALL- SCHWEISSMASCHINEN
Herrmann
Herrmann-Industrie- und Service GmbH
& Co. KG • 74634 Brackenheim
Tel. +49 7143 2301-4
www.herrmann-industrie.com

VIBRATIONS- SCHWEISSMASCHINEN
KTM-Gruppe GmbH, Wöhring 8
Tel. 01 20 20 20 20, Fax 0 1 20 20 20 20

WÄRMEBEHANDLUNG
KODO O. Wärmehaube GmbH
Tel. 06221 41-20 (10 Lin.)

WÄRMEIMPULS- SCHWEISSGERÄTE
HSC & HSC-Systeme GmbH
Tel. 06221 41-20 (10 Lin.)
www.hsc.com

WÄRMESCHUTZPLATTEN
Brennwert- u. Wärmehaube GmbH & Co. KG
Tel. 06221 41-20 (10 Lin.)
www.brennwert.com

Issue	1/2 January / February	3 March	4 April	5 May	6 June	7/8 July / August	9 September	10 October	11/12 November / December
Date of publication	Feb. 16, 2021	Mar. 16, 2021	Apr. 27, 2021	May 28, 2021	June 30, 2021	Aug. 12, 2021	Sept. 15, 2021	Oct. 7, 2021	Dec. 8, 2021
Advertising deadline	Jan. 20, 2021	Feb. 17, 2021	Mar. 29, 2021	Apr. 29, 2021	June 2, 2021	July 16, 2021	Aug. 19, 2021	Sept. 10, 2021	Nov. 11, 2021
Trade fairs/ Events	JEC World, Mar. 9–11, 2021, Paris, France Interpack, Feb. 25–Mar. 3, 2021, Duesseldorf	PIAE, Mar. 17–18, 2021, Mannheim KPA Kunststoff Produkte, Mar. 23–24, 2021, Ulm Chinaplas, Apr. 13–16, 2021, Shenzhen, China Medtec Live, Apr. 20–22, 2021, Nuremberg	T4M-Expo, May 4–6, 2021, Stuttgart Kuteno, May 4–6, 2021, Rheda-Wiedenbrück NPE, May 17–21, 2021, Orlando, USA PLAST, May 4–7, 2021, Milan, Italy	Moulding Expo, June 8–11, 2021, Stuttgart Polymer Tec June 9–11, 2021, Merseburg Biopolymer – Processing & Molding June 15–16, 2021, Halle			Fakuma 2021 previews Fachpack, Sept. 28–30, 2021, Nuremberg Compounding World Expo, Oct. 7–8, 2021, Essen	Fakuma 2021, Oct. 12–16, 2021, Friedrichshafen Medica, Nov. 15–18, 2021, Duesseldorf Formnext, Nov. 16–19, 2021, Frankfurt	
Cover story	Plastics in the packaging industry	Plastics in vehicle construction	Plastics in consumer products	Trends in toolmaking and mouldmaking	Generative plastics processing	Circular economy and recycling	Automation and robotics	Digitalisation in plastics processing	Fakuma 2021 – Innovations, products, statements
Market trends		Trend report MES systems	Trend report Temperature control units	Trend report Granulator systems	Trend report Additives/colour batches	Trend report Hot runner systems	Trend report Refrigeration technology		Trend report Robotics/handling
Production and manufacturing technology/ automation	Injection moulding Sheet extrusion Printing/marketing Thermoforming Clean room Robotics/handling Feeding/drying/ metering/mixing	Injection moulding Connection technology Production cells PUR technology Presses Thermoforming Lightweight construction Surface technology Coating	Multi-component injection moulding Extrusion Blow-moulding Micro injection moulding Feeding/drying/ metering/mixing Additive production	Injection moulding Rapid manufacturing Crushing plants Recycling/granulating/ compounding Surface technology Laser technology Robotics/handling/gripper Connection technology	Extrusion Thermoforming Injection moulding Micro injection moulding Blow-moulding Robotics/handling/gripper Clean room Additive production	Sheet extrusion Thermoforming Printing/marketing Injection moulding (2C) Connection technology Clean room Conveyor technology Coating	 <p>The range of topics covered in the September and October issues includes all aspects of plastics processing. This is also reflected in the editorial pre-event reporting. In addition to new and proven techniques and applications, plastics processors and trade fair visitors will also receive information on approaches to solving their daily industrial problems as well as an early preview of the upcoming industry event.</p> <p>The articles will cover all topics of the value-added chain. Product development, raw materials and additives, production technology and peripherals, toolmaking and mouldmaking as well as automation and quality assurance.</p>	Extrusion Injection moulding Additive production Connection technology Surface technology Feeding/drying/ metering/mixing Blow-moulding Crushing plants	
Raw materials and additives	Innovative PET, PP, TPE, PUR packaging Bioplastics Additives, colour and master batches Compounds	Technical plastics Composites Additives/colour batches TPE, PUR Multi-component products	Elastomers Thermoplastics Additives PUR Compounds Flame retardants	Thermoplastics Duroplastics Elastomers Compounds Multi-component products	Thermoplastics Technical plastics Composites Bioplastics Additives/colour batches Filaments	Thermoplastics Recycled materials Duroplastics Additives/colour batches Elastomers Bioplastics		Technical plastics Filaments Composites Additives/colour batches Flame retardants TPE, PUR	
Tools and moulds	Standard parts Hot runner systems Tool changing systems Tool cleaning Laser sintering	Hot runner systems Temperature control units Mouldmaking 5-axis machining Eroding Sensor systems	Toolmaking/mouldmaking Hot runner systems Temperature control units Rapid tooling Tool cleaning standard parts	Toolmaking Standard parts 5-axis machining Sensor systems Cutting/separating Hot runner systems	Standard parts Hot runner systems Temperature control units Mouldmaking HSC processing	Mouldmaking Sensor systems Hot runner systems Tool changing systems Cutting/separating		Hot runner systems Temperature control units Toolmaking/mouldmaking HSC processing Standard parts Rapid tooling	
Quality assurance/ measuring technology	Measuring/testing Image processing Software solutions (ERP, MES, BDE, PPS, CAQ, SCM)	3D measuring technology Colour and gloss measuring, software solutions (ERP, MES, BDE, PPS, CAQ, SCM)	Image processing Rheological processes CT processes QA strategies	3D measuring technology Colour and gloss measuring Sensor systems	Measuring/testing Image processing QA strategies	Measuring/testing Quality assurance Certification Image processing		3D measuring technology Software solutions (ERP, MES, BDE, PPS, CAQ, SCM) Colour and gloss measuring Image processing	
Product development	Rapid manufacturing Mould flow simulation	Light construction simulation Vehicle design	Mould flow simulation Reverse engineering	PLM systems Simulation Rapid prototyping	Rapid manufacturing Mould flow simulation Design systems	Design systems PLM/CAD/CAM systems		Reverse engineering Rapid prototyping CAD/CAM simulation	
Special issues/ special sections	incl. special section PACKPLAST	incl. special section CARPLAST		Special issue (see p. 7) MEDPLAST			Special issue (see p. 8) PLAST MESSEGUIDE		

Subject to changes.

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General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

§ 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

§ 2 Offer, Conclusion of Contract

1. Advertising order as used in the General Terms and Conditions below shall mean a contract on the publication of one or several ads, third-party supplements or other advertising materials of an advertising company or other commercial advertiser in any advertising media (print/digital) for the purpose of distribution.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's due discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press or Advertising Council in a complaints procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

§ 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand), files which belong together must be sent or saved in a common directory (folder). In the event that the customer digitally transmits advertisements, the customer shall, at the same time, supply a color proof and proof protocol and measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete files containing computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unusable or damaged copy. Copy shall only be returned to the customer if specifically requested. Failing this, it shall become the property of the publisher. The obligation to store all documents which are sent expires three months after publication of the respective order.

3. Costs for the production of ordered copy, films or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be obtained, the publisher shall instead send confirmation that the advertising material has been published and distributed.

6. The design and labeling of advertorial styled advertising material must be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertorial materials as advertisements if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail (even if the said replies have been sent by express or registered mail). Notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the publisher's requirements.

9. Orders may only be canceled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties in relation to the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission paid by the publisher is calculated based on the net charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be made on their own expense. In the event that advertising agencies place orders, in the event of a price increase, the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

§ 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to complete if the publisher has notified the customer in writing at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year ("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast order volume, the excess discount granted will be subsequently invoiced to the customer.

4. Unless otherwise agreed, following receipt of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Benefit is has been shortened to four days. The publishing house shall have the right to assign their claims against the client to third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared due and payable. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to defer delivery on a current contract until payment is made, as well as require advance payment. In case of reasonable doubt concerning the customer's ability to pay, the publisher shall be authorized, including during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. All prices exclude statutory VAT amounts on the day the invoice is issued.

6. The publisher shall be authorized to subject to VAT on invoices issued without VAT. The publisher is entitled to charge VAT retroactively should the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was undereached by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such timely manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

§ 5 Warranty for Defects

1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.

2. In the event the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.

3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced with a defect – despite the customer's complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is given a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

§ 6 Liability, Force Majeure

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breach of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence on the part of the publisher, to the extent that the purpose of the advertising material has been adversely affected. In the event that the claims for damages arise from a warranty of quality, in the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in the event said damages were caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or if claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health. To the extent that the publisher's liability is excluded, this shall also apply to the personal liability of its employees, representatives, bodies and vicarious agents. The publisher shall be liable for a period of 12 months after the point in time at which the customer became aware or should have become aware of the circumstances substantiating the claim.

2. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order; no claims for damages shall arise from this.

§ 7 Concession of Rights

The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for duplication, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without geographical restriction and confer authorization for placement by all known technical methods and in all known forms of advertising media.

§ 8 Data Protection

Data processing shall be carried out in accordance with the applicable regulations of the Federal Data Protection Act and the European General Data Protection Regulation. Hütting GmbH shall collect, process and use the customer's personal data. Further information on data processing and data protection can be found in the data protection policy of Hütting GmbH at <https://www.huetting.de/datenschutz>

§ 9 Out-of-court Online Dispute Resolution

The European Commission has set up a platform for online dispute resolution. You can reach this at: <http://ec.europa.eu/consumers/odr/>. Consumers can use the platform to resolve their disputes. We are neither willing nor obligated to participate in a dispute resolution procedure before a dispute resolution body unless there is a legal obligation to participate.

§ 10 Place of Performance, Place of Jurisdiction, Reimbursement of Costs

1. The law of the Federal Republic of Germany applies, excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is the publisher's registered office. The place of jurisdiction for lawsuits against merchants, legal persons under public law or special funds under public law shall be the publisher's registered office.

2. The client shall bear charges, costs and expenses arising in connection with any legal prosecution conducted against them outside of Germany.

Status as of: August 2020

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-207, Fax +49 6221 489-490, Internet: www.plastverarbeiter.de

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 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.
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Traffic

- 58,979 visits/month¹
- 77,457 page impressions/month¹
- 4,079 newsletter subscribers²
- 4,595 XING follower³

Content

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

¹ Source: IVW, as of 03/2020

² Source: Emarsys, as of 05/2020

³ Source: XING, as of 07/2020

1 Rates and Ad Formats

Portal:

Ad Format	Format	Bookable Channels	Playout	Prices in Euros per week
Leaderboard (Premium)	728 x 90 pixels	Homepage & articles / RoS in combination with Fullsize Banner possible	Desktop	685.–
Leaderboard (Basic)	728 x 90 pixels	Homepage & articles / RoS in combination with Fullsize Banner possible	Desktop	625.–
Billboard Ad	800 x 250 pixels	Total rotation	Desktop	1,100.–
Sticky-Sitebar	200 x 600 pixels	Total rotation	Desktop	580.–
Skyscraper	160 x 600 pixels	Total rotation	Desktop	530.–
Content Ad (Premium)	300 x 250 pixels	Total rotation	Desktop, Mobile	975.–
Content Ad (Basic)	300 x 250 pixels	Total rotation	Desktop, Mobile	880.–
Halfpage Ad	300 x 600 pixels	Total rotation	Desktop	620.–
Wallpaper	728 x 90 and max. 160 x 900 pixels	Total rotation	Desktop	880.–
Baseboard Ad	940 x 250 pixels, 960 x 90 pixels	Total rotation	Desktop	600.–
Partner-Site-Button	300 x 120 pixels	Total rotation	Desktop, Mobile	490.–
Sponsored Post	Text + max. 5 images	1 week integration on homepage + archiving for at least 1 year		950.–

Newsletter:

Ad Format	Format	Bookable Channels	Prices in Euros per issue
Newsletter / Exclusive Ad	650 x 60 pixels		640.–
Newsletter / Content Ad	650 x 150 pixels		525.–
Newsletter / Text Ad	Image: max. 190 x 100 pixels Text: max. 330 characters		525.–
Newsletter / Sponsoring		Exclusive booking, any 2 positions	1,105.–

Business Directory:

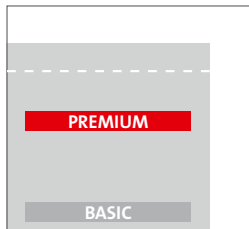
Ad Format	Bookable Channels	Prices in Euros
Company entry / Standard	Business directory	free
Company entry / Plus	Business directory	325.– per year
Company entry / Premium	Business directory	520.– per year

All prices in Euros without applicable value added tax.

1 Banner formats

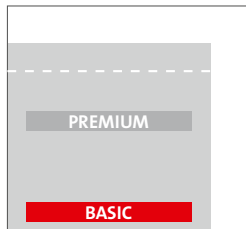
You can book a wide variety of banner formats on chemietechnik.de. The choice is yours.

The banner sizes are always displayed within the total rotation, with a maximum of one additional advertising partner in this placement. Your campaign will be billed at the weekly fixed-price rate.



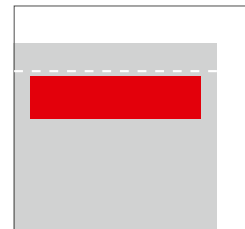
Leaderboard (Premium)

Format: 728 x 90 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 685.–



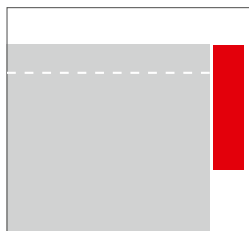
Leaderboard (Basic)

Format: 728 x 90 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 625.–



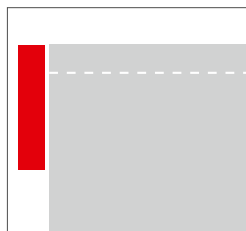
Billboard Ad

Format: 800 x 250 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week € 1,100.–



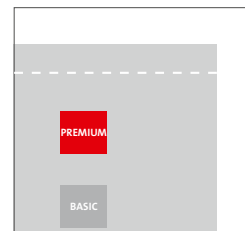
Sticky-Sitebar

Format: 200 x 600 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 580.–



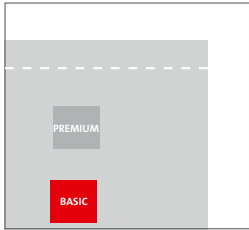
Skyscraper

Format: 160 x 600 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 530.–



Content Ad (Premium)

Format: 300 x 250 pixels
File type: jpg, gif, png,
HTML5
File size: max. 50 KB
Price/week: € 975.–



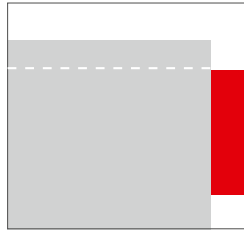
Content Ad (Basic)

Format: 300 x 250 pixels

File type: jpg, gif, png,
HTML5

File size: max. 50 KB

Price/week: € 880.–



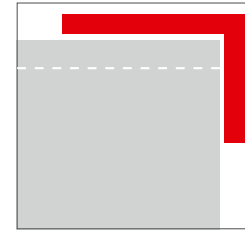
Halfpage Ad

Format: 300 x 600 pixels

File type: jpg, gif, png,
HTML5

File size: max. 50 KB

Price/week: € 620.–



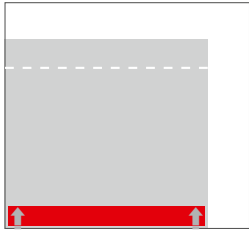
Wallpaper

Format: 728 x 90 pixels
and max. 160 x 900 pixels

File type: jpg, gif, png,
HTML5

File size: max. 50 KB

Price/week: € 880.–



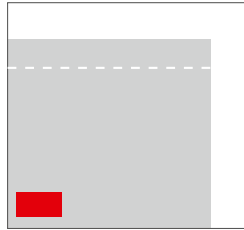
Baseboard Ad

Format: 940 x 250 pixels,
960 x 90 pixels

File type: jpg, gif, png,
HTML5

File size: max. 50 KB

Price/week: € 600.–



Partner-Site-Button

Format: 300 x 120 pixels

File type: jpg, gif, png,
HTML5

File size: max. 50 KB

Price/week: € 490.–

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Sponsored Post

A Sponsored Post is an article posted on plastverarbeiter.de that consists of your individual content and is labelled as such. Your article is included in the subject 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 of plastverarbeiter.de where it will be listed in the third spot for one week (with a grey background), which will route additional traffic to your article.

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

**The booking frequency of this form of advertising is strictly limited:
A maximum of one Sponsored Post a week is published.**

As an option, a Panorama View can also be booked with a Sponsored Post. The Sponsored Post is also shown for 1 week in the top-article box on the homepage.

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

Price: € 950.– (Sponsored Post)
plus on request € 500.– (Panorama View)

What we need from you:

- Meaningful keywords relating to your topic
- Clear allocation to a channel/sub-channel
- Descriptive heading
- Short, brief subheading (to supplement the heading)
- Teaser (2 short sentences to attract attention; about 300 characters)
- Text incl. links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL of company website
- Company logo: at least 150 pixels wide (jpg, png)
- Optional: Max. 5 images (jpg, png, gif)
- Optional: Video (link to Youtube/Vimeo)
- Panorama image (620 x 240 pixels)

All prices in Euros without applicable value added tax.

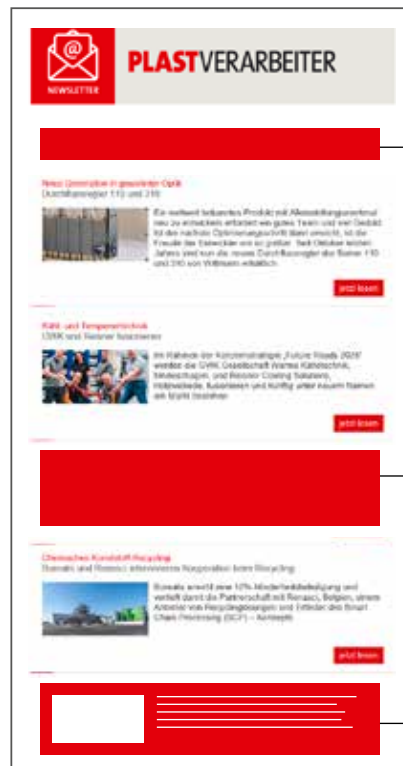


Example: Teaser for a Sponsored Post on the homepage



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- Name:** plastverarbeiter.de-Newsletter
- Profile in brief:**
Every Tuesday and Friday, the newsletter is sent to over 4,000 subscribers¹. 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:** twice weekly
- Editorial contact:**
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Editor-in-Chief
Tel.: +49 6221 489-213
E-mail: philip.bittermann@huethig.de
- Contact – online advertising:**
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Head of Sales
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- Data delivery:**
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Tel.: +49 6221 489-248
E-mail: online-dispo@huethig.de



Exclusive Ad

Format: 650 x 60 pixels
Price: € 640.–/issue
File type: gif², jpg, png

Content Ad

Format: 650 x 150 pixels
Price: € 525.–/issue
File type: gif², jpg, png

Text Ad (image + text)

Image: 190 x 100 pixels
Text: max. 330 characters
Price: € 525.–/issue
File type: gif², jpg, png

² 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

¹ as of 5/2020

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Contacts via BusinessDIRETory:

The business database on plastverarbeiter.de ideally complements traditional advertising formats. Over 25,000 companies are already registered in the BusinessDIRETory. Your company information, contact details and logos are also linked with your articles, news, product reports and events. Take advantage of additional contacts on the vertical information level.

	Standard	Plus	Premium
Display of your company profile with relevant search results.	✓	✓	✓
E-mail contact	✓	✓	✓
Address data	✓	✓	✓
Independent management of product program, product groups and social media channels		✓	✓
Telephone and fax numbers		✓	✓
Link to homepage		✓	✓
Company logo		✓	✓
Profile image		✓	✓
Online statistics		✓	✓
Highlighting in search results		✓	✓
Company logo in relevant market overviews		✓	✓
Image gallery		✓	✓
Company profile		✓	✓
Specific contact partners		✓	✓
Links to sales office or branches		✓	✓
Additional information as a file		✓	✓
Include company videos		✓	✓
Include whitepapers		✓	✓
Price/year	Free	€ 325.–	€ 520.–



All prices in Euros without applicable value added tax

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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
Phone: +49 6221 489-207
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:



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sabine.wegmann@huethig.de



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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:



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