

# MediaKit

2022

# KGK

KAUSCHUK GUMMI KUNSTSTOFFE



**Hüthig**



**Inhalt:**

Magazine Profile	2/3
Rates	4/5
Formats	6/7
Schedule and Topic Plan	8/9
Market & Contact	10
Mobility & Polymere Summit	11
Circulation and Distribution Analysis	12
Recipient Structure Analysis	13
Summary of Survey Method	14
Adress rental	15
Online Advertising	16-23
Contact	24-25

**1 Title:** KGK Kautschuk Gummi Kunststoffe

**2 Profile in brief:**

KGK Kautschuk Gummi Kunststoffe is the only bilingual trade and technical magazine in the world focusing on development, processing and applications in the caoutchouc, rubber and plastics industry. It is a unique publication: writers from all over the world contribute expertise and latest findings to the editorial program. The editorial concept is characterized by expert articles covering topics and trends in structure determination, material composition, recycling, quality management and practice-oriented product reports on raw and auxiliary materials and additives, new machines and tools.

KGK Kautschuk Gummi Kunststoffe is the official organ of the Deutsche Kautschuk Gesellschaft e.V. (DKG) (the German Rubber Society) and the DIN-Normenausschuss Elastomer-Technik (NET) (DIN Standards Committee for Elastomer Technology)

**3 Target group:**

Primarily decision-makers at companies active in the areas of caoutchouc, rubber and TPE processing. Additionally: manufacturers of caoutchouc processing machines, tool and die making as well as suppliers of raw materials and additives.

**4 Publication:** 6 x per year

**5 Magazine format:** DIN A4

**6 Volume/year:** Vol. 75/2022

**7 Purchase conditions and prices (including VAT):**

domestic	€ 308.16 + € 12.84 shipping costs = € 321.00
foreign	€ 308.16 + € 25.68 shipping costs = € 333.84
Single copy price	€ 55.64 including VAT, not including shipping costs

**8 Organ:** Deutsche Kautschuk-Gesellschaft e.V. (the German Rubber Society)  
Technical Standards Committee of the German Caoutchouc Industry im German Committee of Standards

**9 Memberships:** Deutsche Fachpresse, IVW

**10 Publishing company:** Hüthig GmbH  
Managing Director: Moritz Warth  
Im Weiher 10, D-69121 Heidelberg  
+49 6221 489-230  
http://www.kgk-rubberpoint.de  
E-mail: klaus-dieter.block@huethig.de

**11 Publisher:** Prof. Dr. Ulrich Giese, DIK, Hanover

**12 Advertisements:** Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales  
Klaus-Dieter Block, Sales Manager

**13 Editors:** Philip Bittermann, Editor-in-Chief  
Dipl.-Ing. (FH) Simone Fischer, Dominik Bechlarz

### 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:  
9 issues in 2020  
604 pages = 100%

**84.76%**

Editorial content:  
512 pages



Advertising content:  
92 pages

of which:  
35 ads by the publishing house itself

#### 15 Editorial content analysis

KGK Kautschuk Gummi Kunststoff 2020 = 512 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	2,500.00	2,375.00	2,250.00	2,125.00	2,000.00
2/3 page	1,700.00	1,615.00	1,530.00	1,445.00	1,360.00
1/2 page	1,260.00	1,197.00	1,134.00	1,071.00	1,008.00
Junior page	1,450.00	1,377.50	1,305.00	1,232.50	1,160.00
1/3 page	890.00	845.50	801.00	756.50	712.00
1/4 page	670.00	636.50	603.00	569.50	536.00
1/8 page	380.00	361.00	342.00	323.00	304.00
Total rates for 2c advertisements	2c rate	5% discount	10% discount	15% discount	20% discount
1/1 page	2,960.00	2,835.00	2,710.00	2,585.00	2,460.00
2/3 page	2,160.00	2,075.00	1,990.00	1,905.00	1,820.00
1/2 page	1,640.00	1,577.00	1,514.00	1,451.00	1,388.00
Junior page	1,830.00	1,757.50	1,685.00	1,612.50	1,540.00
1/3 page	1,270.00	1,225.50	1,181.00	1,136.50	1,092.00
1/4 page	930.00	896.50	863.00	829.50	796.00
1/8 page	640.00	621.00	602.00	583.00	564.00
Total rates for 4c advertisements	4c rate	5% discount	10% discount	15% discount	20% discount
1/1 page	3,570.00	3,445.00	3,320.00	3,195.00	3,070.00
2/3 page	2,770.00	2,685.00	2,600.00	2,515.00	2,430.00
1/2 page	2,230.00	2,167.00	2,104.00	2,041.00	1,978.00
Junior page	2,420.00	2,347.50	2,275.00	2,202.50	2,130.00
1/3 page	1,860.00	1,815.50	1,771.00	1,726.50	1,682.00
1/4 page	1,260.00	1,226.50	1,193.00	1,159.50	1,126.00
1/8 page	970.00	951.00	932.00	913.00	894.00



## 2 Surcharges

### Preferential placements:

Inside front cover 4c	€ 3,940.–
Outside back cover 4c	€ 3,940.–
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	€ 460.–	1,070.–
1/2 and smaller	€ 380.–	970.–
1/4 and smaller	€ 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)

### Frequency 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)	€ 2.60
Job search ads per mm	(1-column, 41 mm wide)	€ 1.70
Wanted/for sale per mm	(1-column, 41 mm wide)	€ 2.60

## 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>	€ 2,860.–	€ 3,020.–
4 pages		80 g/m <sup>2</sup>	€ 4,290.–	€ 4,520.–

## 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 x 28 cm

up to 25 g weight	€ 1,040.–
each additional 25 g weight	€ 520.–

### 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

plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m<sup>2</sup>

– for machine processing

– for manual processing

Postage per 1,000:

Positioning on request

### Delivery address, bound and loose inserts:

QUBUS media GmbH, Beckstr. 10, D-30457 Hannover

(clearly marked: "für KGK, Heft Nr. ...")

6 Contact: see p. 24/25

## 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

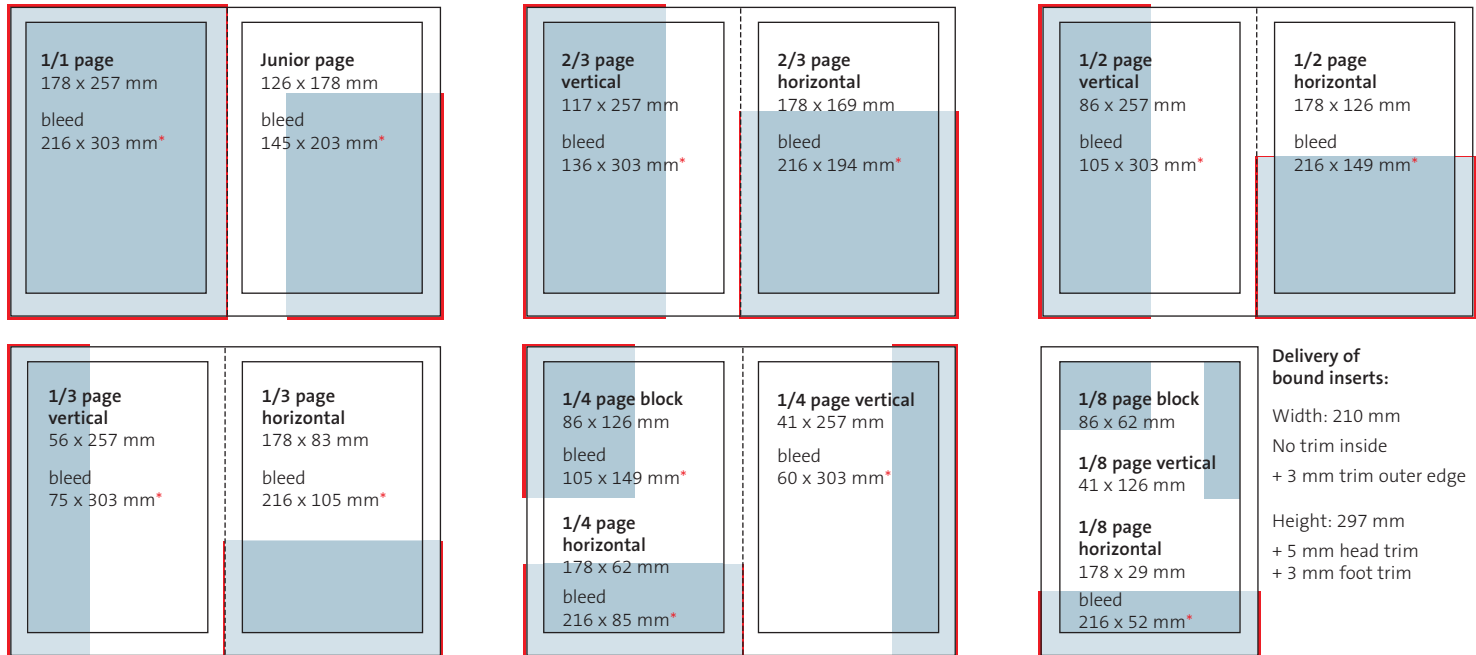
Account: 157 644 60, Bank code: 700 202 70

IBAN: DE66 7002 0270 0015 7644 60

BIC: HYVEDEMMXXX

— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats   ■ Bleed formats



**Delivery of bound inserts:**  
 Width: 210 mm  
 No trim inside  
 + 3 mm trim outer edge  
 Height: 297 mm  
 + 5 mm head trim  
 + 3 mm foot trim

- |                            |   |
|----------------------------|---|
| <b>1 Magazine format:</b>  | width 210 mm, height 297 mm, DIN A4   |
| <b>Type area:</b>          | width 178 mm, height 257 mm<br>Number of columns: 4 columns, column width: 41 mm  |
| <b>2 Printing process:</b> | Sheet-fed offset  |
| <b>Binding process:</b>    | Back stitching  |
| <b>3 Data transfer:</b>    | ckv-dispo@huethig.de  |
| <b>4 Data formats:</b>     | 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. |
| <b>5 Colors:</b>           | 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.   |
| <b>6 Proof:</b>            | 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.   |
| <b>7 Data archiving:</b>   | Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.   |
| <b>8 Warranty:</b>         | <ol style="list-style-type: none"> <li>1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.</li> <li>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).</li> </ol>                     |

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

Issues KGK	1 February	2 April	3 June	4 August	5 October	6 December
Publication date	Feb. 25, 2022	Apr. 20, 2022	Jun. 15, 2022	Aug. 30, 2022	Oct. 14, 2022	Dec. 6, 2022
Advertising deadline	Jan. 31, 2022	Mar. 23, 2022	May 18, 2022	Aug. 3, 2022	Sep. 16, 2022	Nov. 10, 2022
Trade fairs / events	Tire Technology Expo Apr. 5–7, 2022, Hanover	Medtec Live May 3–6, 2022, Nuremberg  Control May 3–6, Stuttgart  Plast' May 4–7, 2022, Milan, Italy	DKT IRC 2021, Jun. 27–30, 2022, Nuremberg	IZB Oct. 11–13, 2022, Wolfsburg	K Oct. 19–26, 2022, Düsseldorf  Formnext Nov. 15–18, 2022, Frankfurt	
<b>International focus: Market trends, events, company strategies, association news</b>						
<b>Specialist articles and reports</b>	Raw materials, mechanical and process engineering for tire production  Rubbers and elastomers in automotive construction  Rubber, additives, fillers, and auxiliary materials  Extrusion, pressing  Injection molding	Elastomers and silicones in medtech  Quality assurance  Pre-event report on DKT IRC 2021  Maintenance  PUR, TPE, silicone	<b>Issue to mark DKT IRC 2021 containing a lot of exclusive content from the areas of raw materials, processing, and quality assurance</b>  <i>KGK is the official publication of the German Rubber Society</i>	New mobility: rubber and elastomers in new mobility solutions  Post-event report on DKT IRC 2021  Sustainability, recycling	Products and innovations at K 2022  Digitalization of production  Injection molding, extrusion  Automation technology, robotics, and handling  PUR, TPE, silicone	Tool technology and optimization  Simulation and calculation  Trends from K 2022
<b>Raw materials, additives</b> The specialist fields are covered by the editorial content in each issue of <i>KGK</i> in 2022	<b>User-focused reports and selected scientific papers by international authors provide information on the latest developments and the processing of (primarily) rubber, TPE, and PUR. The following topic areas are covered:</b>		Natural rubber, natural latex, synthetic rubber, synthetic latex, thermoplastic elastomers, thermoplastics, activators, anti-aging agents, antioxidants, accelerators, fillers, mastics, pigments, reinforcers, plasticisers			
<b>Quality assurance, product development</b> The specialist fields are covered by the editorial content in each issue of <i>KGK</i> in 2022	<b>Optimizing and increasing quality assurance in rubber-processing companies and institutes is a requirement and prerequisite at the same time. Specialist articles from industry and research provide information on product areas including:</b>		Measuring equipment for mechanical, thermal, electrical, and optical quantities, software systems, test cabinets, test facilities, profile production lines, handling equipment, washing and drying			
<b>Machinery, peripherals, automation</b> The specialist fields are covered by the editorial content in each issue of <i>KGK</i> in 2022	<b>Showcasing new technologies, machinery, and peripherals to boost efficiency in rubber-processing companies. The editorial content focuses on recent specialist articles and brief reports with a practical bent on topic areas including:</b>		Processing plants, extruders, granulators, calenders, mixers, presses, recycling plants, injection-molding machines, vulcanisation plants, tools, peripherals			



## Market & Contact (supply source)

<b>Term:</b>	1 year = 6 issues
<b>Disposition:</b>	in each issue possible
<b>Conditions:</b>	The contract runs for 1 year 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 25 mm
<b>Price per issue:</b>	Per mm height b/w € 2.00; color € 3.00
<b>Corrections:</b>	Up until the advertising deadline for each issue

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

As a supply source advertiser you receive an additional inexpensive **“Plus Entry”** at [www.kgk-rubberpoint.de](http://www.kgk-rubberpoint.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.

**Advertising deadline:** See publication schedule

Payment is requested in advance.



in the magazine

and online

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

## Information on sponsoring and exhibition:

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

An event of:



### 1 Circulation monitoring:



### 2 Circulation analysis:

Copies per issue on annual average  
July 1, 2020 to June 30, 2021

**Print run:** 2,320

**Number of copies actually distributed:** 2,098 including abroad: 441

**Copies sold:** 287 including abroad: 83  
 – Subscribed copies: 283 including association member copies: 0  
 – Paid content access privileges through subscription\*: 291  
 – Other sales: 4  
 – Single copy sales: 0

**Free copies:** 1,811

**Residual, archive and specimen copies:** 222

### 3 Geographical distribution analysis:

Economic Region	Copies actually distributed	
	%	copies
Germany	79.0	1,657
Abroad	21.0	441
<b>Copies actually distributed</b>	<b>100.0</b>	<b>2,098</b>

Breakdown of foreign circulation*	Copies actually distributed	
	%	copies
Austria	22.5	99
Switzerland	22.6	100
Other countries	54.9	242
<b>Copies actually distributed, abroad</b>	<b>100.0</b>	<b>441</b>

\* publisher's claim

The detailed description of the survey method can be found on page 14.

## 1.1 Sector / Industrie

WZ 2008 Code	Recipient groups (according to industrial sector classification)	Percentage of copies actually distributed	
		%	recipients
20, 21	<b>Chemical industry</b> Raw materials production/chemistry Petrochemistry and coal chemistry Production of auxiliary materials and additives	9.4	196
22	<b>Manufacture of rubber and plastic goods</b> Manufacture of rubber goods Manufacture of plastic goods Manufacture of caoutchouc goods and substitute products Production of tires	69.8	1,465
28	<b>Mechanical engineering</b> Caoutchouc and plastics processing machines Testing machines and appliance construction Molds and tool construction	9.3	195
46.12	<b>Wholesale trade of technical chemicals</b> Caoutchouc Industrial and commercial agencies Import and export of raw materials, auxiliary materials and finished product	4.9	104
72/71.2/85	<b>Services, research, development, training</b> Technical consultation and planning Technical laboratories and testing institutes Vocational colleges/institutes of higher education	6.6	138
<b>Copies actually distributed</b>		<b>100.0</b>	<b>2,098</b>

The detailed description of the survey method can be found on page 14.

## Distribution and Recipient Structure Analysis (AMF Scheme 2 and 3-E)

### Total survey via file analysis according to IVW guidelines

### Description of the survey method for distribution and recipient structure analysis (AMF Scheme 2, section 3 and AMF Scheme 3-E, section 1.1)

#### 1. Study method

Recipient structure analysis by file analysis – total survey based on IVW guidelines

#### 2. Description of readership at the time of data collection:

##### 2.1 Contents of file

The recipient file contains the addresses of all recipients. Due to the availability of postal details, the file can be sorted by postcode or by domestic/foreign recipients. Other details contained in the file are: sector, company size class and job features.

##### 2.2 Total number of recipients in the file:

3,257

##### 2.3 Total number of changing recipients

(change after every third issue):

2,894

##### 2.4 Structure of recipients of an average issue by distribution types:

Copies sold	287
including:	283
– subscriber copies	
– single copy sales	0
– paid content access privileges through subscription*	291
– other sales	4
Free copies	1,811
including:	76
– permanent free copies	1,513
– changing free copies	222
– promotional copies	
Copies actually distributed	2,098
– including Germany	1,657
– including abroad	441

#### 3. Description of survey:

##### 3.1 Population (analyzed portion)

Population (actual circulation)	2,098	= 100.00 %
of which not included in survey:		
– promotional copies	222	= 10.58 %
Proportion of population to which survey extends	1,876	= 89.42 %

##### 3.2 Date file was analyzed:

August 2, 2021

##### 3.3 Description of data basis:

To ensure allocation of recipients to the criteria of sector, company size and job characteristics, the data in our address and customer system is continually updated and always brought into line with the latest market trends with small changes.

##### 3.4 Target individuals of study:

The personal recipients in the institutions as recorded in the file.

##### 3.5 Definition of readers:

Not applicable

##### 3.6 Period of study:

July 1, 2020 - June 30, 2021

##### 3.7 Survey carried out by:

Hüthig GmbH

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



## Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



## Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- **\*Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent.  
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

## Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



Alexander Zöller  
+49 81 91/125-345  
Adressvermietung@huethig.de

## kgk-rubberpoint.de

- Website (URL):** www.kgk-rubberpoint.de
- Profile in brief:**  
Extensive internet provision in B2B communication for specialists and executives working in the caoutchouc, rubber and plastics industry. Daily news, product and company database, market overviews, background reports, job market.
- Target group:**  
Primarily decision-makers involved in caoutchouc, rubber and TPE-processing. Providers of raw materials and additives, producers of caoutchouc processing machinery as well as tools and molds.
- Publishing company:** Hüthig GmbH
- Editorial Contact:**  
Philip Bittermann, Editor-in-Chief  
Tel.: +49 6221 489-347, E-mail: philip.bittermann@huethig.de
- Contact – Online Advertising:**  
Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales  
Tel.: +49 6221 489-207, E-mail: sabine.wegmann@huethig.de  
Klaus-Dieter Block, Sales Manager  
Tel.: +49 6221 489-301, E-mail: klaus-dieter.block@huethig.de
- Data delivery:**  
Michael Koch, Tel.: +49 6221 489-303, E-mail: ckv-dispo@huethig.de  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB
- 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<sup>1</sup>

- 12,986 visits/month
- 19,496 page impressions/month

#### Content

- Technical articles
- Product reports
- News
- Interviews
- Videos
- Picture gallery
- Archive

kgk-rubberpoint.de  
is IVW certified

<sup>1</sup>Source: IVW 03/2021

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per week
	Billboard	RoS under Header	Desktop Tablet	940x250	550.–
	Halfpage	RoS (sticky)	Desktop	300x600	320.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	300.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	450.–
	Skyscraper left	RoS	Desktop	160x600	260.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	330.–
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop Tablet	728x90	300.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	495.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	450.–
	Baseboard	RoS (sticky)	Desktop	960x90	320.–
	Partner-Site-Button	RoS	Desktop	300x120	250.–

## Content Placement

Content placement is an article posted on kgk-rubberpoint.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 kgk-rubberpoint.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

You are free to choose the text and images for your content.

**Format:** HTML content page, content supplied as a Word file.  
No more than five images as png, jpg, or gif files.

**Price:** € 550.–



### 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 250 characters)
- Text incl. links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: a max. of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

## Business Directory

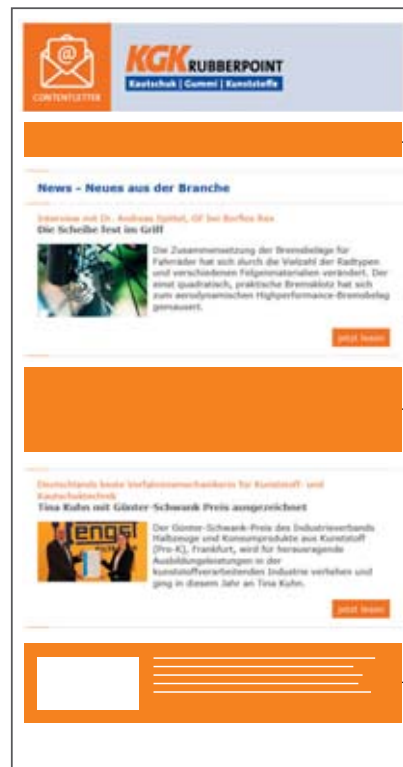
Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	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.



- 1 **Name:** kgk-rubberpoint.de-Contentletter
- 2 **Profile in brief:**  
Once a month, the KGK-Rubberpoint content letter provides a summary of papers and reports from research and practice covered in the latest printed issue of KGK.
- 3 **Target group:**  
Primarily decision-makers in companies in the rubber, elastic, and TPE processing industry. Plus: Manufacturers of rubber processing machinery, those involved in tool and mold construction, and providers of raw materials and additives.
- 4 **Frequency:** monthly
- 5 **Editorial Contact:**  
Philip Bittermann  
Editor-in-chief  
Tel.: +49 6221 489-213  
E-mail: philip.bittermann@huethig.de
- 6 **Contact – Online Advertising:**  
Dipl.-Betriebsw. (VWA) Sabine Wegmann  
Head of Sales  
Tel.: +49 6221 489-207  
E-mail: sabine.wegmann@huethig.de  
  
Klaus-Dieter Block, Sales Manager  
Tel.: +49 6221 489-301  
E-mail: klaus-dieter.block@huethig.de
- 7 **Data delivery:**  
Michael Koch  
Tel.: +49 6221 489-303  
E-mail: ckv-dispo@huethig.de



**Exclusive Ad<sup>2</sup>**  
**Format:** 650 x 60 pixels  
**Price/issue:** € 410.–  
**File type:** jpg, png; gif<sup>3</sup>

**Content Ad<sup>2</sup>**  
**Format:** 650 x 150 pixels  
**Price/issue:** € 320.–  
**File type:** jpg, png; gif<sup>3</sup>

**Text Ad (image + text)<sup>2</sup>**  
**Image:** 190 x 100 pixels  
**Text:** max. 330 characters  
**Price/issue:** € 320.–  
**File type:** jpg, png; gif<sup>3</sup>

<sup>2</sup> The banners and text ads in the newsletter are visible for one week after publication.

<sup>3</sup> Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.

## 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

## 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@huethig.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

## 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

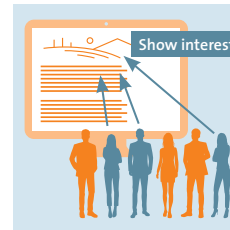
**Price:** 65.– EUR (CPT)

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

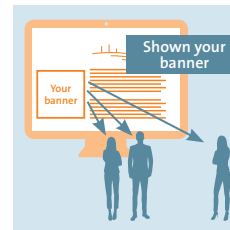
### This is how it works:



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 topic 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 at home and abroad

## PUBLISHING COMPANY

Hüthig GmbH  
Im Weiher 10  
**D-69121 Heidelberg**  
Internet: [www.huethig.de](http://www.huethig.de)

## PUBLISHER

Prof. Dr. Ulrich Giese  
DIK Hannover

## ADVERTISEMENTS

**Head of Sales:**  
**Dipl.-Betriebsw. (VWA)**  
**Sabine Wegmann**  
Tel.: +49 6221 489-207  
E-mail: [sabine.wegmann@huethig.de](mailto:sabine.wegmann@huethig.de)

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

**Media Sales Assistance:**  
**Sina Leswal**  
Tel.: +49 6221 489-228  
E-mail: [sina.leswal@huethig.de](mailto:sina.leswal@huethig.de)

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

## EDITORIAL TEAM

**Editor-in-chief:**  
**Philip Bittermann**  
Tel.: +49 6221 489-213  
E-mail: [philip.bittermann@huethig.de](mailto:philip.bittermann@huethig.de)

**Dipl.-Ing. (FH) Simone Fischer**  
Tel.: +49 6221 489-377  
E-mail: [simone.fischer@huethig.de](mailto:simone.fischer@huethig.de)

**Dominik Bechlarz**  
Tel.: +49 6221 489-567  
E-mail: [dominik.bechlarz@huethig.de](mailto:dominik.bechlarz@huethig.de)

**Editorial Assistance:**  
**Diana Bönning**  
Tel.: +49 6221 489-272  
E-mail: [diana.boenning@huethig.de](mailto:diana.boenning@huethig.de)

## ABROAD

**Switzerland, Italy, Liechtenstein**  
Interpress gmbh  
Katja Hammelbeck  
Ermatinger Str. 14  
**CH-8268 Salenstein**  
Tel.: +41 71 55202-12  
Fax: +41 71 55202-10  
E-mail: [kh@interpress-media.ch](mailto:kh@interpress-media.ch)

**France, Belgium**  
Agence Eychenne  
Carolyn Eychenne  
13 impasse Verbois  
**F-78800 Houilles**  
Tel.: +33 139581401  
Fax: +33 971705241  
E-mail: [carolyn@eychenne.me](mailto:carolyn@eychenne.me)

**Other foreign countries**  
Hüthig GmbH  
Klaus-Dieter Block  
Im Weiher 10  
**D-69121 Heidelberg**  
Tel.: +49 6221 489-301  
E-mail: [klaus-dieter.block@huethig.de](mailto:klaus-dieter.block@huethig.de)

# Contact

## GTCBs

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

Dipl.-Betriebsw.  
(VWA)  
Sabine Wegmann  
Head of Sales  
+49 6221 489-207  
sabine.wegmann@  
huethig.de



Klaus-Dieter Block  
Sales Manager  
+49 6221 489-301  
klaus-dieter.block@  
huethig.de



Sina Leswal  
Media Sales  
Assistance  
+49 6221 489-228  
sina.leswal@  
huethig.de



Philip Bittermann  
Editor-in-chief  
+49 6221 489-213  
philip.bittermann@  
huethig.de



Dominik Bechlarz  
Editor  
+49 6221 489-567  
dominik.bechlarz@  
huethig.de



Diana Bönning  
Editorial Assistance  
+49 6221 489-272  
diana.boenning@  
huethig.de



Dipl.-Ing. (FH)  
Simone Fischer  
Editor  
+49 6221 489-377  
simone.fischer@  
huethig.de



Katja Hammelbeck  
Sales Representative  
Switzerland, Italy,  
Liechtenstein  
+41 71 55202-12  
kh@interpress-  
media.ch



Carolyn Eychenne  
Sales Representative  
France, Belgium  
+33 139 58 14 01  
carolyn@  
eychenne.me



Michael Koch  
Advertisement  
processing  
+49 6221 489-303  
michael.koch@  
huethig.de