MEDIA KIT 2020

PRINT + ONLINE

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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 Kautschuktechnik mit DIN (Caoutchouc Technology with DIN) standards committee.

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: 9 x per year

5 Magazine format: DIN A4

6 Volume/year: Vol. 73/2020

7 Price annual subscription:
   - domestic € 349.00 (+ € 12.00 shipping costs and VAT = € 386.70)
   - foreign € 349.00 (+ € 24.00 shipping costs and VAT = € 399.54)
   - Single copy price € 48.00 (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: Fabian Müller
   Publishing Manager: Rainer Simon

Address: Im Weiher 10, D-69121 Heidelberg
Tel.: +49 6221 489-301
Fax: +49 6221 489-481
Internet: http://www.kgk-rubberpoint.de
E-mail: klaus-dieter.block@huethig.de

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

12 Advertisements:
   - Ludger Aulich, Advertising Manager
   - Klaus-Dieter Block, Media Consultant

13 Editor:
   - Dipl.-Chem. Ralf Mayer, Editor-in-Chief
   - Dr. Etwina Gandert, Editor

14 Volume analysis: 2018 = 9 issues
   - Total volume: 666.0 pages = 100.00 %
   - Editorial section: 549.0 pages = 81.00 %
   - Advertisement section: 117.0 pages = 19.00 %
   - including Job vacancies/classifieds: 1.5 pages = 1.20 %
   - Publisher’s own advertisements: 35.0 pages = 26.80 %

Supplements: 1

15 Analysis of editorial content: 2018 = 549.0 pages
   - Exclusive articles 296.0 pages = 53.91 %
   - International business news 27.0 pages = 4.92 %
   - Product reports 82.0 pages = 14.94 %
   - Technical reports from the field 89.0 pages = 16.21 %
   - Market, trade shows, associations, institutions 27.0 pages = 4.92 %
   - Other 28.0 pages = 5.10 %

549.0 pages = 100.00 %
Advertising rates in € (formats – see p. 5):
Rates do not include VAT.

<table>
<thead>
<tr>
<th>Rates for b/w advertisements</th>
<th>Basic rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2,470.00</td>
<td>2,346.50</td>
<td>2,223.00</td>
<td>2,099.50</td>
<td>1,976.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>1,680.00</td>
<td>1,596.00</td>
<td>1,512.00</td>
<td>1,428.00</td>
<td>1,344.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,240.00</td>
<td>1,178.00</td>
<td>1,116.00</td>
<td>1,054.00</td>
<td>992.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>1,430.00</td>
<td>1,358.50</td>
<td>1,287.00</td>
<td>1,215.50</td>
<td>1,144.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>880.00</td>
<td>836.00</td>
<td>792.00</td>
<td>748.00</td>
<td>704.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>660.00</td>
<td>627.00</td>
<td>594.00</td>
<td>561.00</td>
<td>528.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>370.00</td>
<td>351.50</td>
<td>333.00</td>
<td>314.50</td>
<td>296.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total rates for 2c advertisements</th>
<th>2c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2,930.00</td>
<td>2,806.50</td>
<td>2,683.00</td>
<td>2,559.50</td>
<td>2,436.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,140.00</td>
<td>2,056.00</td>
<td>1,972.00</td>
<td>1,888.00</td>
<td>1,804.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,620.00</td>
<td>1,558.00</td>
<td>1,496.00</td>
<td>1,434.00</td>
<td>1,372.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>1,810.00</td>
<td>1,738.50</td>
<td>1,667.00</td>
<td>1,595.50</td>
<td>1,524.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,260.00</td>
<td>1,216.00</td>
<td>1,172.00</td>
<td>1,128.00</td>
<td>1,084.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>920.00</td>
<td>887.00</td>
<td>854.00</td>
<td>821.00</td>
<td>788.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>630.00</td>
<td>611.50</td>
<td>593.00</td>
<td>574.50</td>
<td>556.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total rates for 4c advertisements</th>
<th>4c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>3,540.00</td>
<td>3,416.50</td>
<td>3,293.00</td>
<td>3,169.50</td>
<td>3,046.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,750.00</td>
<td>2,666.00</td>
<td>2,582.00</td>
<td>2,498.00</td>
<td>2,414.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,210.00</td>
<td>2,148.00</td>
<td>2,086.00</td>
<td>2,024.00</td>
<td>1,962.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>2,400.00</td>
<td>2,328.50</td>
<td>2,257.00</td>
<td>2,185.50</td>
<td>2,114.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,850.00</td>
<td>1,806.00</td>
<td>1,762.00</td>
<td>1,718.00</td>
<td>1,674.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,250.00</td>
<td>1,217.00</td>
<td>1,184.00</td>
<td>1,151.00</td>
<td>1,118.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>960.00</td>
<td>941.50</td>
<td>923.00</td>
<td>904.50</td>
<td>886.00</td>
</tr>
</tbody>
</table>
2 Surcharges
Preferential placements:
- Inside front cover 4c: €3,880.–
- Outside back cover 4c: €3,880.–
Binding placements: 10 % surcharge on basic rate

Rates and conditions for cover placement on request.

Color surcharges (not discountable):
- 2-color: €460.–
- 4-color: €1,070.–

Preference surcharges:
- 1/1: €380.–
- 1/2 and smaller: €260.–
- 1/4 and smaller: €260.–

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)

<table>
<thead>
<tr>
<th>Frequency discount rate</th>
<th>Quantity discount rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 x publication</td>
<td>15 pages</td>
</tr>
<tr>
<td>3 %</td>
<td>3 %</td>
</tr>
<tr>
<td>6 x publication</td>
<td>30 pages</td>
</tr>
<tr>
<td>5 %</td>
<td>5 %</td>
</tr>
<tr>
<td>9 x publication</td>
<td>6.0 pages</td>
</tr>
<tr>
<td>10 %</td>
<td>10 %</td>
</tr>
<tr>
<td>12 x publication</td>
<td>9.0 pages</td>
</tr>
<tr>
<td>15 %</td>
<td>15 %</td>
</tr>
<tr>
<td></td>
<td>12.0 pages</td>
</tr>
<tr>
<td></td>
<td>20 %</td>
</tr>
</tbody>
</table>

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
- Box number fee €16.00

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

<table>
<thead>
<tr>
<th>Volume</th>
<th>Paper weight</th>
<th>Min. weight</th>
<th>up to 120 g/m²</th>
<th>up to 170 g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>120 g/m²</td>
<td>€2,820.–</td>
<td>€2,980.–</td>
<td></td>
</tr>
<tr>
<td>4 pages</td>
<td>80 g/m²</td>
<td>€4,230.–</td>
<td>€4,450.–</td>
<td></td>
</tr>
</tbody>
</table>

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 x 28 cm
- up to 25 g weight: €1,020.–
- each additional 25 g weight: €510.–

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/m²
- for machine processing: €510.–
- for manual processing: €135.–
- Postage per 1,000: €280.–
- Positioning on request: €5.10

Delivery address, bound and loose inserts:
BWH GmbH, Beckstraße 10, D-30457 Hannover
(clearly marked: “für KGK, Heft Nr. …”)

6 Contact: see p. 23/24

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 0720 0015 7644 60
BIC: HYVEDEMMXXX
### Formats and Technical Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Bleed Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 257 mm</td>
<td>216 x 303 mm*</td>
</tr>
<tr>
<td>Junior page</td>
<td>126 x 178 mm</td>
<td>145 x 203 mm*</td>
</tr>
<tr>
<td>2/3 page</td>
<td>117 x 257 mm</td>
<td>136 x 303 mm*</td>
</tr>
<tr>
<td>2/3 page</td>
<td>178 x 169 mm</td>
<td>216 x 194 mm*</td>
</tr>
<tr>
<td>1/2 page</td>
<td>86 x 257 mm</td>
<td>105 x 303 mm*</td>
</tr>
<tr>
<td>1/2 page</td>
<td>178 x 126 mm</td>
<td>216 x 149 mm*</td>
</tr>
<tr>
<td>1/3 page</td>
<td>56 x 257 mm</td>
<td>75 x 303 mm*</td>
</tr>
<tr>
<td>1/3 page</td>
<td>178 x 83 mm</td>
<td>216 x 105 mm*</td>
</tr>
<tr>
<td>1/4 page block</td>
<td>86 x 126 mm</td>
<td>105 x 149 mm*</td>
</tr>
<tr>
<td>1/4 page</td>
<td>41 x 257 mm</td>
<td>60 x 303 mm*</td>
</tr>
<tr>
<td>1/8 page block</td>
<td>86 x 62 mm</td>
<td>105 x 149 mm*</td>
</tr>
<tr>
<td>1/8 page</td>
<td>41 x 126 mm</td>
<td>60 x 303 mm*</td>
</tr>
<tr>
<td>1/8 page</td>
<td>178 x 29 mm</td>
<td>216 x 52 mm*</td>
</tr>
<tr>
<td>1/1 page</td>
<td>178 x 257 mm</td>
<td>216 x 303 mm*</td>
</tr>
</tbody>
</table>

*bleed formats quoted include 3 mm trim allowances

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**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

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

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1. **Magazine format:**
   - **Type area:** width 210 mm, height 297 mm, DIN A4
   - **Number of columns:** 4 columns, column width: 41 mm

2. **Printing process:** Sheet-fed offset
   **Binding process:** Back stitching

3. **Data transfer:** kgk-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:**
   Angelika Scheffler
   Tel.: +49 6221 489-392
   Fax: +49 6221 489-310
   E-mail: angelika.scheffler@huethig.de
### Circulation monitoring:

### Circulation analysis:

Copies per issue on annual average

<table>
<thead>
<tr>
<th>Economic Region</th>
<th>% copies</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>80.2</td>
<td>1,959</td>
</tr>
<tr>
<td>Abroad</td>
<td>19.8</td>
<td>484</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0</strong></td>
<td><strong>2,443</strong></td>
</tr>
</tbody>
</table>

#### Breakdown of foreign circulation*:

<table>
<thead>
<tr>
<th>Economic Region</th>
<th>% copies</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>23.5</td>
<td>114</td>
</tr>
<tr>
<td>Switzerland</td>
<td>20.9</td>
<td>101</td>
</tr>
<tr>
<td>Other countries</td>
<td>55.6</td>
<td>269</td>
</tr>
<tr>
<td><strong>Copies actually distributed, abroad</strong></td>
<td><strong>100.0</strong></td>
<td><strong>484</strong></td>
</tr>
</tbody>
</table>

* publisher's claim

The detailed description of the survey method can be found on page 9.
### 1.1 Sector / Industrie

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to industrial sector classification)</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
</table>
| 20, 21       | **Chemical industry**  
Raw materials production/chemistry  
Petrochemistry and coal chemistry  
Production of auxiliary materials and additives | 9.7  
237 |
| 22           | **Manufacture of rubber and plastic goods**  
Manufacture of rubber goods  
Manufacture of plastic goods  
Manufacture of caoutchouc goods and substitute products  
Production of tires | 70.7  
1,727 |
| 28           | **Mechanical engineering**  
Caoutchouc and plastics processing machines  
Testing machines and appliance construction  
Molds and tool construction | 10.0  
245 |
| 46.12        | **Wholesale trade of technical chemicals**  
Caoutchouc  
Industrial and commercial agencies  
Import and export of raw materials, auxiliary materials and finished product | 3.8  
93 |
| 72/71.2/85   | **Services, research, development, training**  
Technical consultation and planning  
Technical laboratories and testing institutes  
Vocational colleges/institutes of higher education | 5.8  
141 |
| **Copies actually distributed** | **100.0** | **2,443** |

The detailed description of the survey method can be found on page 9.
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: 7,824

2.3 Total number of changing recipients (change after every third issue): 7,411

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies sold</td>
<td>332</td>
</tr>
<tr>
<td>- subscriber copies</td>
<td>327</td>
</tr>
<tr>
<td>- single copy sales</td>
<td>0</td>
</tr>
<tr>
<td>- paid content access privileges through subscription*</td>
<td>332</td>
</tr>
<tr>
<td>- other sales</td>
<td>5</td>
</tr>
<tr>
<td>Free copies</td>
<td>2,111</td>
</tr>
<tr>
<td>- permanent free copies</td>
<td>81</td>
</tr>
<tr>
<td>- changing free copies</td>
<td>1,817</td>
</tr>
<tr>
<td>- promotional copies</td>
<td>213</td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>2,443</td>
</tr>
<tr>
<td>- including Germany</td>
<td>1,959</td>
</tr>
<tr>
<td>- including abroad</td>
<td>484</td>
</tr>
</tbody>
</table>

3. Description of survey:

3.1 Population (analyzed portion)
Population (actual circulation) 2,443 = 100.00%

of which not included in survey:
- promotional copies 213 = 8.72%

Proportion of population to which survey extends 1,909 = 91.28%

3.2 Date file was analyzed: August 2, 2019

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, 2018 - June 30, 2019

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.

* publisher’s claim
Market & Contact (supply source)

Term: 1 year

Disposition: per issue

Conditions:
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.

Size:
Single-column, 41 mm wide;
Minimum height 25 mm

Price per issue:
Per mm height b/w € 1.50; color € 2.25

Corrections:
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 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.
General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

§ 1 Validity, Exclusivity
For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions (hereinafter referred to as "GT&Cs") are exclusively applicable, unless otherwise agreed in writing. 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 Offer, Conclusion of Contract
1. Conclusion in the meaning of the General Terms and Conditions set out below is a contract on the publication of one or more advertisements, third-party supplements or other advertising media of an advertiser or other commercial inserts in printed form for the purposes of distribution.
2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by e-mail or via the internet. The publisher is not liable for transmission errors.
3. The right to refuse advertising orders is not to 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.

§ 3 Contract Implementation
1. 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 shall ensure that the advertising material, 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 publisher is not able to print copy for colour advertisements, the publisher shall, at the same time, supply a colour proof and proof of production or a digital file together with the copy. The publisher reserves the right to refuse advertising orders if the copy contains any errors or variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete defects of colour proofs. No claims on the part of the customer shall de from the publisher if the publisher reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable 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 customer may effect claims against the publisher only in accordance with statutory regulations.
2. 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 orders. If the order is handed over to another company, the customer is responsible for the costs which may arise.
3. 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.
4. Upon request the publisher shall furnish an advice of the advertising material for free of charge. If the customer has not requested an advice of the advertising material within 24 hours of 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 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 publisher is not able to print copy for colour advertisements, the publisher shall, at the same time, supply a colour proof and proof of production or a digital file together with the copy. The publisher reserves the right to refuse advertising orders if the copy contains any errors or variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete defects of colour proofs. No claims on the part of the customer shall de from the publisher if the publisher reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable 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 customer may effect claims against the publisher only in accordance with statutory regulations.
5. All prices exclude statutory VAT amounts on the day the invoice is issued.
6. For orders from which the customer is to make payment within a stated period, the publisher reserves the right to eject the customer’s bank account without previous warning.
7. The event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a dis- count. A contract for a discount in which the customer was not given a statement with the price 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 cus- tomer to withdraw from the contract or to obtain reimbursement of the price paid if the publisher has not notified the customer of the reduction in circulation in time sufficiently long that the customer was able to withdraw from the contract.
8. 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 stemming from the publication of the advertising material, including reasonable costs for legal defense. 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 publisher is not able to print copy for colour advertisements, the publisher shall, at the same time, supply a colour proof and proof of production or a digital file together with the copy. The publisher reserves the right to refuse advertising orders if the copy contains any errors or variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete defects of colour proofs. No claims on the part of the customer shall de from the publisher if the publisher reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable 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 customer may effect claims against the publisher only in accordance with statutory regulations.
9. 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 stemming from the publication of the advertising material, including reasonable costs for legal defense. 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 publisher is not able to print copy for colour advertisements, the publisher shall, at the same time, supply a colour proof and proof of production or a digital file together with the copy. The publisher reserves the right to refuse advertising orders if the copy contains any errors or variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete defects of colour proofs. No claims on the part of the customer shall de from the publisher if the publisher reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable 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 customer may effect claims against the publisher only in accordance with statutory regulations.
10. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements, advertising material).
11. The law of the Federal Republic of Germany applies, excluding the UN Convention on Contracts for the International Sale of Goods and excluding any provisions of international private law. Consumers can use the platform to resolve their disputes. We are neither willing nor obligated to participate in a dispute resolution procedure under the regulations of the German Consumer Dispute Resolution Act (KGStG) or where the consumer has its habitual residence in the EU. In the event of legal disputes, the court of jurisdiction shall be the court in the publisher’s registered office. If no court venue is agreed, the consumer’s habitual residence shall apply. The choice of law will be governed by the civil law of the Federal Republic of Germany without regard to the UN Sales Convention. The court of jurisdiction shall be the court in the publisher’s registered office. If no court venue is agreed, the consumer’s habitual residence shall apply.
2.6 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 to claims for damages due to injury to life, body or health or to the extent that the publisher’s liability is excluded shall apply to personal injury of its employees, representatives, bodies and vicarious agents.
2. All claims for damages by the customer against the publisher shall be time barred if the customer has been aware of the circumstances substantiating the claim for damages at the time it became aware of the circumstances substantiating the claim or should have been aware of the circumstances substantiating the claim.
3. In the event of force majeure and judicial or administrative disputes 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 Contingent Cancellation
The customer shall have the right to withdraw from the contract in the event of a decrease in circulation, if the customer has placed an order for multiple advertising materials it shall be entitled to a discount. A contract for a discount in which the customer was not given a statement with the price 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 withdraw from the contract or to obtain reimbursement of the price paid if the publisher has not notified the customer of the reduction in circulation in time sufficiently long that the customer was able to withdraw from the contract.

§ 8 Price Protection
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 distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of use of the advertising material and without restriction as to time and place. In the event that the advertising material is retrieved by the customer the publisher is entitled to receive compensation for the service rendered. 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 or statutory order to make a public announcement, the publisher shall forward all information received to the customer. Furthermore, the publisher will pass on any such demands to the customer. The publisher is not liable for the publication of advertising material which has been advertised by the customer and the publisher shall assume no responsibility for the 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 publisher is not able to print copy for colour advertisements, the publisher shall, at the same time, supply a colour proof and proof of production or a digital file together with the copy. The publisher reserves the right to refuse advertising orders if the copy contains any errors or variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete defects of colour proofs. No claims on the part of the customer shall de from the publisher if the publisher reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable 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 customer may effect claims against the publisher only in accordance with statutory regulations.

§ 9 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. Further information on data processing and data protection can be found in the data protection policy of Hüthig GmbH at https://www.huethig.de/datenschutz
<table>
<thead>
<tr>
<th>Issues KGG</th>
<th>1/2 January/February</th>
<th>3 March</th>
<th>4 April</th>
<th>5 May</th>
<th>6 June</th>
<th>7/8 July/August</th>
<th>9 September</th>
<th>10 October</th>
<th>11/12 November/December</th>
</tr>
</thead>
</table>

**Trade fairs / Events**

- **Tire Technology Expo**, Feb. 25–27, 2020, Hanover
- **JEC world**, Mar. 3–5, 2020, Paris, France
- **PIAE**, Mar. 25–26, 2020, Mannheim
- **MedtecLIVE**, Mar. 31–Apr. 2, 2020, Nuremberg
- **7th World Elastomer Summit 2020**, Mar. 27–28, 2020, Lyon, France
- **Compounding World Expo**, June 3–4, 2020, Essen
- **Rubber & Mobility Summit – caoutchouc and TPE in modern mobility solutions**, June 30, 2020, Munich
- **DKG general meeting**, Jun 25–26, 2020, Quedlinburg
- **Fakuma preview Internationale Zuliefererbörse (IZB)**, Oct. 6–8, 2020, Wolfsburg
- **IRC 2020**, Oct. 15–17, 2020, Chennai, India
- **formnext**, Nov. 10–13, 2020, Frankfurt

**T**

**International focus: Market developments, events, corporate strategies, association news**

**Specialist articles and reports**

- **Raw materials and process technology for tyre production**
  - Caoutchouc, additives, fillers and auxiliaries
  - Mixing and strainer technology
  - Automation

- **Elastomers in vehicle construction**
  - Extrusion, pressing
  - Injection moulding
  - Joining and bonding technology

- **Elastomers and silicones in medical technology**
  - Micro injection moulding
  - Material feeding, dosing technology

- **Elastomers in drinking water and food applications**
  - Caoutchouc and compounds
  - Injection moulding, extrusion

- **New Mobility: Elastomers in new mobility solutions**
  - Product development
  - Sustainability

- **Seals and profiles**
  - Extrusion, pressing
  - Coatings
  - Recycling

- **Digitalisation of production**
  - Process control
  - Automation technology, robotics and handling

- **FKG products and innovations**
  - Injection moulding, extrusion
  - PUR, TPE, silicone

- **Tool technology and optimisation**
  - Simulation and calculation
  - Fakuma trends

**Raw materials, additives**

These subject areas will be covered in each KGG issue of 2020

- User-oriented articles and selected scientific specialist articles of internationally active authors on the latest developments as well as the processing (primarily) of caoutchouc, TPE and PUR. The following topics are being covered:
  - Natural rubber, natural latex, synthetic rubber, synthetic latex, thermoplastic elastomers, thermoplastics, activators, antioxidants, accelerators, fillers, masticating agents, pigments, boosters, plasticisers

**Quality assurance, product development**

These subject areas will be covered in each KGG issue of 2020

- Optimisation and improvement of quality assurance in caoutchouc-processing companies and institutes are requirements and prerequisites at the same time. Specialist articles from the industrial sector and the scientific community will provide information on the following product areas:
  - Measuring devices for mechanical, thermal, electrical and optical dimensions, software systems, test consoles, testing systems, profile production lines, handling devices, washing and drying

**Machines, peripheral devices, automation**

These subject areas will be covered in each KGG issue of 2020

- Introduction of new technologies, machines, and peripheral devices for increasing the efficiency of caoutchouc-processing companies. The editorial focus will be placed on current, practice-oriented specialist articles and short articles on the following topics:
  - Treatment plants, extruders, granulators, calendars, mixing machines, presses, recycling plants, injection moulding machines, vulcanisation plants, tools, peripheral devices
Reacting quickly to change

Rubber & Mobility Summit

Rubber and TPE in modern mobility solutions

June 30, 2020 in Munich, high-rise building of the Süddeutscher Verlag

Information on content and programme:
Dr. Etwina Gandert
Editor of KGK and Plastverarbeiter
Phone: +49 6221 489-246
E-mail: etwina.gandert@huethig.de

Information on sponsoring and exhibition:
Klaus-Dieter Block
Media consulting
Phone: +49 6221 489-301
E-mail: klaus-dieter.block@huethig.de

An event of:
kgk-rubberpoint.de

1 Website (URL): www.kgk-rubberpoint.de

2 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.

3 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.

4 Publishing company: Hüthig GmbH

5 Editorial Contact:
Dipl.-Chem. Ralf Mayer, Editor-in-Chief
Tel.: +49 6221 489-347
E-mail: ralf.mayer@huethig.de

6 Contact – Online Advertising:
Ludger Aulich, Advertising Manager
Tel.: +49 6221 489-230
E-mail: ludger.aulich@huethig.de
Klaus-Dieter Block, Media Consultant
Tel.: +49 6221 489-301
E-mail: klaus-dieter.block@huethig.de

7 Data delivery:
Angelika Scheffler
Tel.: +49 6221 489-392
E-mail: online-dispo@huethig.de

8 External ad server used:
Google Ad Manager from Google

Facts
Traffic¹
• 8,733 visits/month
• 17,570 page impressions/month

Content
• Technical articles
• Product reports
• News
• Interviews
• Videos
• Picture gallery
• Archive

¹ Source: IVW 04/2019

kgk-rubberpoint.de is IVW certified
## 1 Rates and Ad Formats

### Portal:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Price in Euros per week/issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Size Banner</td>
<td>468 x 60 pixels</td>
<td>Total rotation</td>
<td>150.–</td>
</tr>
<tr>
<td>Superbanner (= Big-Size Banner)</td>
<td>728 x 90 pixels</td>
<td>Total rotation</td>
<td>300.–</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>Total rotation</td>
<td>550.–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>Total rotation</td>
<td>260.–</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
<td>Total rotation</td>
<td>300.–</td>
</tr>
<tr>
<td>Content Ad</td>
<td>300 x 250 pixels</td>
<td>Total rotation</td>
<td>450.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 pixels</td>
<td>Total rotation</td>
<td>290.–</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>Total rotation</td>
<td>320.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
<td>Total rotation</td>
<td>450.–</td>
</tr>
<tr>
<td>Fireplace Ad</td>
<td>Leaderboard: 980 x 90 Pixel + Skyscraper (left and right): 160 x 600 pixels</td>
<td>Total rotation</td>
<td>820.–</td>
</tr>
<tr>
<td>Partner Site Button</td>
<td>300 x 120 pixels</td>
<td>Total rotation</td>
<td>250.–</td>
</tr>
<tr>
<td>Specials/Whitewpaper</td>
<td>by agreement</td>
<td>Link in main navigation + sidebar</td>
<td>200.–</td>
</tr>
<tr>
<td>Specials/Microsite</td>
<td>by agreement</td>
<td>Link in main navigation + sidebar</td>
<td>200.–</td>
</tr>
<tr>
<td>Specials/Microsite + Video</td>
<td>by agreement</td>
<td>Link in main navigation, sidebar + company entry</td>
<td>350.–</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>Text + max. 5 images</td>
<td>1 week integration on homepage + channel archiving for at least 1 year</td>
<td>550.–</td>
</tr>
<tr>
<td>Sponsored Post plus Panorama View</td>
<td>Text + max. 5 images, 1 panorama image (620 x 240 pixels)</td>
<td>1 week integration in top-article box on homepage + 1 week integration in the article stream on homepage + channel archiving for at least 1 year</td>
<td>900.–</td>
</tr>
<tr>
<td>Company/Product Video</td>
<td>400 x 280 pixels</td>
<td>Videos</td>
<td>4,200 – per year</td>
</tr>
</tbody>
</table>

### Business directory:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Price in Euros per week/issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company entry / Standard</td>
<td>Company entry</td>
<td></td>
<td>free</td>
</tr>
<tr>
<td>Company entry / Plus</td>
<td>Company entry</td>
<td></td>
<td>325 – per year</td>
</tr>
<tr>
<td>Company entry / Premium</td>
<td>Company entry</td>
<td></td>
<td>520 – per year</td>
</tr>
</tbody>
</table>

### Market overviews:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Price in Euros per week/issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Overview Sponsorship</td>
<td>900 x 250 pixels</td>
<td>Full rotation in a market overview</td>
<td>480.–</td>
</tr>
<tr>
<td>Market Overview Top Ranking</td>
<td>Editorial entry in consultation with the editorial team</td>
<td>Top position in a market overview</td>
<td>245.–</td>
</tr>
</tbody>
</table>
1 Banner Formats

You can book a wide variety of banner formats on kgk-rubberpoint.de. Whether an animated gif or an HTML5 banner, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of one additional advertising partner at this placement. Your campaign will be billed at the weekly fixed-price rate.

**Full-Size Banner**
Format: 468 x 60 pixels
Price/Week: € 150.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Superbanner**
Format: 728 x 90 pixels
Price/Week: € 300.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Superbanner**
Format: 728 x 90 pixels
Price/Week: € 300.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Billboard Ad**
Format: 800 x 250 pixels
Price/Week: € 550.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Skyscraper**
Format: 160 x 600 pixels
Price/Week: € 260.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Sticky-Sitebar**
Format: 200 x 600 pixels
Price/Week: € 300.–
File type: HTML5/redirect-code
File size: max. 50 KB

**Content Ad**
Format: 300 x 250 pixels
Price/Week: € 450.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Rectangle**
Format: 300 x 250 pixels
Price/Week: € 290.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Halfpage Ad**
Format: 300 x 600 pixels
Price/Week: € 320.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Wallpaper**
Format: 728 x 90 pixels and a max. of 160 x 900 pixels
Price/Week: € 820.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Fireplace Ad**
Format: 980 x 90 pixels (Leaderboard) and 160 x 600 pixels (Skyscraper, left + right)
Price/Week: € 820.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Partner-Site Button**
Format: 300 x 120 pixels
Price/Week: € 250.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

**Specials / Microsite**
Contains:
- Name of special
- Short text/teaser: approx. 50 characters
- Long text
- max. 2,000 characters
- max. 7 graphics (jpg, gif, png)
Price/Week: € 200.–

**Specials/Whitepaper**
Contains:
- Name of whitepaper
- Short text/teaser: approx. 50 characters
- Long text
- max. 2,000 characters
- max. 7 graphics (jpg, gif, png)
- PDF for download
- Company logo (180 x 20 pixels)
Price/Week: € 200.–

**Specials/Microsite + Video**
Contains:
- Name of special
- Short text/teaser: approx. 50 characters
- Long text
- max. 2,000 characters
- max. 7 graphics (jpg, gif, png)
- Video (MP4)
Price/Week: € 350.–

**Company/Product Video**
Format: 400 x 280 pixels
File type: MP4, HTML5, max. 5 minutes
Price per video: € 4,200.–
Video production/once: on request
Duration: 1 year
Sponsored Post
A Sponsored Post 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 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 kgk-rubberpoint.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: € 550.– (Sponsored Post)
plus on request € 350.– (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)
• Text incl. links (recommendation: max. 2 DIN-A4 pages)
• Optional: Max. 5 images (jpg, png)
• Optional: Video (link to Youtube/Vimeo)

Contacts via Business Directory:
The company database on kgk-rubberpoint.de ideally complements traditional advertising formats. More than 25,000 companies are already registered in the businessDIRECTORY. 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.

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

All prices in Euros without applicable value added tax.
1 Web address (URL):
   marktuebersichten.kgk-rubberpoint.de

2 Target group:
   Investment decision-makers from the rubber-processing industry

3 Profile in brief:
   The digital market overviews are a sector-specific search tool integrated into kgk-rubberpoint.de with dynamic filter and comparison functions. The service, which is free-of-charge to the decision-maker, is a useful tool in selecting and finding the right product or manufacturer.

4 An overview of the benefits for you:
   • Excellent targeting (exclusively target group)
   • Increased visibility thanks to new form of advertising
   • High-quality editorial context
   • Positioning of your advertising message in innovative decision-maker tool with unique selling proposition

5 Bookable forms of advertising:
   • Market Overview Sponsorship
   • Market Overview Top Ranking

6 Bookable market overviews:
   • Injection-molding machines
   • Extrusion systems
   • Robots and handling systems
   • Temperature control systems
   • Color and additive batches
   • Crushing plants
   • Mixing and metering systems

Further bookable market overviews at: marktuebersichten.kgk-rubberpoint.de

Market Overview Sponsorship
Positioning:
   Advertising message is exclusively positioned in the immediately visible area of a market overview with full rotation via a banner.
Format: 900 x 250 pixels
Price per week: € 480.–
Minimum duration: 4 weeks
File type: gif, jpg, png

Market Overview Top Ranking
Positioning:
   The editorial product or company entry is shown as the first entry in a market overview in the list view according to the user's filter criteria. The form of advertising can be booked by a maximum of three advertising customers.
Format: 180 x 120 pixels
   for logo and product image
Price per week: € 245.–
Minimum duration: 4 weeks
File type: gif, jpg, png

All prices in Euros without applicable value added tax.
New ways to reach the relevant target group: content marketing

Content marketing is a communications strategy with the goal of increasing the sale of products and/or the name recognition among the target audience by providing value-adding content. We will put together a comprehensive and sustainable marketing campaign on an industry-relevant topic on one or more of our quality websites. We will use the reach of our portals to achieve a measurable success for you.

Your benefits at a glance:

• Excellent targeting (pure target group)
• More attention and clicks for your publications
• Natural integration in a high-quality editorial environment
• Branding for your company
• Backlink setup for search engine optimization

You can reach your target group with a tailor-made content marketing strategy. Take this opportunity to position your messages in our portal’s native environment.

Interested? For a customized quote, contact:

Ludger Aulich
Tel.: +49 6221 489-230
ludger.aulich@huethig.de
Your contacts at home and abroad

PUBLISHING COMPANY
Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
Internet: www.huethig.de

PUBLISHER
Prof. Dr. Ulrich Giese
DIK Hannover

ADVERTISEMENTS
Advertising manager:
Ludger Aulich
Tel.: +49 6221 489-230
Fax: +49 6221 489-481
E-mail: ludger.aulich@huethig.de

Media consultant:
Klaus-Dieter Block
Tel.: +49 6221 489-301
Fax: +49 6221 489-481
E-mail: klaus-dieter.block@huethig.de

Advertising assistant:
Christel Edinger
Tel.: +49 6221 489-228
Fax: +49 6221 489-481
E-mail: christel.edinger@huethig.de

Advertisement processing:
Angelika Scheffler
Tel.: +49 6221 489-392
Fax: +49 6221 489-310
E-mail: angelika.scheffler@huethig.de

EDITORIAL TEAM
Dipl.-Chem. Ralf Mayer
Tel.: +49 6221 489-347
Fax: +49 6221 489-481
E-mail: ralf.mayer@huethig.de

Dr. Etwina Gandert
Tel.: +49 6221 489-246
Fax: +49 6221 489-481
E-mail: etwina.gandert@huethig.de

Editorial assistant:
Diana Bönning
Tel.: +49 6221 489-272
Fax: +49 6221 489-481
E-mail: diana.boenning@huethig.de

ABROAD
Switzerland, Italy, Liechtenstein
Interpress
Katja Hammelbeck
Ermatinger Str. 14
CH-8268 Salenstein
Tel.: +41 71 55202-12
Fax: +41 71 55202-10
E-mail: 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

Great Britain
Hüthig GmbH
Klaus-Dieter Block
Im Weiher 10
D-69121 Heidelberg
Tel.: +49 6221 489-301
Fax: +49 6221 489-481
E-mail: klaus-dieter.block@huethig.de

Netherlands, Norway, Sweden,
Denmark, Finland, Hungary,
Spain, Portugal, Czech Republic,
Slovakia
Hüthig GmbH
Klaus-Dieter Block
Im Weiher 10
D-69121 Heidelberg
Tel.: +49 6221 489-301
Fax: +49 6221 489-481
E-mail: klaus-dieter.block@huethig.de

Austria
Hüthig GmbH
Klaus-Dieter Block
Im Weiher 10
D-69121 Heidelberg
Tel.: +49 6221 489-301
Fax: +49 6221 489-481
E-mail: klaus-dieter.block@huethig.de

USA, Canada
Hüthig GmbH
Klaus-Dieter Block
Im Weiher 10
D-69121 Heidelberg
Tel.: +49 6221 489-301
Fax: +49 6221 489-481
E-mail: klaus-dieter.block@huethig.de

Netherlands, Norway, Sweden,
Denmark, Finland, Hungary,
Spain, Portugal, Czech Republic,
Slovakia
Hüthig GmbH
Klaus-Dieter Block
Im Weiher 10
D-69121 Heidelberg
Tel.: +49 6221 489-301
Fax: +49 6221 489-481
E-mail: klaus-dieter.block@huethig.de

Austria
Hüthig GmbH
Klaus-Dieter Block
Im Weiher 10
D-69121 Heidelberg
Tel.: +49 6221 489-301
Fax: +49 6221 489-481
E-mail: klaus-dieter.block@huethig.de