1 Title: PLASTVERARBEITER

2 Profile in brief:
PLASTVERARBEITER: The decision-maker magazine for efficient production and increased market opportunities in the plastics processing industry - practice-based information: well researched, easy to read and quick to implement.
In these times of cost pressure and increasing globalization, PLASTVERARBEITER supports plastics processors in designing production in a cost and resource-efficient way as well as recognizing new market opportunities at an early stage. Innovative products and production strategies are also presented, as are concrete practice problems. The current trend reports from digital market surveys are conveyed by a high level of product transparency. Every copy is estimated to be read by a further 4.1 people on average (initial readers and valued additional readers).

3 Target group:
Primarily specialists and managers at plastics processing companies (as well as brand managers). Additionally: Manufacturers of plastics processing machines, tool and mold engineers as well as providers of raw materials and additives. 84 % of recipients are involved in purchasing and investment decisions.

4 Publication: monthly

5 Magazine format: DIN A4

6 Volume/year: Vol. 71/2020

7 Price annual subscription:
domestic: € 199.00 (+ € 16.00 shipping costs and VAT = € 230.48)
foreign: € 199.00 (+ € 32.00 shipping costs and VAT = € 247.60)
single copy price: € 20.00 (including VAT, not including shipping costs)

8 Organ:

9 Memberships/Participation:
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 489-230
Fax: +49 6221 489-481
Internet: www.plastverarbeiter.de
E-mail: ludger.aulich@huethig.de

11 Publisher
–

12 Advertisements:
Ludger Aulich, Advertising manager
Klaus-Dieter Block, Media consultant

13 Editor:
Dipl.-Chem. Ralf Mayer, Editor-in-Chief
Dipl.-Ing. (FH) Simone Fischer, Editor
Dr. Etwina Gandert, Editor

14 Volume analysis:

2018 = 12 issues

Total volume: 1,040 pages = 100.0 %
Editorial section: 763 pages = 73.4 %
Advertisement section: 277 pages = 26.6 %
including job vacancies/classifieds ads 2 pages = 0.7 %
Publisher’s own advertisements 42 pages = 15.2 %
Bound inserts 6 pages = 2.0 %
Supplements: 6

15 Analysis of editorial content:

2018 = 763 pages

Branch and sector news 20 pages = 2.6 %
Business data/management 130 pages = 17.0 %
Raw materials and additives 110 pages = 14.4 %
Production and manufacturing technology, automation 295 pages = 38.7 %
Tool and mold construction 65 pages = 8.5 %
Product development/R&D 36 pages = 4.8 %
Quality assurance 47 pages = 6.1 %
Editorial, contents, literature, guide, imprint 46 pages = 6.0 %
Cover/inside cover 14 pages = 1.9 %

763 pages = 100.0 %
1 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>
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<td>4,140.00</td>
<td>3,933.00</td>
<td>3,726.00</td>
<td>3,519.00</td>
<td>3,312.00</td>
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<td>2/3 page</td>
<td>2,800.00</td>
<td>2,660.00</td>
<td>2,520.00</td>
<td>2,380.00</td>
<td>2,240.00</td>
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<tr>
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<td>2,080.00</td>
<td>1,976.00</td>
<td>1,872.00</td>
<td>1,768.00</td>
<td>1,664.00</td>
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<tr>
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<td>2,160.00</td>
<td>2,040.00</td>
<td>1,920.00</td>
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<tr>
<td>1/3 page</td>
<td>1,460.00</td>
<td>1,387.00</td>
<td>1,314.00</td>
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<td>1,090.00</td>
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<td>560.00</td>
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</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>4,650.00</td>
<td>4,443.00</td>
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<td>4,029.00</td>
<td>3,822.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,310.00</td>
<td>3,170.00</td>
<td>3,030.00</td>
<td>2,890.00</td>
<td>2,750.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,460.00</td>
<td>2,356.00</td>
<td>2,252.00</td>
<td>2,148.00</td>
<td>2,044.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>2,780.00</td>
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<td>2,540.00</td>
<td>2,420.00</td>
<td>2,300.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,840.00</td>
<td>1,767.00</td>
<td>1,694.00</td>
<td>1,621.00</td>
<td>1,548.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,350.00</td>
<td>1,295.50</td>
<td>1,241.00</td>
<td>1,186.50</td>
<td>1,132.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>820.00</td>
<td>792.00</td>
<td>764.00</td>
<td>736.00</td>
<td>708.00</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>5,570.00</td>
<td>5,363.00</td>
<td>5,156.00</td>
<td>4,949.00</td>
<td>4,742.00</td>
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<tr>
<td>2/3 page</td>
<td>4,230.00</td>
<td>4,090.00</td>
<td>3,950.00</td>
<td>3,810.00</td>
<td>3,670.00</td>
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<tr>
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<td>3,050.00</td>
<td>2,946.00</td>
<td>2,842.00</td>
<td>2,738.00</td>
<td>2,634.00</td>
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<tr>
<td>Junior page</td>
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<td>3,250.00</td>
<td>3,130.00</td>
<td>3,010.00</td>
<td>2,890.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,430.00</td>
<td>2,357.00</td>
<td>2,284.00</td>
<td>2,211.00</td>
<td>2,138.00</td>
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<tr>
<td>1/4 page</td>
<td>1,680.00</td>
<td>1,625.50</td>
<td>1,571.00</td>
<td>1,516.50</td>
<td>1,462.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,150.00</td>
<td>1,122.00</td>
<td>1,094.00</td>
<td>1,066.00</td>
<td>1,038.00</td>
</tr>
</tbody>
</table>
2 Surcharges
Preferential placements:
Inside front cover 4c ...................................................... € 6,100.–
Outside back cover 4c .................................................... € 6,100.–
Binding placements ......................................................... 10 % surcharge on basic rate
Rates and conditions for cover placement on request.
Color surcharges (not discountable):
1/2 and 1/3 page € 380.– 970.–
1/4 and 1/8 page € 260.– 590.–
Surcharges apply to Euroscale colors ................................ Special colors on request

3 Discounts: for purchase within 12 months (always on basic rate).
Requency discount rate: Quantity discount rate:
3 x publication ........................................ 3 % 1.5 pages ........................................ 3 %
6 x publication ........................................ 5 % 3.0 pages ........................................ 5 %
9 x publication ........................................ 10 % 6.0 pages ..................................... 10 %
12 x publication ...................................... 15 % 9.0 pages ..................................... 15 %
12.0 pages ........................................... 20 %

4 Classified ads:
Vacancies ads per mm (1-column, 41 mm wide) € 3.90
Job search ads per mm (1-column, 41 mm wide) € 2.10
Wanted/for sale per mm (1-column, 41 mm wide) € 3.90
Box number fee € 16.00

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

<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>€ 4,550.–</td>
<td>€ 4,780.–</td>
<td></td>
</tr>
<tr>
<td>4 pages</td>
<td>80 g/m²</td>
<td>€ 6,870.–</td>
<td>€ 7,150.–</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 20.5 x 29 cm
up to 25 g weight ................................................................................................................................................................. € 3,450.–
each additional 25 g weight ........................................... € 1,720.–

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 ......................................................................................................................... € 860.–
plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m²
– for machine processing ................................................................................................................................................................. € 588.–
– for manual processing ................................................................................................................................................................. € 1,265.–
Postage per 1,000: ................................................................................................................................................................. € 5.10

Positioning on request

Delivery address, bound and loose inserts:
Westermann Druck GmbH, Georg-Westermann-Allee 66, D-38104 Braunschweig
(clearly marked: “für PLASTVERARBEITER, Heft Nr. ....”)

6 Contact: see p. 15b

7 Terms of payment:
Net within 30 days of invoice date,
2 % discount in the case of advance payment or direct debit
Bank details:
HypoVereinsbank
Account: 157 644 60
Bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMMXXX

4
Formats and technical details

*Bleed formats quoted include 3 mm trim allowances

<table>
<thead>
<tr>
<th>Type area formats</th>
<th>Bleed formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>Junior page</td>
</tr>
<tr>
<td>178 x 257 mm</td>
<td>126 x 178 mm</td>
</tr>
<tr>
<td>bleed 216 x 303 mm*</td>
<td>bleed 145 x 203 mm*</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>41 x 257 mm</td>
</tr>
<tr>
<td>56 x 257 mm</td>
<td>bleed 41 x 126 mm</td>
</tr>
<tr>
<td>bleed 75 x 303 mm*</td>
<td>bleed 216 x 105 mm*</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>86 x 126 mm</td>
</tr>
<tr>
<td>178 x 83 mm</td>
<td>bleed 105 x 149 mm*</td>
</tr>
<tr>
<td>bleed 216 x 105 mm*</td>
<td>bleed 216 x 85 mm*</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>178 x 62 mm</td>
</tr>
<tr>
<td>216 x 85 mm</td>
<td>bleed 216 x 52 mm*</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>41 x 257 mm</td>
</tr>
<tr>
<td>60 x 303 mm*</td>
<td>bleed 216 x 194 mm*</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>117 x 257 mm</td>
</tr>
<tr>
<td>136 x 303 mm*</td>
<td>bleed 216 x 194 mm*</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>86 x 257 mm</td>
</tr>
<tr>
<td>105 x 303 mm*</td>
<td>bleed 105 x 303 mm*</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>178 x 126 mm</td>
</tr>
<tr>
<td>216 x 149 mm*</td>
<td>bleed 216 x 149 mm*</td>
</tr>
<tr>
<td>1/8 page block</td>
<td>41 x 126 mm</td>
</tr>
<tr>
<td>86 x 62 mm</td>
<td>bleed 216 x 52 mm*</td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td>41 x 126 mm</td>
</tr>
<tr>
<td>86 x 62 mm</td>
<td>bleed 216 x 52 mm*</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>178 x 29 mm</td>
</tr>
<tr>
<td>216 x 52 mm*</td>
<td>bleed 216 x 52 mm*</td>
</tr>
</tbody>
</table>

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

Delivery of bound inserts:
Width: 210 mm
+ 4 mm trim inside
+ 3 mm trim outside
Height: 297 mm
+ 5 mm trim top
+ 3 mm trim bottom
1 Magazine format: width 210 mm, height 297 mm, DIN A4
   Type area: width 178 mm, height 257 mm
   Number of columns: 4 columns, column width: 41 mm

2 Printing process: Rotary offset
   Binding process: Adhesive binding

3 Data transfer: pv-dispo@huethig.de

4 Data formats: Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen, color model must always be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi. The format must have original dimensions plus trim allowance and bleed marks.

5 Colors: For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.

6 Proof: According to FOGRA standard. With Fogra Medienkeil 2.0 or 3.0 according to standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 Fogra 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 Fogra 39L – according to standard.

7 Data archiving: Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

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

9 Contact: Advertisement processing:
   Martina Probst
   Phone: +49 6221 489-248
   Fax: +49 6221 489-310
   E-mail: martina.probst@huethig.de
Almost 50 percent of medical devices are made of plastic, and their share is rising significantly. Special issue MEDPLAST provides succinct and direct information to those making investment decisions on the trends dominating the market, where the greatest market opportunities lie, and what innovative products, technologies and strategies can be used to produce medical devices efficiently in terms of costs and resources, also in Germany.

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

Circulation: 12,500 copies
Publication date: May 29, 2020
Advertising deadline: May 5, 2020

Price advantage:
The special issue is published in A4 format. Type area and ad formats as for PLASTVERARBEITER. As an advertiser in the trade journal PLASTVERARBEITER (in 2020), you will receive a discount of 5% on any ads you publish in MEDPLAST.
TRADE FAIR CONTACTS

After a successful premiere in 2013, the PLAST MESSEGUIDE was also published for Fakuma 2020.

This much sought-after publication perfectly complements the specialist magazine PLASTVERARBEITER. In view of the high expectations of many trade fair visitors, the content of the special edition focuses exclusively on the industry event Fakuma 2020. The editorial team is aiming to achieve optimal product and exhibitor transparency with thematically well-structured information.

Circulation: 18,000 copies
Publication date: October 9, 2020
Advertising deadline: September 16, 2020

<table>
<thead>
<tr>
<th>Advertising formats</th>
<th>Advertising rates 4c (in Euro)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 1,690.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 870.–</td>
</tr>
<tr>
<td>Junior page</td>
<td>€ 990.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 660.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 490.–</td>
</tr>
</tbody>
</table>

*Advertising rates apply to customers of the trade publication PLASTVERARBEITER that place an ad of the same size in the September and/or October issues of 2020. Introductory prices for other companies upon request.
### Geographical distribution analysis:

#### Economic region

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Percentage of copies actually distributed</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>84.8%</td>
<td>10,637</td>
</tr>
<tr>
<td>Abroad</td>
<td>15.2%</td>
<td>1,903</td>
</tr>
</tbody>
</table>

| Copies actually distributed | 100.0 | 12,540 |

#### Breakdown of foreign circulation*

<table>
<thead>
<tr>
<th>Breakdown of foreign circulation*</th>
<th>Percentage of copies actually distributed</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria/Switzerland</td>
<td>64.5%</td>
<td>1,228</td>
</tr>
<tr>
<td>Other countries</td>
<td>35.5%</td>
<td>675</td>
</tr>
</tbody>
</table>

| Copies actually distributed | 100.0 | 1,903 |

* Publisher's statement

---

1. Circulation monitoring:

2. Circulation analysis:

   Copies per issue on average for the period July 1, 2018 - June 30, 2019

   - **Print run:** 12,828
   - **Number of copies actually distributed:** 12,540 including abroad: 1,903
   - **Copies sold:**
     - Subscribed copies: 573 including association member copies: 0
     - Paid content access privileges through subscription*: 577
     - Other sales: 2
     - Single copy sales: 0
   - **Free copies:** 11,965
   - **Residual, archive and specimen copies:** 288

---

* Publisher's statement
### 1.1 Sectors / industries

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to industrial sector classification, WZ 2008)</th>
<th>Proportion of readers calculated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>20</td>
<td>Chemical industry&lt;br&gt;Plastics, raw materials production&lt;br&gt;Production of auxiliary materials and chemicals</td>
<td>6.0</td>
</tr>
<tr>
<td>22</td>
<td>Manufacture of rubber and plastic goods/users of plastics&lt;br&gt;Vehicle construction&lt;br&gt;Construction sector&lt;br&gt;Mechanical engineering&lt;br&gt;Packaging industry&lt;br&gt;Furniture/furnishing&lt;br&gt;Precision mechanics and optics&lt;br&gt;Toys and jewelry&lt;br&gt;Electrical engineering/electronics&lt;br&gt;Medical technology&lt;br&gt;Information and communication&lt;br&gt;Household goods&lt;br&gt;Sports and leisure industry&lt;br&gt;Agriculture</td>
<td>70.0</td>
</tr>
<tr>
<td>28</td>
<td>Mechanical engineering&lt;br&gt;Plastics processing machines&lt;br&gt;Molds and tool construction&lt;br&gt;Other mechanical engineering</td>
<td>13.0</td>
</tr>
<tr>
<td>46.12</td>
<td>Trade with technical chemicals</td>
<td>4.0</td>
</tr>
<tr>
<td>71.12</td>
<td>Services for companies&lt;br&gt;Construction and engineering agencies</td>
<td>4.0</td>
</tr>
<tr>
<td>72/85</td>
<td>Research, development, training</td>
<td>2.0</td>
</tr>
<tr>
<td>Other</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>Rounding difference</td>
<td>1.0</td>
<td>125</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0</strong></td>
<td><strong>12,540</strong></td>
</tr>
</tbody>
</table>

The detailed description of the survey method can be found on page 12
1.2 Size of business unit:

<table>
<thead>
<tr>
<th>Size of business unit</th>
<th>Proportion of readers calculated</th>
<th>%</th>
<th>recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 49 employees</td>
<td>34.0</td>
<td>4,264</td>
<td></td>
</tr>
<tr>
<td>50 - 199 employees</td>
<td>38.0</td>
<td>4,765</td>
<td></td>
</tr>
<tr>
<td>200 - 499 employees</td>
<td>17.0</td>
<td>2,132</td>
<td></td>
</tr>
<tr>
<td>500 and more employees</td>
<td>10.0</td>
<td>1,254</td>
<td></td>
</tr>
<tr>
<td>No details</td>
<td>2.0</td>
<td>251</td>
<td></td>
</tr>
<tr>
<td>Rounding difference</td>
<td>-1.0</td>
<td>-126</td>
<td></td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>100.0</td>
<td>12,540</td>
<td></td>
</tr>
</tbody>
</table>

2.1 Job feature: position in company

<table>
<thead>
<tr>
<th>Position in company</th>
<th>Proportion of readers calculated</th>
<th>%</th>
<th>recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management function</td>
<td>77.0</td>
<td>9,656</td>
<td></td>
</tr>
<tr>
<td>– Owners, CEOs, authorized representatives</td>
<td>31.0</td>
<td>3,887</td>
<td></td>
</tr>
<tr>
<td>– Head of department, technical manager,</td>
<td>44.0</td>
<td>5,518</td>
<td></td>
</tr>
<tr>
<td>operational manager, production manager</td>
<td>2.0</td>
<td>251</td>
<td></td>
</tr>
<tr>
<td>– Head of sales</td>
<td>15.0</td>
<td>1,881</td>
<td></td>
</tr>
<tr>
<td>Technical staff</td>
<td>6.0</td>
<td>752</td>
<td></td>
</tr>
<tr>
<td>Commercial staff</td>
<td>1.0</td>
<td>125</td>
<td></td>
</tr>
<tr>
<td>Other position</td>
<td>0.0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Position unknown</td>
<td>1.0</td>
<td>126</td>
<td></td>
</tr>
<tr>
<td>Rounding difference</td>
<td>100.0</td>
<td>12,540</td>
<td></td>
</tr>
</tbody>
</table>

2.1 Job feature: field of activity (multiple responses)

<table>
<thead>
<tr>
<th>Field of activity</th>
<th>Proportion of readers calculated</th>
<th>%</th>
<th>recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company management</td>
<td>37.0</td>
<td>4,640</td>
<td></td>
</tr>
<tr>
<td>Research and development</td>
<td>44.0</td>
<td>5,518</td>
<td></td>
</tr>
<tr>
<td>Design</td>
<td>33.0</td>
<td>4,138</td>
<td></td>
</tr>
<tr>
<td>Work preparation</td>
<td>39.0</td>
<td>4,891</td>
<td></td>
</tr>
<tr>
<td>Manufacturing / production</td>
<td>48.0</td>
<td>6,019</td>
<td></td>
</tr>
<tr>
<td>Quality assurance</td>
<td>43.0</td>
<td>5,392</td>
<td></td>
</tr>
<tr>
<td>Materials management / purchasing / logistics</td>
<td>42.0</td>
<td>5,267</td>
<td></td>
</tr>
<tr>
<td>Marketing / sales</td>
<td>37.0</td>
<td>4,640</td>
<td></td>
</tr>
<tr>
<td>No details</td>
<td>3.0</td>
<td>376</td>
<td></td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>100.0</td>
<td>12,540</td>
<td></td>
</tr>
</tbody>
</table>

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

1. **Method:**
   Reader-structure analysis through telephone survey - sample survey

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

3. **Sample survey:**
   Net 254 interviews, quota sample, 14% were used

4. **Target person of the survey:**
   The main reader at the institution was surveyed

5. **Survey period:**
   The telephone survey was carried out between Mar. 5 and Apr. 14, 2015

6. **Survey conducted by:**
   teleResearch GmbH, Mannheim
   
   In its design, implementation and reporting, this survey conforms to the current version of the ZAW framework scheme for advertising media analyses

The detailed description of the survey method can be requested for inspection from the publisher.
Contact: Ludger Aulich, e-mail: ludger.aulich@huethig.de
Increase your presence in the market: combine print and online!

As a supply source advertiser you receive an additional inexpensive “Plus Entry” at www.plastverarbeiter.de on request. What is a “Plus Entry”? You can enter the following in the database of our online portal: your company address plus telephone and fax number plus link to your homepage plus logo plus free text on your product program. Price: as a supply source advertiser you only pay € 100.– per year.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Date of publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan. 30, 2020</td>
</tr>
<tr>
<td>2</td>
<td>Feb. 20, 2020</td>
</tr>
<tr>
<td>3</td>
<td>Mar. 20, 2020</td>
</tr>
<tr>
<td>4</td>
<td>Apr. 29, 2020</td>
</tr>
<tr>
<td>5</td>
<td>May 29, 2020</td>
</tr>
<tr>
<td>6</td>
<td>June 30, 2020</td>
</tr>
<tr>
<td>7</td>
<td>July 31, 2020</td>
</tr>
<tr>
<td>8</td>
<td>Aug. 31, 2020</td>
</tr>
<tr>
<td>9</td>
<td>Sept. 30, 2020</td>
</tr>
<tr>
<td>10</td>
<td>Oct. 31, 2020</td>
</tr>
<tr>
<td>11</td>
<td>Nov. 27, 2020</td>
</tr>
<tr>
<td>12</td>
<td>Dec. 18, 2020</td>
</tr>
</tbody>
</table>

**Trade Fairs/Events**

- interplastica, Jan 26–30, 2020, Munich, Germany
- VOI annual injection moulding event, Feb 11–12, 2020, Baden-Baden

**Cover story**

- Products and consumer products
  - For electrical engineering
  - Plastics in vehicle construction
  - Trends in toolmaking and mouldmaking
  - Recycling of plastics for all applications

**Issue 1 (Jan. 30, 2020)**

- Product development
  - Design systems
  - Prototyping
- Design systems
  - CAD/CAM systems
- Rapid manufacturing
  - Mould-flow simulation
- Light construction simulation
  - Vehicle design
- Simulation
  - Rapid prototyping
- Packaging design
  - Simulation
- Lightweight construction

**Issue 2 (Feb. 20, 2020)**

- Quality assurance
  - Measurement technology
  - Image processing
  - Sensor systems
- Cutting/separating
  - Standard parts
  - Hot runner systems
  - Temperature control units

**Issue 3 (Mar. 20, 2020)**

- Product development
  - Design systems
  - CAD/CAM systems
- Rapid manufacturing
  - Mould-flow simulation
- Light construction simulation
  - Vehicle design
- Simulation
  - Rapid prototyping
- Packaging design
  - Simulation
- Lightweight construction

**Issue 4 (Apr. 29, 2020)**

- Quality assurance
  - Measurement technology
  - Image processing
  - Sensor systems
- Cutting/separating
  - Standard parts
  - Hot runner systems
  - Temperature control units

**Issue 5 (May 29, 2020)**

- Quality assurance
  - Measurement technology
  - Image processing
  - Sensor systems
- Cutting/separating
  - Standard parts
  - Hot runner systems
  - Temperature control units

**Issue 6 (June 30, 2020)**

- Product development
  - Design systems
  - CAD/CAM systems
- Rapid manufacturing
  - Mould-flow simulation
- Light construction simulation
  - Vehicle design
- Simulation
  - Rapid prototyping
- Packaging design
  - Simulation
- Lightweight construction

**Issue 7 (July 31, 2020)**

- Product development
  - Design systems
  - CAD/CAM systems
- Rapid manufacturing
  - Mould-flow simulation
- Light construction simulation
  - Vehicle design
- Simulation
  - Rapid prototyping
- Packaging design
  - Simulation
- Lightweight construction

**Issue 8 (Aug. 31, 2020)**

- Quality assurance
  - Measurement technology
  - Image processing
  - Sensor systems
- Cutting/separating
  - Standard parts
  - Hot runner systems
  - Temperature control units

**Issue 9 (Sept. 30, 2020)**

- Product development
  - Design systems
  - CAD/CAM systems
- Rapid manufacturing
  - Mould-flow simulation
- Light construction simulation
  - Vehicle design
- Simulation
  - Rapid prototyping
- Packaging design
  - Simulation
- Lightweight construction

**Issue 10 (Oct. 31, 2020)**

- Quality assurance
  - Measurement technology
  - Image processing
  - Sensor systems
- Cutting/separating
  - Standard parts
  - Hot runner systems
  - Temperature control units

**Issue 11 (Nov. 27, 2020)**

- Product development
  - Design systems
  - CAD/CAM systems
- Rapid manufacturing
  - Mould-flow simulation
- Light construction simulation
  - Vehicle design
- Simulation
  - Rapid prototyping
- Packaging design
  - Simulation
- Lightweight construction

**Issue 12 (Dec. 18, 2020)**

- Quality assurance
  - Measurement technology
  - Image processing
  - Sensor systems
- Cutting/separating
  - Standard parts
  - Hot runner systems
  - Temperature control units
Your contacts in Germany and abroad

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E-mail: klaus-dieter.block@huethig.de

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Hongping Zhao
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E-mail: Zhaoping_2000@yahoo.de
§ 1 Validity, Exclusivity
1. For the acceptance and publication of all advertising orders and follow-ups these General Terms and Conditions are exclusively applicable, together with the order form and the invoice. The contract is concluded, without contracts to the contrary, in text form only. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.
2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher upon following submission of a sample and checking by the publisher.

§ 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 insertions 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 email or via the internet. The publisher is not liable for transmission errors.
3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.
4. At the publisher’s discretion it shall be allowed to deny orders and individual releases of advertisements that occur under an overall consideration of the contract, in particular, the execution of contracts with other customers, or to consider them objectionable under the German Press or Advertising Council in a complaints procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or technical nature. The publisher shall not be liable for direct or indirect losses or damage caused.
5. The publisher reserves the right to correct errors in the text of advertisements.
6. The name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.
7. The publisher is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is responsible for the safekeeping and timely forwarding of the offers.
8. 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.
9. Changes and alterations to advertising material shall be made only by agreement. If any change or alteration is made without such agreement, the customer must be charged the additional costs incurred.
10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from all claims by third parties and vicarious agents. All claims for damages against the publisher expire 12 months after the point in time at which the customer became aware of the circumstances substantiating the claim.

§ 3 Contract Implementation
1. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.
2. The customer must supply the publisher in good time with all content, information, data, files and other materials (“copy”) that are necessary for the advertising material and that must be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXpress, Freehand). Files which belong together must be sent or saved in a common directory (folder). In the event that the customer digitally transmits print copy for color advertisements, the publisher shall, at the same time, supply a color copy and proof of all advertising material for color printing in the printer’s negative form or measured in the printer’s negative form. If any color variations occur which may aggravate the publisher’s work the customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete defective files and remove any virus infections. No claims on the part of the customer shall derive from the publisher’s actions. The customer retains 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.
3. Costs for the production of ordered copy, films or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed advertising material.
4. The customer shall be responsible for the correctness of the returned proof in the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.
5. Upon request the customer shall furnish an advice of the advertising material for the purpose of proofreading. Any necessary corrections and proofs shall be returned to the customer within six months of issue. No claims on the part of the customer can be made unless the reasons for the errors have not been corrected within six months of issue.
6. A contract shall exist only in the written form. The customer shall be entitled to a copy of the contract which is stored at the publisher for a period of six months.
7. The customer shall be entitled to make use of advertising material for the purpose of proofreading provided that the advertising material is returned to the customer free of charge.

§ 4 Prices, Conditions of Payment, Discounts
1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices for transmission errors. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions. The customer may choose to use alternative positions or issues.
2. Unless otherwise agreed, follow-up of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-emptive prices of the advertising material have been established, whereby the customer is obliged to place an order immediately upon receipt of the advertising material. The so-called pre-emptive prices are prices granted for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation of the contract.
3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for such a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertising year.
4. Unless otherwise agreed, the customer must supply the publisher with a guarantee for the advertisement, including the determination of the order volume.
5. The publisher reserves the right to change the advertised advertising material at any time, including during the term of the order, to obviate any use of advertising material which the publisher considers inappropriate for publication.
6. All prices exclude statutory VAT amounts on the day the invoice is issued.
7. For orders from which advertising material is to be printed, the invoice shall be issued without VAT. The publisher is entitled to charge VAT retroactively should taxes be changed or increased.
8. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount. A contract for a year which significantly exceeds the average circulation sold (if sales figures are not available, then the average circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to damages if the customer is a business person.
9. The customer is responsible for the content and the legal permissibility of the advertising material. The publisher is responsible for the safekeeping and timely forwarding of the offers.
10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from all claims by third parties and vicarious agents. All claims for damages against the publisher expire 12 months after the point in time at which the customer became aware of the circumstances substantiating the claim.

§ 5 Warranty for Defects
1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.
2. In the event of the publication of advertising material by the publisher, the customer has the right to demand in writing the creation and provision of copy, the publisher shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.
3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced with defects—despite prompt delivery of error-free copy and complaint in good time—the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. The statement of the customer shall only be deemed to have been lodged if it meets the requirements of the law within the prescribed period of time. The publisher is given a reasonable time limit and allows it to expire, or refuses subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment (if fulfillment is unlawful) or subsequent fulfillment is excluded. The publisher shall have the right to withdraw from the contract or bring a suit for the purpose of the advertising material. The customer is entitled to demand subsequent fulfillment. If the publisher has notified the customer of the reduction in circulation in timely manner that the customer was able to withdraw from the contract or cancel the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

§ 6 Liability, Force Majeure
1. Damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays in the performance of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply if the publisher’s fault is due to intent or gross negligence. The publisher is not exonerated from liability for damage caused by defects in the advertising material resulting from the customer’s own fault. The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer indemnifies the publisher from all claims by third parties stemming from the publication of the advertising material, including reasonable costs for legal defense. The publisher is not liable for defects in the advertising material that are the result of the customer’s instructions or the customer’s failure to provide important information. The customer is responsible for the content and the legal permissibility of the advertising material. The customer warrants that he has the right to place the advertising material.
2. All claims for damages against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays in the performance of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply if the publisher’s fault is due to intent or gross negligence. The publisher is not exonerated from liability for damage caused by defects in the advertising material resulting from the customer’s own fault.
3. The publisher is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is responsible for the safekeeping and timely forwarding of the offers.
4. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from all claims by third parties and vicarious agents. All claims for damages against the publisher expire 12 months after the point in time at which the customer became aware or should have become aware of the circumstances substantiating the claim.
5. In the event of force majeure and industrial dispute actions which are not at 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 Termination
1. The customer warrants that he has the rights necessary for the placement, publication and distribution of the advertising material. The customer shall at all times ensure that the advertising material is in accordance with the applicable regulations of the Federal Data Protection Act and the European General Data Protection Regulation. Hüthig GmbH shall collect, process and use the customer’s personal data. Further information on data processing and data protection can be found in the data protection policy of Hüthig GmbH at https://www.huethig.de/datenschutz

§ 9 Out-of-court online dispute resolution
The European Commission provides an online platform for online dispute resolution. You can reach this at http://ec.europa.eu/consumers/odr. Consumers can use the platform to resolve their disputes. We are neither willing nor obliged to participate in a dispute resolution procedure under a procedure of the European Union’s alternative dispute resolution. There are no additional costs for you in respect of disputes that are submitted to a consumer dispute resolution agency.

§ 10 Place of Performance, Place of Jurisdiction
The law of the Federal Republic of Germany applies, except the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is the publisher’s registered office. The place of jurisdiction for lawsuits against merchants, legal persons under public law and public officials under public law shall be the publisher’s registered office.

Status as at: July 2019
plastverarbeiter.de

1 Website (URL): www.plastverarbeiter.de

2 Profile in brief:
Extensive internet provision in B2B communication for specialists and executives working in the plastics processing industry. Daily news, product and company database, market overviews, background reports, job market and topic-specific weekly newsletter with an average 4,150 subscribers.

3 Target group:
Professionals and executives in the plastics processing industry. Providers of raw materials and additives. Manufacturers of machines, equipment and tools for the plastics industry, as well as service providers in the sector.

4 Publishing company: Hüthig GmbH

5 Editorial contact:
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Tel.: +49 6221 489-347
E-mail: ralf.mayer@huethig.de

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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:
Sabine Greinus
Tel.: +49 6221 489-598
E-mail: online-dispo@huethig.de

8 External ad server used:
Google Ad Manager from Google

<table>
<thead>
<tr>
<th>Facts</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic¹</td>
<td>• Technical articles</td>
</tr>
<tr>
<td>• 36,548 visits/month</td>
<td>• Market surveys</td>
</tr>
<tr>
<td>• 55,770 page impressions/month</td>
<td>• Product reports</td>
</tr>
<tr>
<td>• 4,191 newsletter subscribers²</td>
<td>• News</td>
</tr>
<tr>
<td>• 4,168 XING follower³</td>
<td>• Editorials</td>
</tr>
<tr>
<td></td>
<td>• Market overviews</td>
</tr>
</tbody>
</table>

¹ Source: IVW, as of 05/2019
² Source: Emarsys, as of 6/2019
³ Source: XING, as of 5/2019
## Rates and Advertising Formats

### Website:

<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>260.–</td>
</tr>
<tr>
<td>Superbanner (= Big-Size-Banner)</td>
<td>728 x 90 pixels</td>
<td>Total rotation</td>
<td>620.–</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>Total rotation</td>
<td>1,100.–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>Total rotation</td>
<td>530.–</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
<td>Total rotation</td>
<td>580.–</td>
</tr>
<tr>
<td>Content Ad</td>
<td>300 x 250 pixels</td>
<td>Total rotation</td>
<td>880.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 pixels</td>
<td>Total rotation</td>
<td>590.–</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>Total rotation</td>
<td>620.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
<td>Total rotation</td>
<td>880.–</td>
</tr>
<tr>
<td>Fireplace Ad</td>
<td>Leaderboard: 980 x 90 pixels + Skyscraper (left and right): 160 x 900 pixels</td>
<td>Total rotation</td>
<td>1,680.–</td>
</tr>
<tr>
<td>Partner-Site-Button</td>
<td>300 x 120 pixels</td>
<td>Total rotation</td>
<td>490.–</td>
</tr>
<tr>
<td>Specials / Whitepaper</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 in the article stream + channel archiving for at least 1 year</td>
<td>950.–</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 of 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>1,450.–</td>
</tr>
<tr>
<td>Company / Product Video</td>
<td>700 x 300 pixels, HTML5, Youtube, Vimeo</td>
<td>Video + link in sidebar</td>
<td>4,200.– per year</td>
</tr>
</tbody>
</table>
### Newsletter:

<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>Newsletter / Content Ad</td>
<td>480 x 150 pixels</td>
<td></td>
<td>525.–</td>
</tr>
<tr>
<td>Newsletter / Skyscraper</td>
<td>160 x 600 pixels</td>
<td></td>
<td>375.–</td>
</tr>
<tr>
<td>Newsletter / Button</td>
<td>160 x 80 pixels</td>
<td></td>
<td>250.–</td>
</tr>
<tr>
<td>Newsletter / Text Ad</td>
<td>Image: max. 150 x 150 pixels</td>
<td>Text: max. 330 characters</td>
<td>525.–</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></td>
<td>Company entry</td>
<td>Free</td>
</tr>
<tr>
<td>Company entry / Plus</td>
<td></td>
<td>Company entry</td>
<td>325.– per year</td>
</tr>
<tr>
<td>Company entry / Premium</td>
<td></td>
<td>Company entry</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>

All prices in Euros without applicable value added tax.
1 Banner Formats

You can book a wide variety of banner formats on plastverarbeiter.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: € 260.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB

**Superbanner**
- Format: 728 x 90 pixels
- Price/Week: € 620.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB

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

**Sticky-Sitebar**
- Format: 200 x 600 pixels
- Price/Week: € 580.–
- File type: HTML5/redirect-code
- File size: max. 50 KB

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

**Content Ad**
- Format: 300 x 250 pixels
- Price/Week: € 880.–
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
<table>
<thead>
<tr>
<th>Format</th>
<th>Price/Week</th>
<th>File type</th>
<th>File size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle 300 x 250</td>
<td>€ 590.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Halfpage Ad 300 x 600</td>
<td>€ 620.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Wallpaper 728 x 90</td>
<td>€ 880.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Fireplace Ad 980 x 90</td>
<td>€ 1,680.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Partner-Site-Button 300 x 120</td>
<td>€ 490.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Specials / Whitepaper Contains: Name of whitepaper Short text/teaser: approx. 50 characters Long text: approx. 600 characters PDF for download Company logo Price/Week: € 200.–</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.–</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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 (Youtube, Vimeo) Price/Week: € 350.–</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company/product video Format: 400 x 280 pixels File type: MP4, HTML5, Youtube, Vimeo, max. 5 minutes Price per video: € 4,200.– Video production/once: on request Duration: 1 year</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All prices in Euros without applicable value added tax | All banner formats up to max of 50 KB | File type for banner advertisement: HTML5, jpg, gif, png
Sponsored Post

A Sponsored Post is an article posted on plastverarbeiter.de that consists of your individual content and is labelled as such. Your article is included in the subject area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage of plastverarbeiter.de where it will be listed in the third spot for one week (with a grey background), which will route additional traffic to your article.

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

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

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

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

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

What we need from you:
- Meaningful keywords relating to your topic
- Clear allocation to a channel/sub-channel
- Descriptive heading
- Short, brief subheading (to supplement the heading)
- Teaser (2 short sentences to attract attention)
- Text incl. links (recommendation: max. 2 DIN-A4 pages)
- Optional: Max. 5 images (jpg, png, gif)
- Optional: Video (link to Youtube/Vimeo)
- Panorama image (620 x 240 pixels)

All prices in Euros without applicable value added tax.
## Newsletter Profile

1. **Name:** plastverarbeiter.de-Newsletter

2. **Profile in brief:** Every Tuesday, the newsletter is sent to over 4,150 subscribers¹. In addition to up-to-the-minute news, the newsletter presents selected technical articles and new products in defined categories.

3. **Target group:** Specialists and executives working in the plastics industry.

4. **Publication:** weekly

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:** Sabine Greinus  
Tel.: +49 6221 489-598  
E-mail: online-dispo@huethig.de

---

### Advertising Formats

- **Button**  
  Format: 160 x 80 pixels  
  Price: € 250.–/issue  
  File type: gif², jpg, png

- **Content Ad**  
  Format: 480 x 150 pixels  
  Price: € 525.–/issue  
  File type: gif², jpg, png

- **Skyscraper**  
  Format: 160 x 600 pixels  
  Price: € 375.–/issue  
  File type: gif², jpg, png

- **Text Ad (image + text)**  
  Image: 150 x 150 pixels  
  Text: max. 330 characters  
  Price: € 525.–/issue  
  File type: gif², jpg, png

---

¹ as of 5/2019

² Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros without applicable value added tax.
Contacts via BusinessDIRECTory:
The business database on plastverarbeiter.de ideally complements traditional advertising formats. Over 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>Feature</th>
<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>
<td>✔</td>
</tr>
<tr>
<td>E-mail contact</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Address data</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Independent management of product program, product groups and social media channels</td>
<td>✔ ✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Telephone and fax numbers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to homepage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Profile image</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Online statistics</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Highlighting in search results</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo in relevant market overviews</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Image gallery</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company profile</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Specific contact partners</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Links to sales office or branches</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Additional information as a file</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Include company videos</td>
<td>✔</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Include whitepapers</td>
<td>✔</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Price/year</td>
<td>Free</td>
<td>€ 325.–</td>
<td>€ 520.–</td>
</tr>
</tbody>
</table>

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

2  Target group:
   Investment decision-makers in the plastics-processing industry

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

4  An overview of the benefits for you:
   • Excellent targeting (pure 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.plastverarbeiter.de

2020 MEDIA KIT
Website
Digital Market Overviews

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-301, Fax +49 6221 489-481, Internet: www.plastverarbeiter.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
New ways to reach the relevant target group: webinars

A webinar is a seminar that takes place live over the internet. That means that webinar participants are not merely viewing a recording, as is the case on video platforms such as YouTube, but are there in real time, which gives them the opportunity to put questions to the presenter during the broadcast.

Your benefits at a glance:

- Open up direct dialog with your target group
- Share competence
- Start an innovative method of gaining new customers
- Present yourself as a provider of solutions

Benefit from our strength in media (online + print) and the editorial independence of our trade journals.

We’ll take your idea and turn it into an attractive webinar! We’ll handle the technical creation and application for you.

Interested? For a customized quote, contact:

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ludger.aulich@huethig.de
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