Title: KGK Kautschuk Gummi Kunststoffe

Profile in brief:
KGK Kautschuk Gummi Kunststoffe is the only bilingual trade and technical magazine in the world focusing on development, processing and applications in the caoutchouc, rubber and plastics industry. It is a unique publication: writers from all over the world contribute expertise and latest findings to the editorial program. The editorial concept is characterized by expert articles covering topics and trends in structure determination, material composition, recycling, quality management and practice-oriented product reports on raw and auxiliary materials and additives, new machines and tools.
KGK Kautschuk Gummi Kunststoffe is the official organ of the Deutsche Kautschuk Gesellschaft e.V. (DKG) (the German Rubber Society) and the DIN-Normenausschuss Elastomer-Technik (NET) (DIN Standards Committee for Elastomer Technology)

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.

Publication:
6 x per year

Magazine format:
DIN A4

Volume/year:
Vol. 74/2021

Purchase conditions and prices (including VAT):

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Domestic</td>
<td>€ 308.16 + € 12.84 shipping costs = € 321.00</td>
</tr>
<tr>
<td>Foreign</td>
<td>€ 308.16 + € 25.68 shipping costs = € 333.84</td>
</tr>
<tr>
<td>Single copy</td>
<td>€ 55.64 including VAT, not including shipping costs</td>
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Organ:
Deutsche Kautschuk-Gesellschaft e.V. (the German Rubber Society)
Technical Standards Committee of the German Cauotchouc Industry im German Committee of Standards

Memberships:
Deutsche Fachpresse, IVW

Publishing company:
Hüthig GmbH
Managing Director: Moritz Warth

Address: Im Weiher 10, D-69121 Heidelberg
Tel.: +49 6221 489-230
Fax: +49 6221 489-481
Internet: http://www.kgk-rubberpoint.de
E-mail: klaus-dieter.block@huethig.de

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

Advertisements:
Sabine Wegmann, Head of Sales
Klaus-Dieter Block, Media Consultant

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

Volume analysis:

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total volume</td>
<td>629.0</td>
<td>100.00</td>
</tr>
<tr>
<td>Editorial section</td>
<td>520.0</td>
<td>83.00</td>
</tr>
<tr>
<td>Advertisement section</td>
<td>109.0</td>
<td>17.00</td>
</tr>
<tr>
<td>including Job vacancies/classifieds:</td>
<td>1.0 pages</td>
<td>0.90 %</td>
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<tr>
<td>Publisher’s own advertisements:</td>
<td>43.0 pages</td>
<td>39.44 %</td>
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Supplements:
1

Analysis of editorial content:

<table>
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<th>Pages</th>
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<tr>
<td>Exclusive articles</td>
<td>272.7</td>
<td>52.44</td>
</tr>
<tr>
<td>International business news</td>
<td>21.4</td>
<td>4.11</td>
</tr>
<tr>
<td>Product reports</td>
<td>69.3</td>
<td>13.34</td>
</tr>
<tr>
<td>Technical reports from the field</td>
<td>100.6</td>
<td>19.35</td>
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<tr>
<td>Market, trade shows, associations, institutions</td>
<td>28.0 pages</td>
<td>5.38 %</td>
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<tr>
<td>Other</td>
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520.0 pages = 100.00 %
### Advertising rates in €

Rates do not include VAT.

<table>
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<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>
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<tbody>
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<td>2,500.00</td>
<td>2,375.00</td>
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<td>2,125.00</td>
<td>2,000.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>1,700.00</td>
<td>1,615.00</td>
<td>1,530.00</td>
<td>1,445.00</td>
<td>1,360.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,260.00</td>
<td>1,197.00</td>
<td>1,134.00</td>
<td>1,071.00</td>
<td>1,008.00</td>
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<tr>
<td>Junior page</td>
<td>1,450.00</td>
<td>1,377.50</td>
<td>1,305.00</td>
<td>1,232.50</td>
<td>1,160.00</td>
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<tr>
<td>1/3 page</td>
<td>890.00</td>
<td>845.50</td>
<td>801.00</td>
<td>756.50</td>
<td>712.00</td>
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<tr>
<td>1/4 page</td>
<td>670.00</td>
<td>636.50</td>
<td>603.00</td>
<td>569.50</td>
<td>536.00</td>
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<tr>
<td>1/8 page</td>
<td>380.00</td>
<td>361.00</td>
<td>342.00</td>
<td>323.00</td>
<td>304.00</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>
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<td>2,710.00</td>
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<td>2,460.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,160.00</td>
<td>2,075.00</td>
<td>1,990.00</td>
<td>1,905.00</td>
<td>1,820.00</td>
</tr>
<tr>
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<td>1,640.00</td>
<td>1,577.00</td>
<td>1,514.00</td>
<td>1,451.00</td>
<td>1,388.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>1,830.00</td>
<td>1,757.50</td>
<td>1,685.00</td>
<td>1,612.50</td>
<td>1,540.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,270.00</td>
<td>1,225.50</td>
<td>1,181.00</td>
<td>1,136.50</td>
<td>1,092.00</td>
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<tr>
<td>1/4 page</td>
<td>930.00</td>
<td>896.50</td>
<td>863.00</td>
<td>829.50</td>
<td>796.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>640.00</td>
<td>621.00</td>
<td>602.00</td>
<td>583.00</td>
<td>564.00</td>
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</table>

<table>
<thead>
<tr>
<th>Total rates for 4c advertisements</th>
<th>4c rate</th>
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<th>10% discount</th>
<th>15% discount</th>
<th>20% discount</th>
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</thead>
<tbody>
<tr>
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<td>3,570.00</td>
<td>3,445.00</td>
<td>3,320.00</td>
<td>3,195.00</td>
<td>3,070.00</td>
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<tr>
<td>2/3 page</td>
<td>2,770.00</td>
<td>2,685.00</td>
<td>2,600.00</td>
<td>2,515.00</td>
<td>2,430.00</td>
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<tr>
<td>1/2 page</td>
<td>2,230.00</td>
<td>2,167.00</td>
<td>2,104.00</td>
<td>2,041.00</td>
<td>1,978.00</td>
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<td>Junior page</td>
<td>2,420.00</td>
<td>2,347.50</td>
<td>2,275.00</td>
<td>2,202.50</td>
<td>2,130.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,860.00</td>
<td>1,815.50</td>
<td>1,771.00</td>
<td>1,726.50</td>
<td>1,682.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,260.00</td>
<td>1,226.50</td>
<td>1,193.00</td>
<td>1,159.50</td>
<td>1,126.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>970.00</td>
<td>951.00</td>
<td>932.00</td>
<td>913.00</td>
<td>894.00</td>
</tr>
</tbody>
</table>
Advertising Rates
List No. 54
valid as of Oct. 1, 2020

2 Surcharges
Preferential placements:
Inside front cover 4c € 3,940.–
Outside back cover 4c € 3,940.–
Binding placements:
10 % surcharge on basic rate
Rates and conditions for cover placement on request.
Color surcharges (not discountable):
2-color € 460.–
4-color € 1,070.–

1/1
1/2 and smaller € 380.–
1/4 and smaller € 260.–
Surcharges apply to Eurosca colors
Special colors on request

Format surcharges:
Bled-off and gutter-bleed advertisements:
10 % on basic rate

3 Discounts: for purchase within 12 months (always on basic rate)
Frequency discount rate:
3 x publication 3 %
6 x publication 5 %
9 x publication 10 %
12 x publication 15 %

Quantity discount rate:
1.5 pages 3 %
3.0 pages 5 %
6.0 pages 10 %
9.0 pages 15 %
12.0 pages 20 %

4 Classified ads:
Vacancies ads per mm (1-column, 41 mm wide) € 2.60
Job search ads per mm (1-column, 41 mm wide) € 1.70
Wanted/for sale per mm (1-column, 41 mm wide) € 2.60
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>
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</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>120 g/m²</td>
<td>€ 2,860.–</td>
<td>€ 3,020.–</td>
<td></td>
</tr>
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<td>4 pages</td>
<td>80 g/m²</td>
<td>€ 4,290.–</td>
<td>€ 4,520.–</td>
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</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 € 1,040.–
each additional 25 g weight € 520.–

Postage per 1,000 inserts:
up to 25 g weight € 13.40
up to 30 g weight € 18.80
up to 35 g weight € 21.10
up to 40 g weight € 22.60

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

Stick-on advertising media (only for total circulation):
In conjunction with advertisement or bound insert
plus adhesive costs, min. format 6.0 x 7.5 cm at 150 g/m²
– for machine processing € 135.–
– for manual processing € 280.–
Postage per 1,000:
Positioning on request € 5.10

Delivery address, bound and loose inserts:
QUBUS media GmbH, Beckstr. 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 0270 0015 7644 60
BIC: HYVEDEMMXXX
### Formats and Technical Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Type Area</th>
<th>Bleed</th>
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</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 vertical</td>
<td>117 x 257 mm</td>
<td>136 x 303 mm*</td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>178 x 169 mm</td>
<td>216 x 194 mm*</td>
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<tr>
<td>1/2 page vertical</td>
<td>86 x 257 mm</td>
<td>105 x 303 mm*</td>
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<tr>
<td>1/2 page horizontal</td>
<td>178 x 126 mm</td>
<td>216 x 149 mm*</td>
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<tr>
<td>1/3 page vertical</td>
<td>56 x 257 mm</td>
<td>75 x 303 mm*</td>
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<tr>
<td>1/3 page horizontal</td>
<td>178 x 83 mm</td>
<td>216 x 105 mm*</td>
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<td>1/4 page block</td>
<td>86 x 126 mm</td>
<td>105 x 149 mm*</td>
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<td>41 x 257 mm</td>
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<tr>
<td>1/4 page horizontal</td>
<td>178 x 62 mm</td>
<td>216 x 85 mm*</td>
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<td>1/8 page block</td>
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<tr>
<td>1/8 page horizontal</td>
<td>178 x 29 mm</td>
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*Bleed formats quoted include 3 mm trim allowances

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

**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
Formats and Technical Specifications

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: 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 July 1, 2019 to June 30, 2020

<table>
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### Number of copies actually distributed:

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<tr>
<td>including abroad</td>
<td>438</td>
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</table>

<table>
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<td>Subscribed copies</td>
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<tr>
<td>including abroad</td>
<td>94</td>
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<table>
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<tr>
<th>Paid content access privileges through subscription*</th>
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<tbody>
<tr>
<td>Other sales</td>
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<table>
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<th>Residual, archive and specimen copies</th>
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### Economic Region

<table>
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<th>Economic Region</th>
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<th>% copies</th>
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<tbody>
<tr>
<td>Germany</td>
<td>1,987</td>
<td>81.9</td>
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<tr>
<td>Abroad</td>
<td>438</td>
<td>18.1</td>
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</table>

<table>
<thead>
<tr>
<th>Copies actually distributed, abroad</th>
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<table>
<thead>
<tr>
<th>Breakdown of foreign circulation*</th>
<th>Copies actually distributed</th>
<th>% copies</th>
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<tbody>
<tr>
<td>Austria</td>
<td>114</td>
<td>26.1</td>
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<tr>
<td>Switzerland</td>
<td>103</td>
<td>23.5</td>
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<tr>
<td>Other countries</td>
<td>221</td>
<td>50.4</td>
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</table>

<table>
<thead>
<tr>
<th>Copies actually distributed, abroad</th>
<th>438</th>
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* 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>
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<tbody>
<tr>
<td></td>
<td></td>
<td>%</td>
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<tr>
<td>20, 21</td>
<td><strong>Chemical industry</strong></td>
<td>8.8</td>
</tr>
<tr>
<td></td>
<td>Raw materials production/chemistry</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Petrochemistry and coal chemistry</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Production of auxiliary materials and additives</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td><strong>Manufacture of rubber and plastic goods</strong></td>
<td>71.6</td>
</tr>
<tr>
<td></td>
<td>Manufacture of rubber goods</td>
<td></td>
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<tr>
<td></td>
<td>Manufacture of plastic goods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Manufacture of caoutchouc goods and substitute products</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Production of tires</td>
<td></td>
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<tr>
<td>28</td>
<td><strong>Mechanical engineering</strong></td>
<td>9.5</td>
</tr>
<tr>
<td></td>
<td>Caoutchouc and plastics processing machines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Testing machines and appliance construction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Molds and tool construction</td>
<td></td>
</tr>
<tr>
<td>46.12</td>
<td><strong>Wholesale trade of technical chemicals</strong></td>
<td>4.1</td>
</tr>
<tr>
<td></td>
<td>Caoutchouc</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industrial and commercial agencies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Import and export of raw materials, auxiliary materials and finished product</td>
<td></td>
</tr>
<tr>
<td>72/71.2/85</td>
<td><strong>Services, research, development, training</strong></td>
<td>6.0</td>
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<tr>
<td></td>
<td>Technical consultation and planning</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Technical laboratories and testing institutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vocational colleges/institutes of higher education</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Copies actually distributed</strong></td>
<td>100.0</td>
</tr>
</tbody>
</table>

The detailed description of the survey method can be found on page 9.
Summary of Survey Method

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: 8,639

2.3 Total number of changing recipients (change after every third issue): 8,246

2.4 Structure of recipients of an average issue by distribution types:
- Copies sold 317
  - subscriber copies 313
  - single copy sales 0
  - paid content access privileges through subscription* 321
  - other sales 4
- Free copies 2,108
  - permanent free copies 76
  - changing free copies 1,796
  - promotional copies 236
- Copies actually distributed 2,425
  - including Germany 1,987
  - including abroad 438

3. Description of survey:

3.1 Population (analyzed portion)
Population (actual circulation) 2,425 = 100.00 %
of which not included in survey:
- promotional copies 236 = 9.73 %
Proportion of population to which survey extends 2,189 = 90.27 %

3.2 Date file was analyzed:
August 3, 2020

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, 2019 - June 30, 2020

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)

<table>
<thead>
<tr>
<th>Term</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disposition</td>
<td>per issue</td>
</tr>
<tr>
<td>Conditions</td>
<td>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.</td>
</tr>
<tr>
<td>Size</td>
<td>Single-column, 41 mm wide; Minimum height 25 mm</td>
</tr>
<tr>
<td>Price per issue</td>
<td>Per mm height b/w € 2.00; color € 3.00</td>
</tr>
<tr>
<td>Corrections</td>
<td>Up until the advertising deadline for each issue</td>
</tr>
</tbody>
</table>

---

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

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

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

3 Contract Intermediaries

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

2 The customer shall supply the publisher in good time with all content, information, data, files and other materials (“copy”) that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files or 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 that is sent in open files (e.g. in files saved in CorelDraw, 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 customer shall, at the same time, supply a color proof and proof of measurement or protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations or other inaccuracies occurring in the advertising material. If the advertising material contains computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsatisfactory advertising material or copyright protection documents. If the customer does not comply with the publisher’s obligation to store all documents which are sent expires three months after publication of the respective order.

3 Costs for reprints, corrections and changes. Reprints shall only be supplied at the customer’s expense if the order is changed in respect of errors originally requested by the customer or for which the customer is responsible.

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

5 Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be provided due to the nature of the advertising material, the publisher shall notify the customer of the reasons in the respective invoice.

6 The design and labeling of advertising styled advertising material must be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertising material and to clearly indicate that the advertising material is sponsored by the customer.

7 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 is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obligated by a court decision or court order caused by the advertising material, the customer shall effect payment for said publication as per the currently valid price list.

8 The customer agrees that it shall not be held liable for any errors in the copy that are not verifiable. 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 in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without exclusion or limitation.

9 The publisher shall be entitled to reproduce advertising material for analytical purposes or for reproduction on the anniversary or to store it. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the advertising material ordered following the expiration of advertising deadlines. Price changes in respect of adequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication.

10 The publisher reserves the right to use advertising material for its own marketing purposes, in particular for the promotion of its own services and products.

11 Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the advertising material ordered following the expiration of advertising deadlines. Price changes in respect of adequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication.

12 A complaint against the publisher may be brought in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint no later than one year after publication of the advertisement. 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. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the customer cannot prove that the advertising material was not qualitatively adequate, the customer shall have the right to withdraw from the contract or to reduce the contract price in the case of advertising material, if the purpose of the advertising material was adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4 In the event that defects in the copy are not detectable, but only become apparent during processing, the customer shall bear the additional costs for such corrections.

5 The customer is responsible for the customer’s own advertising agencies. 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 in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without exclusion or limitation.

6.4 In the event of force majere

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 personal injuries or health. The publisher is not liable for the foreseeable losses that leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that the customer has informed the publisher of the special importance of the purpose to the customer.

2 In the event said damages were caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or if claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health the publisher shall be liable for all claims in full extent.

3 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.

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

7 Concerns about Privacy

1 The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material in terms of time, space and content and to the extent necessary for the proper placement, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of terms and conditions of use in the case of advertising material, used for the public dissemination of multimedia publications, and confidentiality and a database or an electronic bulletin. The customer agrees that the advertising material and the placement thereof are included in the distribution of the advertising material and that the advertising material and the placement thereof can be included in the distribution of the advertising material.

8 Data Protection

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

9 Out-of-court Online Dispute Resolution

1 This dispute resolution platform for online dispute resolution. You can reach this at: http://ec.europa.eu/consumers/odr/.

2 Consumers can use the platform to resolve their disputes. We are neither willing nor obliged to participate in a dispute resolution procedure pursuant to the EUCR, nor have we appointed a suitable representative within the meaning of this regulation.

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

1 The law of the Federal Republic of Germany shall apply, excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflicting contractual arrangements or those which cannot be applied. The venue shall be the registered office of the publisher. The jurisdiction for lawsuits against merchants, legal persons under public law or special funds under public law shall be the publisher's registered office.

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

3 Status as of: August 2020
<table>
<thead>
<tr>
<th>Issues KGK</th>
<th>1 February</th>
<th>2 April</th>
<th>3 June</th>
<th>4 August</th>
<th>5 October</th>
<th>6 December</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Plast and Rubber, May 4–7, 2021, Milan, Italy</td>
<td>Rubber &amp; Mobility Summit 2021, Sept. 16, 2021, Munich</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Control, May 4–7, 2021, Stuttgart</td>
<td>Compounding World Expo, Oct. 7–8, 2021, Essen</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PSE Europe, Mar. 23–25, 2021, Munich</td>
<td></td>
</tr>
</tbody>
</table>

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

### Specialist articles and reports

- **Raw materials, machine and process technology for the production of tyres**
- **Caoutchouc and elastomers in vehicle construction**
- **Caoutchouc, additives, fillers and auxiliaries**
- **Extrusion, pressing**
- **Injection moulding**
- **Joining and bonding technology**

### Raw materials, additives

These subject areas will be covered in each KGK issue of 2021

- 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:

### Quality assurance, product development

These subject areas will be covered in each KGK issue of 2021

- 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:

### Machines, peripheral devices, automation

These subject areas will be covered in each KGK issue of 2021

- 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:
Reacting quickly to change

Rubber&Mobility Summit

Rubber and TPE in modern mobility solutions

September 16, 2021 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:
Sabine Wegmann, Head of Sales
Tel.: +49 6221 489-207
E-mail: sabine.wegmann@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
• 8,288 visits/month
• 15,358 page impressions/month

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

¹ Source: IVW 01/2020
**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>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>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>
</tbody>
</table>

**Business directory:**

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Price in Euros</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>

All prices in Euros without applicable value added tax.
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

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

Wallpaper
Format: 728 x 90 pixels
Price/Week: € 450.–
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

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

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

All prices in Euros without applicable value added tax.
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)

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

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2021 MEDIA KIT

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Website
Digital Market Overviews

1 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

2 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
   Price per week: € 245.–
   Minimum duration: 4 weeks
   File type: gif, jpg, png

All prices in Euros without applicable value added tax.
Content Marketing – Sustainable Success through Expertise

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

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

Why you should definitely invest in content marketing:

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

We are happy to help you!

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

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

Interested? For a customized quote, contact:

Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de
The Whitepaper – Turning Prospects into Customers

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

With a whitepaper...

• you position yourself as a capable contact person in your specialist area and impress with your expertise

• you provide readers with added value by addressing a highly specific problem for your target group, for example

• you create trust and credibility by avoiding a sales pitch of any kind

• you generate new B2B leads for your company

Your whitepaper services:

• Integration of the whitepaper on our website for at least four weeks

• Promotion via the Hüthig publishing company’s various marketing channels

• Creation of a form for recording the desired contact information

• You receive all leads collected for use at your company

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

Interested? For a customized quote, contact:

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