<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine Profile</td>
<td>2</td>
</tr>
<tr>
<td>Rates</td>
<td>3/4</td>
</tr>
<tr>
<td>Formats</td>
<td>5/6</td>
</tr>
<tr>
<td>MEDPLAST</td>
<td>7</td>
</tr>
<tr>
<td>The PLAST TRADE FAIR GUIDE Fakuma 2021</td>
<td>8</td>
</tr>
<tr>
<td>Circulation and Distribution Analysis</td>
<td>9</td>
</tr>
<tr>
<td>Readership Structure Analysis</td>
<td>10/11</td>
</tr>
<tr>
<td>Summary of Survey Method</td>
<td>12</td>
</tr>
<tr>
<td>Market &amp; Contact</td>
<td>13</td>
</tr>
<tr>
<td>Schedule and Topic Plan</td>
<td>14-15a</td>
</tr>
<tr>
<td>Contacts</td>
<td>15b</td>
</tr>
<tr>
<td>General Terms and Conditions</td>
<td>16</td>
</tr>
<tr>
<td>Online Advertising</td>
<td>17-27</td>
</tr>
</tbody>
</table>
PLASTVERARBEITER

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.

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.

Publication:

9 x per year

Magazine format:

DIN A4

Volume/year:

Vol. 72/2021

Purchase conditions and prices (including VAT):

domestic: € 177.62 + € 17.12 shipping costs = € 194.74
foreign: € 177.62 + € 34.24 shipping costs = € 211.86
single copy price: € 22.00 including VAT, not including shipping costs

Publisher:

Sabine Wegmann, Head of Sales
Klaus-Dieter Block, Sales Manager

Editor:

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

Volume analysis:

2019 = 12 issues

Total volume: 1,025 pages = 100.0 %
Editorial section: 769 pages = 75.0 %
Advertisement section: 256 pages = 25.0 %
including job vacancies/classifieds ads 2 pages = 0.8 %
Publisher’s own advertisements 58 pages = 22.6 %
Bound inserts 4 pages = 1.6 %

Supplements:

3

Analysis of editorial content:

2018 = 769 pages

Branch and sector news 33 pages = 4.3 %
Business data/management 117 pages = 15.2 %
Raw materials and additives 102 pages = 13.3 %
Production and manufacturing technology, automation 316 pages = 41.1 %
Tool and mold construction 74 pages = 9.6 %
Product development/R&D 28 pages = 3.6 %
Quality assurance 45 pages = 5.9 %
Editorial, contents, literature, guide, imprint 41 pages = 5.3 %
Cover/inside cover 13 pages = 1.7 %

769 pages = 100.0 %
Advertising rates in € (formats – see p. 5):
Rates do not include VAT.

<table>
<thead>
<tr>
<th>Rates for b/w advertisements</th>
<th>Basic rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>4,200.00</td>
<td>3,990.00</td>
<td>3,780.00</td>
<td>3,570.00</td>
<td>3,360.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>2,840.00</td>
<td>2,698.00</td>
<td>2,556.00</td>
<td>2,414.00</td>
<td>2,272.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,100.00</td>
<td>1,995.00</td>
<td>1,890.00</td>
<td>1,785.00</td>
<td>1,680.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>2,430.00</td>
<td>2,308.50</td>
<td>2,187.00</td>
<td>2,065.50</td>
<td>1,944.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,480.00</td>
<td>1,406.00</td>
<td>1,332.00</td>
<td>1,258.00</td>
<td>1,184.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,100.00</td>
<td>1,045.00</td>
<td>990.00</td>
<td>935.00</td>
<td>880.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>570.00</td>
<td>541.50</td>
<td>513.00</td>
<td>484.50</td>
<td>456.00</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total rates for 2c advertisements</th>
<th>2c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>4,710.00</td>
<td>4,500.00</td>
<td>4,290.00</td>
<td>4,080.00</td>
<td>3,870.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,350.00</td>
<td>3,208.00</td>
<td>3,066.00</td>
<td>2,924.00</td>
<td>2,782.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,480.00</td>
<td>2,375.00</td>
<td>2,270.00</td>
<td>2,165.00</td>
<td>2,060.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>2,810.00</td>
<td>2,688.50</td>
<td>2,567.00</td>
<td>2,445.50</td>
<td>2,324.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,860.00</td>
<td>1,786.00</td>
<td>1,712.00</td>
<td>1,638.00</td>
<td>1,564.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,360.00</td>
<td>1,305.00</td>
<td>1,250.00</td>
<td>1,195.00</td>
<td>1,140.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>830.00</td>
<td>801.50</td>
<td>773.00</td>
<td>744.50</td>
<td>716.00</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>5,630.00</td>
<td>5,420.00</td>
<td>5,210.00</td>
<td>5,000.00</td>
<td>4,790.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4,270.00</td>
<td>4,128.00</td>
<td>3,986.00</td>
<td>3,844.00</td>
<td>3,702.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,070.00</td>
<td>2,965.00</td>
<td>2,860.00</td>
<td>2,755.00</td>
<td>2,650.00</td>
</tr>
<tr>
<td>Junior page</td>
<td>3,400.00</td>
<td>3,278.50</td>
<td>3,157.00</td>
<td>3,035.50</td>
<td>2,914.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,450.00</td>
<td>2,376.00</td>
<td>2,302.00</td>
<td>2,228.00</td>
<td>2,154.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,690.00</td>
<td>1,635.00</td>
<td>1,580.00</td>
<td>1,525.00</td>
<td>1,470.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,160.00</td>
<td>1,131.50</td>
<td>1,103.00</td>
<td>1,074.50</td>
<td>1,046.00</td>
</tr>
</tbody>
</table>
2 Surcharges
Preferential placements:
Inside front cover 4c .................................................. € 6,200.–
Outside back cover 4c .................................................. € 6,200.–
Binding placements .................................................. 10 % surcharge on basic rate
Rates and conditions for cover placement on request.
Color surcharges (not discountable):

<table>
<thead>
<tr>
<th>2-color</th>
<th>4-color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 and 2/3 page</td>
<td>€ 510.–</td>
</tr>
<tr>
<td>1/2 and 1/3 page</td>
<td>€ 380.–</td>
</tr>
<tr>
<td>1/4 and 1/8 page</td>
<td>€ 260.–</td>
</tr>
</tbody>
</table>
Surcharges apply to Euroscales 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).
Requency discount rate:

<table>
<thead>
<tr>
<th>Publications</th>
<th>Discount Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 x publication</td>
<td>3 %</td>
</tr>
<tr>
<td>6 x publication</td>
<td>5 %</td>
</tr>
<tr>
<td>9 x publication</td>
<td>10 %</td>
</tr>
<tr>
<td>12 x publication</td>
<td>15 %</td>
</tr>
</tbody>
</table>
Quantity discount rate:

\[
\begin{array}{|c|c|}
\hline
\text{Volume} & \text{Min. weight} & \text{up to 120 g/m}^2 & \text{up to 170 g/m}^2 \\
\hline
2 \text{ pages} & 120 \text{ g/m}^2 & € 4,600.– & € 4,830.– \\
4 \text{ pages} & 80 \text{ g/m}^2 & € 6,950.– & € 7,230.– \\
\hline
\end{array}
\]

Loose inserts: (not subject to discount and only for total circulation)
Min. format 10.5 x 14.8 cm, min. weight per single sheet 150 g/m²
Max. paper format 20.5 x 29 cm
up to 25 g weight .................................................. € 3,500.–
each additional 25 g weight .................................. € 1,750.–

Postage per 1,000 inserts:

<table>
<thead>
<tr>
<th>25 g weight</th>
<th>30 g weight</th>
<th>35 g weight</th>
<th>40 g weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 13.40</td>
<td>€ 18.80</td>
<td>€ 21.10</td>
<td>€ 22.60</td>
</tr>
</tbody>
</table>

Surcharges apply to Euroscales colors ................. Special colors on request
Format surcharges:
Bled-off and gutter-bleed advertisements ................. 10 % on basic rate

4 Contact: see p. 15b

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

6 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: HYVEDEMMXX
*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 178 x 257 mm</td>
<td>216 x 303 mm*</td>
</tr>
<tr>
<td>Junior page 126 x 178 mm</td>
<td>145 x 203 mm*</td>
</tr>
<tr>
<td>2/3 page vertical 117 x 257 mm</td>
<td>136 x 303 mm*</td>
</tr>
<tr>
<td>2/3 page horizontal 178 x 169 mm</td>
<td>216 x 194 mm*</td>
</tr>
<tr>
<td>1/2 page vertical 86 x 257 mm</td>
<td>105 x 303 mm*</td>
</tr>
<tr>
<td>1/2 page horizontal 178 x 126 mm</td>
<td>216 x 149 mm*</td>
</tr>
<tr>
<td>1/3 page vertical 56 x 257 mm</td>
<td>75 x 303 mm*</td>
</tr>
<tr>
<td>1/3 page horizontal 178 x 83 mm</td>
<td>216 x 105 mm*</td>
</tr>
<tr>
<td>1/4 page block 86 x 126 mm</td>
<td>105 x 149 mm*</td>
</tr>
<tr>
<td>1/4 page vertical 41 x 257 mm</td>
<td>60 x 303 mm*</td>
</tr>
<tr>
<td>1/8 page block 86 x 62 mm</td>
<td></td>
</tr>
<tr>
<td>1/8 page vertical 41 x 126 mm</td>
<td></td>
</tr>
<tr>
<td>1/8 page horizontal 178 x 29 mm</td>
<td></td>
</tr>
</tbody>
</table>

Delivery of bound inserts:
Width: 210 mm
+ 4 mm trim inside
+ 3 mm trim outside
Height: 297 mm
+ 5 mm trim top
+ 3 mm trim bottom

Magazine format: DIN A4, width 210 mm, height 297 mm
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
</table>
| **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). |
| **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 28, 2021  
**Advertising deadline:** April 29, 2021

**Price advantage:**
The special issue is published in A4 format. Type area and ad formats as for PLASTVERARBEITER. As an advertiser in the trade journal PLASTVERARBEITER (in 2021), you will receive a discount of 5% on any ads you publish in MEDPLAST.

<table>
<thead>
<tr>
<th>Advertisement formats</th>
<th>Advertising rates 4c (in Euro)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 4,200.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 2,100.–</td>
</tr>
<tr>
<td>Junior page</td>
<td>€ 2,420.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 1,540.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 1,100.–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>€ 600.–</td>
</tr>
</tbody>
</table>

Additional distribution at important industry events
TRADE FAIR CONTACTS

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

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

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

<table>
<thead>
<tr>
<th>Advertising formats</th>
<th>Advertising rates 4c (in Euro)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 2,200.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 1,300.–</td>
</tr>
<tr>
<td>Junior page</td>
<td>€ 1,450.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 900.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 700.–</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 2021. Introductory prices for other companies upon request.
1 Circulation monitoring:

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

Print run: 12,750

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

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

Copies actually distributed: 100.0 12,357

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

Copies actually distributed: 100.0 12,357

3 Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>85.4% 10,554</td>
</tr>
<tr>
<td>Abroad</td>
<td>14.6% 1,803</td>
</tr>
</tbody>
</table>

Copies actually distributed: 100.0 12,357

Breakdown of foreign circulation*:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria/Switzerland</td>
<td>65.5% 1,181</td>
</tr>
<tr>
<td>Other countries</td>
<td>34.5% 622</td>
</tr>
</tbody>
</table>

Copies actually distributed: 100.0 1,803

* Publisher's statement
# Readership Structure Analysis

## 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>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<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>
<td>741</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>
<td>8,650</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>
<td>1,606</td>
</tr>
<tr>
<td>46.12</td>
<td>Trade with technical chemicals</td>
<td>4.0</td>
<td>494</td>
</tr>
<tr>
<td>71.12</td>
<td>Services for companies &lt;br&gt; Construction and engineering agencies</td>
<td>4.0</td>
<td>494</td>
</tr>
<tr>
<td>72/85</td>
<td>Research, development, training</td>
<td>2.0</td>
<td>247</td>
</tr>
<tr>
<td>Other</td>
<td>0.0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Rounding difference</td>
<td>1.0</td>
<td>125</td>
<td></td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0</strong></td>
<td><strong>12,357</strong></td>
<td></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>4,201</td>
<td></td>
</tr>
<tr>
<td>50 - 199 employees</td>
<td>38.0</td>
<td>4,696</td>
<td></td>
</tr>
<tr>
<td>200 - 499 employees</td>
<td>17.0</td>
<td>2,101</td>
<td></td>
</tr>
<tr>
<td>500 and more employees</td>
<td>10.0</td>
<td>1,236</td>
<td></td>
</tr>
<tr>
<td>No details</td>
<td>2.0</td>
<td>247</td>
<td></td>
</tr>
<tr>
<td>Rounding difference</td>
<td>-1.0</td>
<td>-124</td>
<td></td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>100.0</td>
<td>12,357</td>
<td></td>
</tr>
</tbody>
</table>

2.1 Job feature: position in company

<table>
<thead>
<tr>
<th>Management function</th>
<th>Proportion of readers calculated</th>
<th>%</th>
<th>recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owners, CEOs, authorized representatives</td>
<td>31.0</td>
<td>3,831</td>
<td></td>
</tr>
<tr>
<td>Head of department, technical manager, operational manager, production manager</td>
<td>44.0</td>
<td>5,437</td>
<td></td>
</tr>
<tr>
<td>Head of sales</td>
<td>2.0</td>
<td>247</td>
<td></td>
</tr>
<tr>
<td>Technical staff</td>
<td>15.0</td>
<td>1,854</td>
<td></td>
</tr>
<tr>
<td>Commercial staff</td>
<td>6.0</td>
<td>741</td>
<td></td>
</tr>
<tr>
<td>Other position</td>
<td>1.0</td>
<td>124</td>
<td></td>
</tr>
<tr>
<td>Position unknown</td>
<td>0.0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Rounding difference</td>
<td>1.0</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>100.0</td>
<td>12,357</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>4,572</td>
<td></td>
</tr>
<tr>
<td>Research and development</td>
<td>44.0</td>
<td>5,437</td>
<td></td>
</tr>
<tr>
<td>Design</td>
<td>33.0</td>
<td>4,078</td>
<td></td>
</tr>
<tr>
<td>Work preparation</td>
<td>39.0</td>
<td>4,819</td>
<td></td>
</tr>
<tr>
<td>Manufacturing / production</td>
<td>48.0</td>
<td>5,931</td>
<td></td>
</tr>
<tr>
<td>Quality assurance</td>
<td>43.0</td>
<td>5,313</td>
<td></td>
</tr>
<tr>
<td>Materials management / purchasing / logistics</td>
<td>42.0</td>
<td>5,190</td>
<td></td>
</tr>
<tr>
<td>Marketing / sales</td>
<td>37.0</td>
<td>4,572</td>
<td></td>
</tr>
<tr>
<td>No details</td>
<td>3.0</td>
<td>371</td>
<td></td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>12,357</td>
<td></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: Sabine Wegmann, e-mail: sabine.wegmann@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.
### Trend report

**Raw materials and additives**
- Innovative PET, PE, PTFE, PEEK, polyamides, biopolymers, additives, colour and master batches
- Compounds
- Elastomers
- Thermoplastic Elastomers
- Compounds
- Maxi-compound products

**Tools and moulds**
- Standard parts
- Hot runner systems
- Tool-changing systems
- Tooling
- Laser sintering
- Tooling/mouldmaking
- 3-axis machining
- Tooling/clear standards part

**Quality assurance/ measuring technology**
- Measuring/testing
- Image processing
- Software solutions (ERP, MES, BDE, PPS, CAD, SCM)
- Image processing
- Rheological processes
- CP processes
- QC strategies

**Product development**
- Rapid manufacturing
- Mould flow simulation
- Light construction simulation
- Vehicle design
- Mold flow simulation
- Reverse engineering

**Special issues/ special sections**
- Packplast
- Carplast
- Medplast

---

**Schedule and Topic Plan**

**Subject to changes.**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date of publication</th>
<th>Advertising deadline</th>
<th>Trade Fairs/ Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Mar. 2021</td>
<td>Mar. 16, 2021</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Apr. 2021</td>
<td>Apr. 27, 2021</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>May 2021</td>
<td>May 28, 2021</td>
<td></td>
</tr>
<tr>
<td>7/8</td>
<td>July/Aug. 2021</td>
<td>Aug. 12, 2021</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Sept. 2021</td>
<td>Sept. 15, 2021</td>
<td></td>
</tr>
<tr>
<td>11/12</td>
<td>Nov./Dec. 2021</td>
<td>Oct. 9, 2021</td>
<td></td>
</tr>
</tbody>
</table>

### Cover story
- Plastics in the packaging industry
- Plastics in consumer products
- Trends in toolmaking and mouldmaking
- Generative plastics processing
- Circular economy and recycling
- Automation and robotics
- Digitalization in plastics processing
- Fakuma 2021 – Innovations, products, statements

- The range of topics covered in the September and October issues includes all aspects of plastics processing. This is also reflected in the editorial pre-event reporting. In addition to raw and proven techniques and applications, plastics processors and trade fair visitors will also receive information on approaches to solving their daily industrial problems as well as an early preview of the upcoming industry event.

- The articles will cover all topics of the value-added chain. Product development, raw materials and additives, production technology and processing, toolmaking and mouldmaking as well as automation and quality assurance.

---

**2021 Schedule and Topic Plan**

<table>
<thead>
<tr>
<th>Date</th>
<th>Issue</th>
<th>Trend report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 16, 2021</td>
<td>Issue 1/2</td>
<td>Media Kit incl. special section</td>
</tr>
<tr>
<td>Mar. 20, 2021</td>
<td>Issue 3</td>
<td></td>
</tr>
<tr>
<td>Mar. 16, 2021</td>
<td>Issue 4</td>
<td></td>
</tr>
<tr>
<td>Apr. 27, 2021</td>
<td>Issue 5</td>
<td></td>
</tr>
<tr>
<td>May 28, 2021</td>
<td>Issue 6</td>
<td></td>
</tr>
<tr>
<td>Jun. 30, 2021</td>
<td>Issue 7/8</td>
<td></td>
</tr>
<tr>
<td>Aug. 12, 2021</td>
<td>Issue 9</td>
<td></td>
</tr>
<tr>
<td>Sept. 15, 2021</td>
<td>Issue 10</td>
<td></td>
</tr>
<tr>
<td>Oct. 7, 2021</td>
<td>Issue 11/12</td>
<td></td>
</tr>
</tbody>
</table>

---

**Specification of issues**

- 1/2 January/February
- 3 March
- 4 April
- 5 May
- 6 June
- 7/8 July/August
- 9 September
- 10 October
- 11/12 November/December

---

**Editorial Board**

- Subject to changes.
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http://www.huethig.de

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D-69121 Heidelberg
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Fax: +49 6221 489-481
E-mail: klaus-dieter.block@huethig.de
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 specific advertising agency’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. If the publisher offers a supplement which is not been accepted the publisher is not obliged to issue a similar supplement.

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

2. Orders for advertising material may be made by person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for the content and the legal permissibility of advertising material 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 in so far as it 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 common a folder.

3. Upon the other side of the contract’s due discretion it shall be authorized to decline orders and individual releases of advertising 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 Censorship Office or by the publisher. In the event of a price conflict of laws, the price in the publisher’s price list valid at the time the contract is concluded shall be applied.

4. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material in so far as it 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 common a folder.

5. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount.

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

7. Reverts to fax box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer via fax (fax or e-mail or by registered mail). Notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadline and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Orders may only be canceled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertising material which has been produced but which the customer has not ordered or which the customer has not approved.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties 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 gets complaints from third parties, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertisements may not be published in their offers, contracts and invoices to those running the advertisements, to the price list of the publisher.

12. The publisher is not obliged in accordance with these General Terms and Conditions, to verify whether advertising material affects the rights of third parties. In the event that the publisher gets complaints from third parties, the customer shall effect payment for said publication as per the currently valid price list.

13. The publisher is not obliged in accordance with these General Terms and Conditions, to verify whether advertising material affects the rights of third parties. In the event that the publisher gets complaints from third parties, the customer shall effect payment for said publication as per the currently valid price list.

14. The price list valid at the time the order is placed shall be applied. The publisher may apply prices which are subject to exclusion by law or official regulations in force at the time the order is placed by the publisher which are subject to exclusion by law or official regulations in force at the time the order is placed by the publisher.

15. Price includes the cost of printing and covers the cost of the advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to completed advertising material only. If the customer takes over the advertising material before the due date for delivery, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase. In the event that the prices are granted solely to the customer and only for the advertising material placed over the course of one year ("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.
plastverarbeiter.de

1 Website (URL): www.plastverarbeiter.de

2 Profile in brief:
Extensive internet provision in B2B communication for specialists and executives working in the plastics processing industry. Daily news, product and company database, market overviews, background reports, job market and topic-specific weekly newsletter with an average 4,000 subscribers.

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

4 Publishing company: Hüthig GmbH

5 Editorial contact:
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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, Sales Manager
Tel.: +49 6221 489-301
E-mail: klaus-dieter.block@huethig.de

7 Data delivery:
Martina Probst
Tel.: +49 6221 489-248
E-mail: online-dispo@huethig.de

8 External ad server used:
Google Ad Manager from Google

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

Content
• Technical articles
• Market surveys
• Product reports
• News
• Editorials
• Videos
• Market overviews

¹ Source: IVW, as of 03/2020
² Source: Emarsys, as of 05/2020
³ Source: XING, as of 07/2020
1 Rates and 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>Sponsored Post</td>
<td>Text + max. 5 images</td>
<td>1 week integration on homepage + 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</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>
<tr>
<td>Job advertisement</td>
<td></td>
<td>Job market</td>
<td>495.–/4 weeks</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.
# 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.

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price/week</th>
<th>File Type</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Size-Banner</td>
<td>468 x 60 pixels</td>
<td>€ 260.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90 pixels</td>
<td>€ 620.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>€ 1,100.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>€ 530.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
<td>€ 580.–</td>
<td>HTML5/redirect-code</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Content Ad</td>
<td>300 x 250 pixels</td>
<td>€ 880.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 pixels</td>
<td>€ 590.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>€ 620.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Fireplace Ad</td>
<td>980 x 90 pixels</td>
<td>€ 1,680.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 pixels and max. 160 x 900 pixels</td>
<td>€ 880.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
<tr>
<td>Partner-Site-Button</td>
<td>300 x 120 pixels</td>
<td>€ 490.–</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
</tr>
</tbody>
</table>

All prices in Euros without applicable value added tax.
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.
1 Name: plastverarbeiter.de-Newsletter

2 Profile in brief:
   Every Tuesday, the newsletter is sent to over 4,000 subscribers\(^1\). 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:
   Sabine Wegmann,
   Head of Sales
   Tel.: +49 6221 489-207
   E-mail: sabine.wegmann@huethig.de

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

7 Data delivery:
   Martina Probst
   Tel.: +49 6221 489-248
   E-mail: online-dispo@huethig.de

---

Button
- Format: 160 x 80 pixels
- Price: € 250.–/issue
- File type: gif\(^2\), jpg, png

Content Ad
- Format: 480 x 150 pixels
- Price: € 525.–/issue
- File type: gif\(^2\), jpg, png

Skyscraper
- Format: 160 x 600 pixels
- Price: € 375.–/issue
- File type: gif\(^2\), jpg, png

Text Ad (image + text)
- Image: 150 x 150 pixels
- Text: max. 330 characters
- Price: € 525.–/issue
- File type: gif\(^2\), jpg, png

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\(^1\) as of 5/2020
\(^2\) 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>Standard</th>
<th>Plus</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display of your company profile with relevant search results.</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>E-mail contact</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Address data</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Independent management of product program, product groups and social media channels</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Telephone and fax numbers</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to homepage</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Profile image</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Online statistics</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Highlighting in search results</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo in relevant market overviews</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Image gallery</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company profile</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Specific contact partners</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Links to sales office or branches</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Additional information as a file</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Include company videos</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Include whitepapers</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Price/year</td>
<td>Free</td>
<td>€ 325.–</td>
</tr>
</tbody>
</table>

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

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**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

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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
Phone: +49 6221 489-207
sabine.wegmann@huethig.de
The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyer of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

The benefits of the webinar package at a glance

- **Comprehensive promotional package**
  We plug your webinar, thereby generating your leads

- **New contacts**
  Get to know new potential customers that are interested in your product. You receive all information about the registered participants for commercial use at your company

- **Expert implementation**
  You provide the speaker; our experienced team will take care of moderation and technical implementation

- **Image boost**
  Modern companies use modern media formats

- **Cost and time savings**
  No stress or costs from traveling; easy and convenient wherever you are

- **Knowledge transfer based on multimedia**
  You share video, audio and files with the participants

- **Direct contact**
  Through questions in the chat and additional surveys to further qualify leads

- **Detailed reports**
  Results of surveys, the interest rate and the average attendance duration of the participants

- **Recording of webinars**
  We put the recording of the webinar on our website as an on-demand webcast

Your webinar services:

- Advertisement of your webinar on the website with logo, test and registration page
- Promotion via the Hüthig publishing company’s various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports
- On-demand webcast following live event on website with reproduction and text

Interested?
For a customized quote, contact:

Sabine Wegmann
Phone: +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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Phone: +49 6221 489-207
sabine.wegmann@huethig.de
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