

MEDIA KIT 2025





CONTENT

TITLE PORTRAIT	3	SPECIAL ADVERTISING FORMATS	16	LEAD PACKAGES+	27
ADVERTISING WITH A STRONG BRAND	4	DOSSIER	17	LEAD PACKAGES	29
TARGET GROUP	5	ONLINE	18	SUPPLIER PROFILE	31
FACTS & FIGURES	6	DISPLAY-ADVERTISING /		PODCASTS	33
DISTRIBUTION PRINT & ONLINE	7	BANNER ADVERTISING	19	DIGITAL INSERT/SUPPLEMENT	34
TIMETABLE AND TOPIC PLAN	8	NEWSLETTER	21	PERFECTLY WELL INFORMED	35
ADVERTISEMENT PRICE LIST FOR PRINT	10	EVENT PROMOTION	23	PUBLISHING PROGRAMME	36
AD FORMATS	11	STAND-ALONE-EMAIL &		CONTACT DETAILS	37
ADDITIONAL AD FORMATS	12	STAND-ALONE-EMAIL+	24		
ADVERTORIALS	13	ONLINE ADVERTORIALS +			
ADVERTISEMENTS (TECHNICAL DATA)	14	ADVERTORIAL PACKAGESS	25		
MARKETPLACE PRINT	15	ONLINE SPECIALS+	26		



Photos: shutterstock.com / AdobeStock

TITLE PORTRAIT

New on the market

BRIEF DESCRIPTION

The **plastics industry** is undergoing constant change and is constantly facing challenges that jeopardise its competitiveness and and future viability.

The central questions that concern the industry are, for example, how **competitiveness** can be maintained despite high energy costs or what strategies for coping with a shortage of raw materials.

The transformation to a circular economy requires innovations in recycling technologies and material design in order to increase the recyclability of plastics. The question here is how a sustainable **circular economy** can be implemented. But which **investments** are necessary to make the industry fit for the future are also questions that are preoccupying the industry.

Overcoming these challenges requires close co-operation between industry industry, politics and society in order to develop sustainable

solutions and secure the future of the plastics plastics industry.

PlastXnow, the specialised trade publication, publication aimed specifically at the plastics processing industry, deals with all these issues and provides the industry with specific answers and answers and demonstrates these solutions.

PlastXnow offers comprehensive insights into current trends, technologies and developments in the plastics industry. In addition to in-depth analyses and market reports, **PlastXnow** provides answers to the industry's most pressing issues, such as sustainable production, innovative materials and recycling solutions.

A particular focus is on the latest product developments and technologies that make the production process more efficient and environmentally friendly. Through interviews with industry experts and case studies from successful companies, **PlastXnow** provides valuable inspiration for decision-makers and specialists.

INDUSTRIES

- Manufacturing of plastic processing machines
- Manufacturing of rubber and plastic goods
- Chemical industry
- Automotive industry
- Mechanical engineering
- Packaging industry
- Metal production/processing
- Manufacturing of metal products
- Measuring/control instruments
- Aerospace
- Construction
- Healthcare
- General industry



Print Advertising



Event
Promotion



Online
Advertising



Tutorial Videos



Newsletter



Direct Mailings



Podcasts



Whitepaper



Webinar



Social Media



Special Issues



SEO Service



Lead Packages



Corporate
Publishing



Event
Newsletter



ADVERTISING WITH A STRONG BRAND

[Print advertising rates](#)

[Topics & deadlines](#)

[Distribution](#)

[Leads](#)

[Online advertorials](#)

[Online display ads](#)

[Newsletter](#)

[Contact](#)

TARGET GROUP

- Corporate management and Investment decision-makers in the plastics processing industry
- Specialists and managers in the plastics processing industry
- Work planners
- Plant managers
- Purchasers
- Management of the plastics and rubber industry
- Manufacturers, dealers and recyclers of raw materials and service providers
- Associations



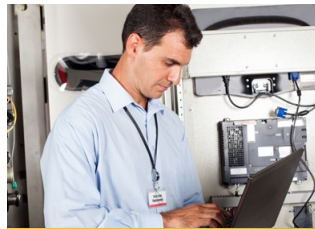
Corporate management and Investment decision-makers



Specialists and managers in the plastics processing industry



Work planners



Plant manager



Purchaser



Manufacturers, retailers and recyclers



22,000

ePaper distribution
via stand-alone mailing

PLAST NOW Facts & Figures



6,000

copies
distributed circulation



7,928

subscribers
to the weekly newsletter



28,000

Distributed circulation
Print + ePaper

Sources: WIN-Verlag

DISTRIBUTION PRINT & ONLINE

Our media reach

DISTRIBUTION PLASTXNOW

Our magazines are characterised by a high digital distribution. Through the cooperation with specialised partners we have constantly developed the circulation and accessibility of our magazines. Our readership therefore benefits from content that can be accessed anywhere and at any time.

For r.energy this means that we can send our ePaper edition to an address pool of around 22,000 recipients - at least 15,000 copies per issue.

We understand the digital transformation not only in the content of our magazines as an opportunity. We are also developing distribution of our high-quality content in line with the advances in digital distribution. A good example of this are our social media portals as well as the reader kiosks of Lufthansa and Star Alliance partners as well as leading hotel groups, where we generate new followers every day.



TIMETABLE AND TOPIC PLAN

In each issue of the r.energy magazine you will find the following core topics: **News/Markets/Research Materials/ Bio-based plastics/ Biodegradable plastics Quality assurance Recycling/ Circular economy for plastics Cutting and joining Injection moulding Extrusion Blow moulding Lightweight construction Temperature control technology robotics/automation tool and mould making Additive manufacturing Climate-neutral production/sustainability: a key challenge and opportunity and opportunity Artificial intelligence Industry 4.0/5.0 / Manufacturing X Intralogistics**

Dates	Core themes	Specials	Other Topics	Top Events (more information online)	
01/25 DOP: 13/03/25 ED: 10/02/25 AD: 21/02/25 MD: 25/02/25	<ul style="list-style-type: none"> • The plastics industry in the Asian market • The circular economy of tomorrow • Plastics for the mobility of the future 	<ul style="list-style-type: none"> • Process optimisation for injection moulding • Design for Recycling (incl. expert talk) 	<ul style="list-style-type: none"> • Composite materials • Robotics and automation • Materials • Extrusion technology 	26-27/03/25 01-02/04/25 15-18/04/25	PIAE , Mannheim PSRE , Amsterdam Chinaplas , Shenzhen
02/25 DOP: 02/05/25 ED: 31/03/25 AD: 11/04/25 MD: 15/04/25	<ul style="list-style-type: none"> • Innovative injection moulding technologies for efficient production • What is important in mould and mould making • Technology and material trends for additive manufacturing (incl. expert talk) 	<ul style="list-style-type: none"> • Business models for sustainable and profitable plastics processing • Integration of digital technologies in production processes 	<ul style="list-style-type: none"> • Tool and mould making mould making • Hot runner technology • Temperature control technology • Material supply • Additive manufacturing 	06-09/05/25 13-15/05/25 13-15/05/25 13-15/05/25	Moulding Expo , Stuttgart KPA , Bad Salzufflen Kuteno , Bad Salzufflen Rapid.Tech 3D , Erfurt
03/25 DOP: 04/09/25 ED: 05/08/25 AD: 19/08/25 MD: 21/08/25	<ul style="list-style-type: none"> • Relevant trend topics from the packaging industry • K2025: Current trends and highlights • highlights for the plastics processing industry 	<ul style="list-style-type: none"> • Energy and resource efficiency (incl. expert talk) • Circularity optimise 	<ul style="list-style-type: none"> • Circular economy • Extrusion • Additives/ Masterbatches • Quality assurance Recycling 	23-25/09/25 08-15/10/25	Fachpack , Nuremberg K-Messe , Dusseldorf

DOP: date of publication, **ED:** editorial deadline, **AD:** advertising deadline, **MD:** materials deadline

Dates	Core themes	Specials	Other Topics	Top Events (more information online)
04/25 DOP: 06/11/25 ED: 08/10/25 AD: 21/10/25 MD: 23/10/25	<ul style="list-style-type: none"> • High-tech plastic solutions in medical technology • Innovative product and material trends in additive manufacturing • Manufacturing X - what role artificial intelligence plays (incl. expert talk) 	<ul style="list-style-type: none"> • Materials science vs. mechanical engineering • High-performance plastics in use 	<ul style="list-style-type: none"> • Robotics and automation • Injection moulding • Blow moulding • Thermoforming • Materials 	17-20/11/25 Medica/Compamed , Dusseldorf 18-21/11/25 Formnext , Frankfurt

ADVERTISEMENT PRICE LIST FOR PRINT

Size	Print Space	Bleed	Basic Price b/w	2C	3C	4C
2/1 pages	390 x 266	420 x 297	€ 10,760.00	€ 11,540.00	€ 12,100.00	€ 12,460.00
U2 extra	390 x 266	420 x 297	€ 11,830.00	€ 12,560.00	€ 13,380.00	€ 14,410.00
1/1 page	180 x 266	210 x 297	€ 5,790.00	€ 6,230.00	€ 6,700.00	€ 7,200.00
2/3 page high	118 x 266	135 x 297				
	horizontal 180 x 175	210 x 195	€ 4,640.00	€ 4,990.00	€ 5,670.00	€ 5,770.00
2 x 1/2 page, across two pages (Panorama)	-	420 x 147	€ 7,540.00	€ 8,120.00	€ 8,720.00	€ 9,340.00
2/3 across two pages (Panorama)	-	150 x 297	€ 5,360.00	€ 5,760.00	€ 6,220.00	€ 6,680.00
2 x 1/3 page, across two pages (Panorama)	-	420 x 105	€ 5,090.00	€ 5,470.00	€ 5,910.00	€ 6,346.00
Junior Page across two pages (Panorama)	-	300 x 212	€ 8,100.00	€ 8,700.00	€ 9,370.00	€ 10,100.00
Juniorpage	132 x 187	150 x 212	€ 4,260.00	€ 4,580.00	€ 4,930.00	€ 5,300.00
1/2 page high	90 x 266	105 x 297				
	horizontal 180 x 130	210 x 147	€ 3,770.00	€ 4,060.00	€ 4,360.00	€ 4,670.00
1/3 page high	58 x 266	75 x 297				
	horizontal 180 x 86	210 x 105	€ 2,680.00	€ 2,880.00	€ 3,110.00	€ 3,340.00
1/4 page high	42 x 266	52 x 297				
	horizontal 180 x 65	210 x 74	€ 2,090.00	€ 2,250.00	€ 2,420.00	€ 2,600.00
	corner field 90 x 130	105 x 147				
1/8 page high	42 x 130	-----				
	horizontal 90 x 60	-----	€ 1,250.00	€ 1,340.00	€ 1,440.00	€ 1,550.00

Other forms of advertising on request.

All advertising offers of the print magazine include the distribution as e-paper.

SURCHARGES FOR PLACEMENT:

- **15 % surcharge** for 4th cover page (back cover)
- **10 % surcharge** for 2nd, 3rd cover page, content and editorial
- **10 % surcharge** for placement request

SURCHARGES FOR FORMATS:

Advertisements in bleed/across gutter at no additional cost.

DISCOUNTS

In the case of purchase within one insertion year (beginning with the publication of the first advertisement). We grant up to 15% AE on all advertisements made via an advertising or media agency. This excludes orders relating to cooperation with Jobware.

Number Scale



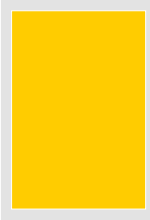
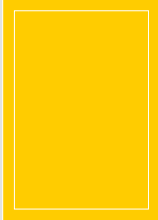
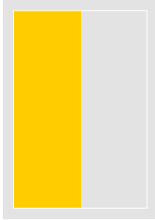
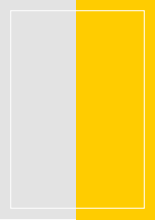
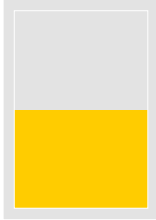
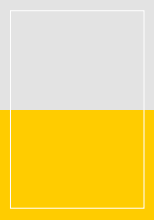
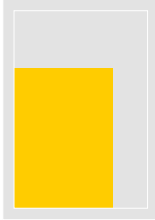
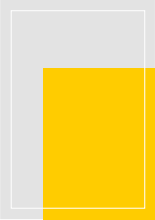
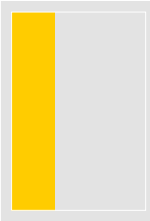
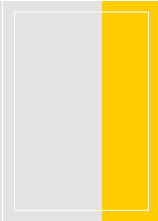
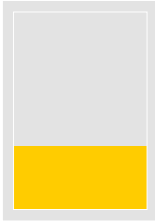
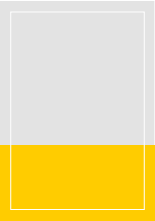
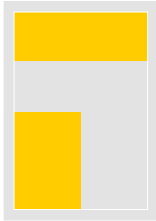
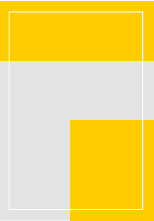
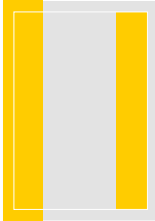
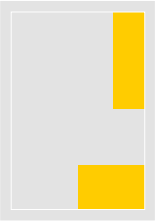
Quantity Scale



AD FORMATS

Sample formats for our print ads

Bleed formats plus 3 mm trim on all sides.

							
1/1: 180 x 266	1/1: trim size 210 x 297	1/2 high: 90 x 266	1/2 high: trim size 105 x 297	1/2 horizontal: 180 x 130	1/2 horizontal: trim size 210 x 147	Juniorpage: 132 x 187	Juniorpage: trim size 150 x 212
							
1/3 high: 58 x 266	1/3 high: trim size 75 x 297	1/3 horizontal: 180 x 86	1/3 horizontal: trim size 210 x 105	1/4 horizontal: 180 x 65	1/4 horizontal: trim size 10 x 74	1/4 high: trim size 52 x 297	1/8 high: 42 x 130
				1/4 corner: 90 x 130	1/4 corner: trim size 105 x 147	1/4 high: 42 x 266	1/8 horizontal: 90 x 60

*Special formats on request

ADDITIONAL AD FORMATS

Sample formats for our print ads

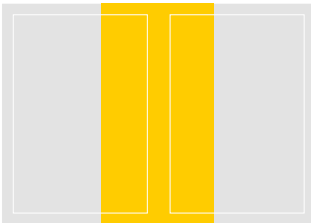
Bleed formats plus 3 mm trim on all sides.



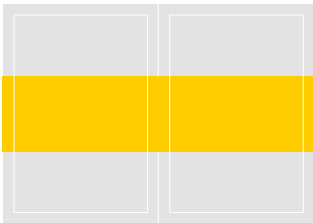
2/1 or U2 Extra:
trim size 420 x 297



**2 x 1/2 page, across two pages
(Panorama):**
trim size 420 x 147



2/3 across two pages (Panorama):
trim size 150 x 297



**2 x 1/3 page, across two pages
(Panorama):**
trim size 420 x 105



**Junior Page across two pages
(Panorama):**
trim size 300 x 212

*Special formats on request

ADVERTORIALS

Editorial ads



2/1 page:

max. 7,000 characters
(incl. spaces) + 2-3 images
(If a QR code is to be integrated,
the number of characters or the
number of images is reduced)

€ 12,460.00



1/1 page:

max. 3,500 characters
(incl. spaces) + 1-2 images

€ 7,200.00



1/2 page:

max. 1,800 characters
(incl. spaces) + 1 picture

€ 4,670.00

Please note that the deadline for submission of advertorial texts is the editorial deadline.

According to European copyright law, it is mandatory to name the photographer and the rights holder.
Please consult the responsible editor in each case.

ADVERTISEMENTS (TECHNICAL DATA)

Technical data print

MAGAZINE FORMAT:

Booklet format: 210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed: 3 mm on all sides

PRINTING AND BINDING METHODS, PRINTING DOCUMENTS:

Offset printing, saddle stitch binding.

Printing Material:

Data in PDF/X3 format,
other data formats on request.
Colour profile: ISO Coated v2 300% of ECI
(www.eci.org)

All colour elements have to be created in 4c according to Euroscale (CMYK), special colours, e.g. HKS or Pantone, are not possible.
Tone value variations may occur within the tolerance range of the offset process.

Data Transmission:

E-mail to Auftragsmanagement@win-verlag.de

Setting costs and the preparation of the print-ready data are charged at cost price. Further information on data transfer on request via ad disposition.

DATES:

frequency of publication: 4x a year
publication dates: see timetable and topic plan

YEAR:

volume 1, 2025

PUBLISHER:

Address:

WIN-Verlag GmbH & Co. KG
Chiemgaustr. 148,
81549 München

Internet:

www.plastxnow.de

Publishing Management:

Martina Summer (responsible)
Phone: +49 (0) 89/3866617-31
E-mail: martina.summer@win-verlag.de

TERMS AND CONDITIONS:

All contracts are based on our General Terms and Conditions, which are available at win-verlag.de/agb.

PRIVACY POLICY:

You can find our privacy policy online at:
win-verlag.de/datenschutz.

TERMS OF PAYMENT:

All prices are subject to the statutory value added tax.
Invoices are due 30 days after receipt of invoice at the latest.
VAT ID no. DE813744143.

For foreign customers:

Bank transfer free of charge for the beneficiary.
Advance payment.

Bank details:

Kreissparkasse Munich Starnberg Ebersberg
Bank Account No. : 496 208,
BLZ: 702 501 50
IBAN: DE86 7025 0150 0000 4962 08
BIC/SWIFT-Code: BYLADEM1KMS

MARKETPLACE PRINT

Supplier overview



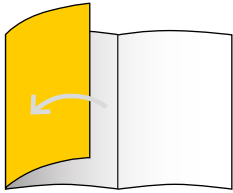
SUPPLIER AND SERVICE PROVIDER MARKET

Booking for 12 months (print + online).

An entry consists of the company logo (min. 300 dpi), the address and a short description (max. 500 characters incl. spaces).

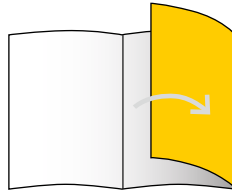
Annual price: € 1,420.00

SPECIAL ADVERTISING FORMATS



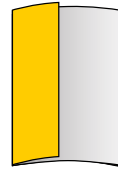
Cover with folded front cover

The page that folds out to the left is connected to the cover page. 4-sided. The production is carried out by the publisher.



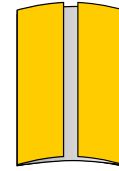
Cover with folded back cover

The page that folds out to the right is connected to the back cover page. 4-sided. The production is carried out by the publisher.



Cover flap

1/1 page is placed half over the title and half over the back cover. The production is carried out by the publisher.



Cover double gate fold

Title can be expanded to the left and right. 2-sided. The production is carried out by the publisher.

ANNIVERSARY

Celebrate your anniversary with us, we support you!

Interview, advertorial, editorial contribution

PRICE ON REQUEST

JOB MARKET

Advertisement in our job market on request.

PRICE ON REQUEST

*In addition to the advertising possibilities mentioned above, we also offer individual communication solutions for our customers. From individual special issues to target-group-specific industry supplements to cross-media campaigns. Our slogan „We take care of the integration of solutions“ is not just empty words. **Do not hesitate to contact us about your ideas.**

Technical data and prices for all special forms of advertising on request.

Talk to our Production Department about how your special forms of advertising can be realised in further processing. Please clarify this before the production of your advertising form.

DOSSIER

Sponsoring to generate leads

WHAT IS A DOSSIER?

A summary of previously published editorial articles on a trend topic, then the dossier is published as a whitepaper behind a registration. Do you currently have no content of your own, but are looking for interested parties on this trend topic? Then become a sponsor of a dossier, so you can position yourself with high-quality content and generate qualified leads.

LEAD SPONSORSHIP CAMPAIGN PROCESS WITH A DOSSIER:

We create the editorial dossier and all associated advertising material for you. During the campaign period of three months, accompanying advertising measures are implemented to draw the attention of your target group to your topic. In doing so our media consultants select suitable measures to ensure the success of the campaign. The download of a dossier is only possible after registration.

YOUR LEAD FEATURES:

With a lead sponsorship you receive the following data: Name, e-mail address, telephone number, job title, department, career level, industry, company with address, company size and interest in the topic.

GUARANTEED LEADS FOR YOU:

As part of a dossier campaign, you have the option of booking a package with 75 leads or 120 leads. Each additional lead can be purchased at the end of the campaign.

Your benefit:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- No expenses for the creation of whitepapers or advertising material
- Each lead passes a qualification process so that we can ensure the high quality of the information
- All leads have a valid declaration of consent for advertising contact

PRICES:

75 LEADS € 4,500.00

120 LEADS € 6,000.00

ONLINE

ACCESS CONTROL:

Google Analytics

EXTERNAL ADSEVER USE: Google Ad Manager

TERMS OF PAYMENT:

30 days after receipt of invoice. VAT ID No.: DE813744143.

For foreign customers: Bank transfer free of charge for the beneficiary.
Advance payment. Bank account: Kreissparkasse München Starnberg
Ebersberg, account no. : 496 208, bank code: 702 501 50,
IBAN: DE86 7025 0150 0000 4962 08, SWIFT-BIC: BYLADEM1KMS

DATA DELIVERY:

Five working days before the start of the campaign by e-mail:
Auftragsmanagement@win-verlag.de

ONLINE DISCOUNTS

Number Scale*

5%

ab 8x

10%

ab 16x

12%

ab 24x

15%

ab 32x

20%

ab 40x

*No discounts are transferred from print ads

File formats for banners: GIF, PNG, JPEG or html5

The activation is always Monday 0:00 o'clock, the booking period has to be at least seven days.

Online-Advertorial technical specification:

Headline, text, 1-2 images, link text, link

Text: min. 750 to max. 4,000 characters

Images: Aspect ratio 3:2, width at least 1,000 pixels.

Sources must be quoted for all images.

Text display technical specification:

40 characters header, 60 characters headline, up to 300 characters body text

Image size: 300x169 pixels.

Company profile:

Format: jpg or png

Color space: RGB. Images in CMYK colour space may result in different colors online.

Cover picture: Format 3:1, minimum resolution 1200x400 pixel

Logo: To ensure good quality in all views, the longer edge of the logo must have at least 200 pixel.
The logo is supplied either square or in a 16:9 image format and filled with white space.

Article/product images: 16:9 format, minimum resolution 300x169 pixel

Picture galleries: Format 3:2, minimum resolution of 880x586 pixel

Other formats are possible, but will be filled with a grey background in the image gallery of the company profile.

Keywords: 30

DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

The formats marked with *
cannot be played on mobile devices.
Please provide us with a half-page ad here.

LEADERBOARD*

Positioned above the
header



Size: 728 x 90 px
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame,
standard tag

€ 110.00 per week

BILLBOARD AD*

Placement directly under
the site navigation



Size: 960 x 250 px
File size: max. 80 kB
Media: jpg, gif, png, HTML5*, iFrame,
standard tag

€ 190.00 per week

WALLPAPER*

Covers the top right edge
of the page with
a clickable, colored
background



Size: 728 x 90 px (top)
160 x 600 px (bottom)
File size: max. 50 kB per file
Media: jpg, gif, png, HTML5*, iFrame,
standard tag + Hexcode for back-
ground

€ 280.00 per week

BRANDGATE*

Consisting of top
element and two sky-
scrapers



Size: 980 x 90 px (head) +
1.200 x 90 px (head)
2x 160 x 600 px (left + right)
File size: max. 50 kB je Datei
Media: jpg, gif, png, HTML5*, iFrame,
standard tag + Hexcode for back-
ground

€ 330.00 per week

SKYSCRAPER*

Right next to the
website



Size: 120 x 600 px
or 160 x 600 px
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame,
standard tag

€ 70.00 per week

EXPANDABLE SKYSCRAPER*

Opens to the side as
soon as it is touched
with the mouse



Size: 160 x 600 px (open)
420 x 600 px (closed)
File size: max. 50 kB per file
Media: jpg, gif, png, HTML5*

€ 85.00 per week

DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

CONTENT AD

Placement directly in content



Size: 300 x 250
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, JavaScript, standard tag

€ 60.00 per week

HALFPAGE AD

Placement directly in content



Size: 300 x 600 Pixel
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, JavaScript, standard tag

€ 110.00 per week

NATIVE AD

Image + text (similar to an editorial teaser), Placement directly in content



Text: max. 50 characters (incl. spaces)
optional header
(max. 30 characters incl. spaces)
Image size: 300 x 300 pixels, (lower third of the image without text)
File size: max. 50 kB
Media: jpg, gif, png

€ 110.00 per week

SCROLL AD

Placement directly in content



Size: 960 x 600 Pixel
File size: max. 80 kB
Media: jpg, gif, png
Background color: as hexadecimal code
Color for demarcation: as hexadecimal code

€ 380.00 per week

VIDEO AD XL

Placement directly in content



Length of the video: max. 15 seconds
Size: Playout in 16:9 format
File size: max. 4 MB
Media: MPG, MPEG, WMV, AVI

€ 110.00 per week



NEWSLETTER

Advertising possibilities in our weekly newsletter

Reach: 7,928 subscribers



Text display with image (TextAD):

40 characters header, 60 characters headline, up to 300 characters continuous text

Image size: 300x169 pixels

€ 680.00



Superbanner*

630 x 140 px

*no animated banners possible

€ 950.00



Billboard Ad

630 x 250 px

€ 1.040.00

SPECIAL NEWSLETTER DATES:

We have planned special newsletters for the following trade fairs and topics across the publishing house:

- Artificial Intelligence (AI) (monthly)
- Whitepaper Newsletter (quarterly)
- LogiMAT 18/02/25
- Hannover Messe 10/03/25
- ees + EM-Power Europe Smarter E / Intersolar 09/04/25
- transport logistic 13/05/25
- FachPack 02/09/25
- Motek 16/09/25
- it-sa 16/09/25
- formmext 28/10/25
- SPS 04/11/25

EVENT PROMOTION

Events, seminars, webinars, roadshows

Events are a popular marketing tool, offer an efficient opportunity to introduce new products and create new customer contacts. **Generate additional registrations for your event, webinar, demos or online training!**

This will give you a reach of well over 25,000 potential visitors/participants to whom you can offer your invitation to the event.

EVENT-PAKET PRICE: € 1,750.00

CONTENTS:

Reach: well over 25,000 recipients.

The **event package** includes concretely:

- **Event ad in editorial newsletter** (max. 300 characters incl. spaces, 40 characters, header, 60 characters heading, up to 300 characters continuous text, image size 300 x 169 pixel), image and link directly to your registration form.
- The description text (max. 4,000 characters) is available as **online advertorial**, with a link to the registration form (depending on platform 15,000 - 25,000 page impressions per month). The article is also published via our social media channels (depending on the magazine 10,000 - 20,000 followers).
- The advertorial is also played as a teaser in the **event channel** of the selected magazine.



STAND-ALONE-EMAIL & STAND-ALONE-EMAIL+

Stand-alone email is a campaign-related form of advertising that is usually sent only once.

We offer you the choice of selecting only our own newsletter addresses or booking the entire address base of our media network.

The basis for the below mentioned **maximum reach of over 43,300 recipients** is our magazine target group.

With Email+, we can also meet your individual requirements, i.e. you can make further adjustments to the target group, such as company size or industry sector.

When using this form of advertising, the owner of the address sends the stand-alone email on behalf of the company making the booking. In other words, the sender is the owner of the address and not the advertising company. Due to the fact that the advertising company is mentioned exclusively in the email, the level of attention is very high.

Your benefit in detail:

- Traffic for your landing page without large detours
- Low scattering losses due to very vertical addresses
- High level of attention in the target group
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the email

Needless to say, all our addresses and those of our partners comply with the strict provisions of the German Data Protection Act (GDPR).

QUANTITY SCALE

10,000	€ 4,190.00
20,000	€ 7,490.00
30,000	€ 10,990.00
40,000	€ 13,990.00

Larger quantities on request.

However, prices and reach may vary in the event of additional restrictions or a change in target group.

You will receive the technical specifications from our sales team.



ONLINE ADVERTORIALS + ADVERTORIAL PACKAGESS

Are you already benefiting from the power of online advertorials?

Online Advertorials can be advertised via various other online media, thus increasing the number of readers significantly. For this reason, we offer you various complementary methods to increase the traffic on your online advertorial.

The application takes place via our weekly newsletter. For you this means around 7,928 recipients of our newsletter, who will also be presented with the Sponsored Post placed on our website. You will receive a direct link to it.

As an additional advertising measure, we offer you the opportunity to advertise your Online Advertorial using our social media channels.

As part of our advertorial packages, we also offer to publish your advertorial in the print and ePaper edition. We are referring here to the maximum possible editorial reach that you can make use of.



OUR PACKAGE PRICES:

Online Advertorial News+ Publication of your online advertorial on www.r-energy.eu for one month (min. 750 – max. 4,000 characters + two images), additionally advertised via our weekly newsletter.	€ 1,285.00
2,000 additional characters each with one picture	€ 249.00
Online Advertorial Social+ As previously described for Online Advertorial News+, also displayed on our social media channels and played on the respective website (text max. 4,000 characters)	€ 2,730.00
Advertorial Package Premium Online Advertorial Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (3,500 characters print + max. 4,000 characters online)	€ 7,950.00
Advertorial Package Premium+ Same as Advertorial Package Premium, but with 2 pages of advertorial (7,000 characters print + max. 8,000 characters online plus image)	€ 13,600.00

ONLINE SPECIALS+

Whitepapers & Podcasts

WHITEPAPER*:

Whitepaper for 3 months for download incl. leads (image + teaser text)

Standard: with promotion of the white paper by **€ 2,180.00**

- 2 text ads in the newsletter of your choice (image + text)
- + 6 weeks Medium Rectangle-Banner (300 x 250 px) on the website
- + 1 presence in the whitepaper newsletter

Large: with promotion of the whitepaper by **€ 3,360.00**

- 5 text ads in the newsletter of your choice (image + text)
- + 1 Online Advertorial
- + 8 weeks Medium Rectangle-Banner (300 x 250 px) on the website
- + 1 presence in the whitepaper newsletter

Dispatch of the WP is included in our special whitepaper quarterly newsletter for further promotion.

* We can automatically scale the images if they are delivered in the correct size ratio when they are delivered. Please deliver in 16:9 format.

POSTS:

Event calendar of events per event **€ 190.00**
(logo 300 px wide + text)

SEO-SERVICE:

SEO-optimization of print and online articles up to 4,000 characters (incl. blanks, ca. 1 page text) **€ 439.00**

TUTORIAL VIDEOS:

We produce and distribute your tutorials on demand.



LEAD PACKAGES+

Win new customers plus increase awareness

With our publisher's lead packages, we offer our customers awareness and leads in one package. For example, the advert can be combined with a whitepaper download or the newsletter can be combined with an online advertorial and a defined number of leads. So you can do one thing with a lead package without leaving out the other.

We only deliver MQ leads, i.e. marketing-qualified leads that are not yet qualified to make a sales call. However, you have the prospect's permission to send them further information and thus convert the MQL into an SQL (sales-qualified lead) in just a few steps.

Leads are usually generated via electronic mailings in which interested parties are offered a whitepaper from our customer. By downloading the whitepaper the interested party releases their data and permission for further contact by our customer. All leads supplied by us therefore meet the high requirements of the GDPR.

We generate these lead addresses from our own address database or together with partners in our media network, depending on the quantity and required depth of information.

All our cooperation partners guarantee - as we do compliance with the legally prescribed data protection regulations according to the GDPR.

A lead address contains at least the following information:

Company name, address, company size, first name, surname, job function, e-mail, telephone number.

Should you require further information, we can provide this for an additional charge. We will be happy to provide you with a detailed offer.



LEAD PACKAGES+

According to the reader target group of the PlastXnow magazine you will receive guaranteed MQ leads

100
Leads

MQ-Leads - Premium 100

Package includes:

- 1 Stand-Alone Newsletter
- Marketplace entry:
12 months Print + Online
- 2 Newsletter text ads with
your whitepaper
- Online-Advertorial Social +
- Halfpage ad (300 x 60 px) 2 weeks

€ 14,900.00

75
Leads

MQ leads – Premium 75

Package includes:

- 1 Stand-Alone Newsletter
- Marketplace entry:
12 months Print + Online
- 2 Newsletter text ads with
your whitepaper
- Online-Advertorial Social +
- Halfpage ad (300 x 60 px) 2 weeks

€ 12,700.00

50
Leads

MQ leads – Premium 50

Package includes:

- 1 Stand-Alone Newsletter
- Marketplace entry:
12 months Print + Online
- 2 newsletter text ads with
your whitepaper
- Online-Advertorial Social +

€ 10,700.00

Differing quantities to our lead packages and special requests on request!

Your advantages:
**Leads +
Online Activity =**



Measurable results of your
marketing strategy



Guaranteed lead volume in
accordance with the German
General



Data Protection Regulation
(GDPR)



Increased awareness
for your company

LEAD PACKAGES

Standard Whitepaper

LEAD CAMPAIGN WHITEPAPER

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have read your whitepaper. We help you create suitable content and provide you with a binding lead guarantee.

HOW DOES A LEAD CAMPAIGN WITH A WHITEPAPER WORK?

Your whitepaper will be published on one of our specialist portals after it has been checked. During the campaign period of three months, accompanying advertising measures are implemented to draw the attention of the target group to your topic. Your media consultants will select suitable measures to ensure the success of the campaign. The whitepaper is only accessible to the user after registration - of course, this is done in compliance with GDPR. The lead is then available for you in our customer center.

WHICH LEADS ARE INCLUDED?

With the lead campaign, you receive a 'business card contact' consisting of: Name, contact details, job title, department, career level, industry, company with address and company size. We provide in advance a lead guarantee depending on the topic. The campaign includes up to 100 leads, each additional lead can be purchased afterwards.



YOUR BENEFITS:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent.
- Leads are GDPR-compliant and can be accessed via our customer center.
- Your media consultant will ensure the success of the campaign for the entire 3-month period.

LEAD PACKAGES

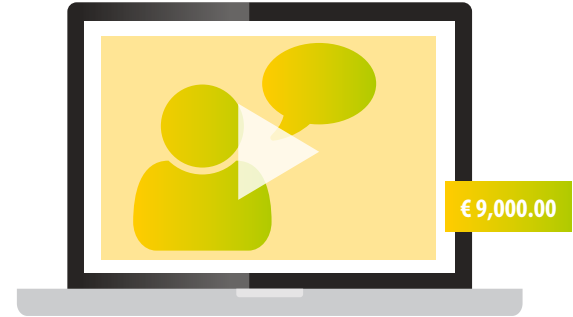
Lead Campaign Webinar

LEAD CAMPAIGN WEBINAR

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have registered for your webinar or watched the recording after the live event. With over 200 webinars a year, we provide you with our experience and expertise for the implementation of this format. Each webinar is moderated by a specialist author so that we can offer you a neutral platform for communicating your content. Depending on the topic we provide you with a binding lead guarantee in advance.

WHICH LEADS ARE INCLUDED?

With the lead campaign webinar you receive a 'business card contact' consisting of: name, e-mail address, telephone number, job title, department, career level, industry, company with address and company size. We offer a lead guarantee in advance, depending on the topic. Up to 100 leads are included in the campaign, each additional lead can be purchased afterwards if desired.



YOUR BENEFITS:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent for advertising contact.
- Leads can be accessed via our customer center in compliance with the GDPR.
- Your media consultant will ensure the success of the campaign for the entire 3-month period.
- Neutral moderation by the specialist editorial team.
- On request, you can hold your webinar in our professional studio.
- Technical realisation by an experienced team (expertise from 200-300 webinars per year).

SUPPLIER PROFILE

Content hub for your target group

The supplier overview is a platform for the individual presentation of your products and services on our specialised portals. The page is structured like a landing page and guarantees a professional approach to your target group.

By linking to topic-relevant specialist articles and the display of content in newsletters from the WIN publishing house industry media, you are present where your target group is and will be remembered.

YOUR BENEFITS

High-quality content mix

Your provider overview is filled with your own material as well as with contributions from our editorial teams. You will also receive daily reports on your advertising campaigns there.

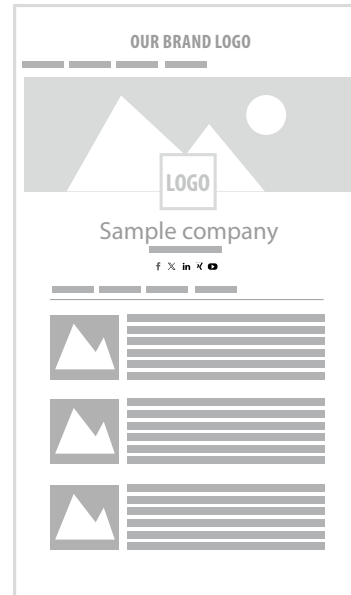
PRICE PER YEAR: € 1,995.00

MAINTENANCE

The maintenance of the contents of your **Customer Center** (<https://customer.win-verlag.de/customer/login>) can also be managed by us.

Price for 3 months: € 150.00

Annual price: € 450.00



In the upper area you show your company with logo, background image, your domain and social media contacts

The overview page shows a high-quality mix of your own content and editorial topics from our specialist editorial teams.

SUPPLIER PROFILE

Content hub for your target group

Objective

Attention and reach in the right the right target group

Format

Own landing page

Content

Logo, header image, products, news, images, videos, events, job adverts, downloads, contact person, social media links, contact form, company address and contact, RSS feeds, keywords

Targeting

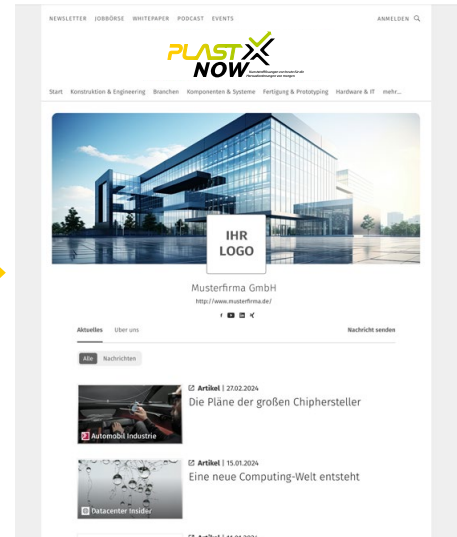
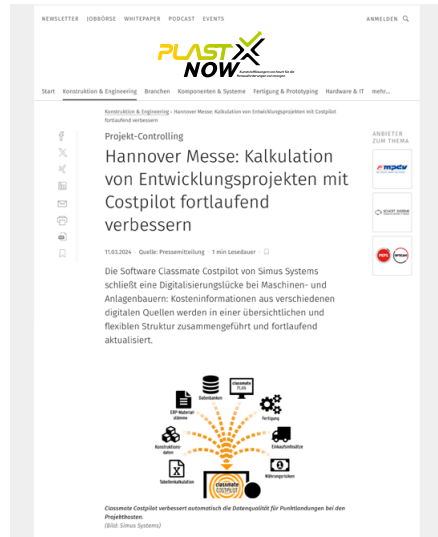
Placement on the homepage (news), in the newsletter (news) and in relevant articles (context sensitive)

Duration

12 months

HOW WILL YOU BE FOUND?

Your provider overview is permanently placed in the thematically appropriate editorial environment using keywords.



Many decision-makers in your target group trust in the specialised articles from our editorial teams.

Your company logo appears in the reader's field of vision. You are thus also positioned as a solution provider for the topic.

PODCASTS



We **produce** the podcast for you and publish it on one or more of our digital channels (website, newsletter, social media, ePaper) and make sure it reaches the right audience.

Natürlich können wir Ihren Podcast auch auf Englisch produzieren.

The total length of the recording, including the briefing of the interview partner, takes a maximum of one hour. We take care of the post-production, i.e. intro, editing, sound etc. for you.

Your added value: topic and scope of your choice (max. length of the final product: 15 minutes).

If a podcast series is desired and you want to provide variety, you can also let customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via common portals such as Spotify, Apple Podcast, Soundcloud or Deezer.

Production prices:

Podcast up to 10 minutes: € 2,500.00

Podcast up to 15 minutes: € 2,900.00

Please prepare for the production by defining exactly what you want to communicate to the listeners.

Transcription as an additional service:

Podcast up to 10 minutes: € 400.00

Podcast up to 15 minutes: € 550.00

PROMOTION OF EXISTING PODCASTS AND PODCASTS PRODUCED BY WIN-VERLAG

Podcast for 3 months (image + teaser text)

Standard: with promotion of the podcast through **€ 2,030.00**
+ Halfpage ad 2 weeks
+ Sponsoring through online advertorial,
teaser in the newsletter and social media

Large: with promotion of the podcast through **€ 3,060.00**
- 3 text ads in the newsletter of your choice (image + text)
+ 1 Online Advertorial
+ 8 weeks content ad banner (300 x 250 px)
on the website

XL: with promotion of the podcast through **€ 5,400.00**
- 3 text ads in the newsletter of your choice (image + text)
+ 1 Online Advertorial
+ 8 weeks content ad (300 x 250 px) on the website
+ Standalone mailing to the readers and recipients of the Magazine

DIGITAL INSERT/SUPPLEMENT

WHAT IS A DIGITAL INSERT?

We offer you a combination of an insert in the printed edition and a PDF section in the middle of the ePaper. For the printed edition, you can deliver the insert to us (sample in advance is required) or have it printed by us for a fee. Please note: The product digital bound inserts is limited to a maximum of 8 pages. More extensive bound inserts only on request.

For the digital distribution of the ePaper magazine, we access our own address database as well as the databases of the address brokers in our media network. As usual, this gives you the

opportunity to book a max. 8-page section in the magazine exclusively for yourself. Furthermore, you can also influence the circulation a little by an additional distribution (subject to a fee). For details, please contact our sales team.

DIGITAL INSERT PRICES:

Format: DIN A4

up to 3 pages	€ 350.00/ooo
4-6 pages	€ 520.00/ooo
7-8 pages	€ 870.00/ooo
Longer inserts on request	



PERFECTLY WELL INFORMED



PUBLISHING PROGRAMME



AUTOCAD Magazine

The manufacturer-independent trade journal is aimed at all users and decision-makers who work with software solutions from Autodesk. The magazine provides practical assistance selection, introduction and the operation of software and hardware. The focus is also on solutions from the areas of drive technology, automation, e-technology, smart simulation, construction, fluid and connection technology.



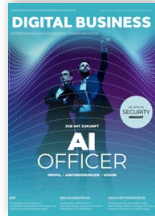
DIGITAL ENGINEERING Magazine

The trade magazine for the design and engineering sector reports on all aspects that are important in integrated (holistic) product development. The focus is on solutions and strategies for efficient engineering as well as innovations from drive technology, automation, electrical engineering, fluid technology, connection technology and construction components.



Bauen aktuell

Provides architects, civil engineers, structural engineers, building planners, energy planners and construction experts with information on the most important innovations in the following segments: architecture, BIM, construction IT, building services & TGA, AVA, energy planning, facility management, project management and controlling, mobile communications, energy and building services engineering and building automation.



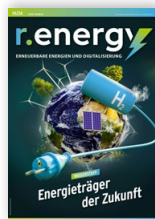
DIGITAL BUSINESS

Whoever wants to be prepared for the future has to understand it. In the trade magazine DIGITAL BUSINESS, experts with extensive practical experience analyse, describe and evaluate the current trends, drivers and technologies of digital transformation, the implications of which managers in medium-sized companies need to know and assess, and support them in successfully shaping their business in the future.



DIGITAL MANUFACTURING

DIGITAL MANUFACTURING focuses on fundamentals, methods, technical trends, IT solutions and practical applications from the field of the digital process chain in production. The magazine conveys the productivity advantages that can be achieved in production through the right strategies and solutions.



R.ENERGY

Renewable, climate-friendly, digital and affordable: these are the requirements for future energy use in companies and public authorities. r.energy provides all the information needed to successfully master the transformation towards renewable energies.



e-commerce magazine

The editorial staff of e-commerce magazine sees itself as an intermediary between suppliers and the market and reports independently, competently and critically on current e-commerce trends, strategies, applications and solutions — both in the local, national and global environment.



DIGITAL PROCESS INDUSTRY

The trade and decision-makers' magazine DIGITAL PROCESS INDUSTRY provides information on how processes can be optimised and production processes perfected in the medium run, as well as on how the use of raw material resources, energy and time can be made more economical.



PlastXnow

The trade publication was developed especially for the plastics processing industry. It addresses key topics in the industry and presents practical solutions. The magazine offers insights into trends, technologies and developments in the plastics industry. In addition to market analyses and reports, PlastXnow is also dedicated to issues such as more sustainable production, innovative materials and effective recycling solutions.

CONTACT DETAILS

Get in touch with us



Klaus-Dieter Block

SALES MANAGER

☎ +49 (0) 89/3866617-27
☎ +49 (0) 175-3865508
✉ klaus-dieter.block@win-verlag.de



Gabriele Leyhe

SALES CONSULTANT

☎ +49 (0) 89/3866617-24
☎ +49 (0) 160/98459920
✉ gabriele.leyhe@win-verlag.de



Stefan Lenz

CHIEF EDITOR

☎ +49 (0) 89/3866617-19
☎ +49 (0) 170/5611882
✉ stefan.lenz@win-verlag.de



Simone Fischer

EDITOR-IN-CHARGE

☎ +49 (0) 89/3866617-15
☎ +49 (0) 170 4147685
✉ simone.fischer@win-verlag.de



Martina Summer

PUBLISHING HOUSE MANAGEMENT
(RESPONSIBLE FOR ADVERTISING)

☎ +49 (0) 89/3866617-31
☎ +49 (0) 151/18665358
✉ martina.summer@win-verlag.de



Chris Kerler

AD SCHEDULING

☎ +49 (0) 89/3866617-32
✉ chris.kerler@win-verlag.de



WIN-VERLAG GMBH & CO. KG 📍 Chiemgastr. 148, 81549 München

Publisher: Matthias Bauer and Günter Schürger, ☎ +49 (0) 89/3866617-0, ✉ info@win-verlag.de, www.plastxnow.de

