

MediaKit

2025

PLASTVERARBEITER



WIN-Verlag GmbH & Co. KG

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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.

Publication:	8 x per year
Magazine format:	DIN A4
Volume/year:	Vol. 76/2025
Purchase conditions and prices (including VAT):	
domestic:	€ 275.- + € 14.- shipping costs = € 289.-
foreign:	€ 275.- + € 28.- shipping costs = € 303.-
single copy price:	€ 36.- including VAT, not including shipping costs
Memberships/Participation:	Deutsche Fachpresse, IVW
Publishing company:	WIN-Verlag GmbH & Co. KG
Managing Director:	Matthias Bauer and Günter Schürger
Publishing House Management:	Martina Summer
Address:	Chiemgaustr. 148, 81549 Munich
Tel.:	+49 (0) 89/3866617-0
Internet:	http://www.kgk-rubberpoint.de
E-mail:	info@win-verlag.de
Publisher:	Matthias Bauer and Günter Schürger
Advertisements:	Klaus-Dieter Block, Sales Manager Gabriele Leyhe, Sales Consultant
Editors:	Stefan Lenz, Editor-in-chief Dipl.-Ing. (FH) Simone Fischer, Editor-in-charge

Our coverage* to secure your successful communication

Industry experts get their information in many different ways, now more so than ever.
Reach your target group – via both analog and digital channels.



9,358 copies

Print

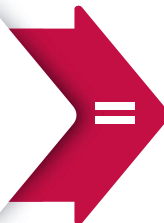
With IVW-audited circulation
(actual figures)



4,640 copies

E-Paper

Extra digital distribution
IVW-audited.

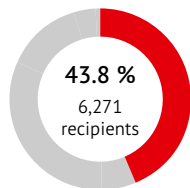


13,998 copies

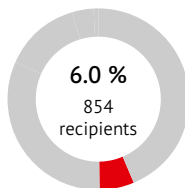
Total circulation

Focused on the target group!

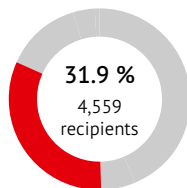
Job feature: position in company



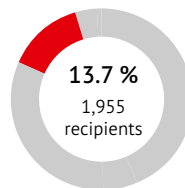
Management,
Executive Board,
Supervisory Board



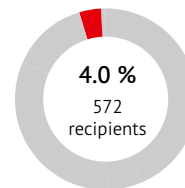
Branch-, Plant-,
Operations
Management



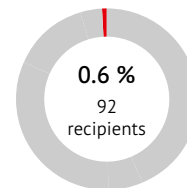
Head of Department,
Division-, Project
Management



Specialist



Department



Assistance, Junior,
trainee, private
persons, Other

Issue	1/2 Jan./Feb.	3 March	4/5 April/May	6 June	7/8 July/August	9 September	10 October	11/12 Nov./Dec.
PD*	Feb 12, 2025	Mar 4, 2025	May 6, 2025	Jun 10, 2025	Jul 23, 2025	Sept 3, 2025	Oct 1, 2025	Dec 10, 2025
AD*	Jan 17, 2025	Feb 6, 2025	Apr 7, 2025	May 13, 2025	Jun 27, 2025	Aug 7, 2025	Sept 5, 2025	Nov 14, 2025
ED*	Dec 17, 2024	Jan 20, 2025	Mar 19, 2025	Apr 23, 2025	Jun 6, 2025	Jul 21, 2025	Aug 19, 2025	Oct 27, 2025
Trade fairs/ events	KPA, D-Ulm, Feb 25-26, 2025	Circular Valley Convention, D-Duesseldorf, Mar 12-13, 2025 PIAE, D-Mannheim, Mar 26-27, 2025 PRS Europe, NL-Amsterdam, Apr 1-2, 2025	Kuteno + KPA, D-Bad Salzufen, May 13-15, 2025	Biopolymer Congress Processing & Moul- ding, D-Halle, Jun 17, 2025 Automatica, D-Munich, Jun 24-27, 2025		Fachpack, D-Nuremberg, Sept. 23-25, 2025 	K 2025, D-Duesseldorf, Oct. 8-15, 2025 	
Specialist articles and case studies	Composites Injection moulding Multicomponent- products Mould- and hot-runner technology	Automation, robotic and handling Lightweight construction Recyclates Surface technology	Circular economy Conveying, drying, mixing, dosing Extrusion Plastics in medi- cal technology Injection moulding	Biopolymers Sustainable materials Automation, robotic and handling Mould- and hot-runner technology Additive manu- facturing	Biopolymers Thermoforming Joining technology Additives/ colour and masterbatches	The range of topics in the September and October issues covers all areas of plastics processing. In addition to new and proven technologies and applications, plastics processors and trade fair visitors are provided with solutions for everyday industrial issues as well as an overview of the industry event.		Additive manu- facturing 3D-printing materials Circular economy Sustainable materials
Special issues / special sections		MOBILITYPLAST	MEDPLAST Energy efficiency	Intralogistics		PACKPLAST Sustainable food packaging		

In 2025, each issue of PLASTVERARBEITER magazine will also publish content from these sections:

Productions- and manufacturing technology / Automation • Raw materials and additives • Tools and moulds • Quality assurance / Measurement technology

*PD: Publication date, AD: Advertising deadline, ED: Editorial deadline

Advertising rates in €*:

Format	Type area format (W x H in mm)	Bleed format** (W x H in mm)	4c rate
1/1 page	178 x 257	210 x 297	6,140.–
2/3 Page	117 x 257 / 178 x 169	133 x 297 / 210 x 191	4,640.–
Junior page	126 x 178	142 x 200	3,700.–
1/2 page	86 x 257 / 178 x 126	102 x 297 / 210 x 146	3,340.–
1/3 page	56 x 257 / 178 x 83	72 x 297 / 210 x 102	2,660.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	57 x 297 / 210 x 82 / 102 x 146	1,840.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	210 x 49	1,250.–

** For advertisements in bleed format, please always send print data in the above mentioned format plus 3 mm bleed on all sides.

Preferential placement*:

Inside front cover 4c € 6.770.– Back cover 4c € 6.770.–

Discount: for purchase within 12 months

Frequency discount rate:

as of 3 publications 5 %
as of 6 publications 10 %
as of 9 publications 15 %

Quantity discount rate:

as of 3 pages 10 %
as of 6 pages 15 %
as of 12 pages 20 %

Classified ads*:

Job vacancies, wanted ads, sales/purchases per mm (1-column, 41 mm wide) b/w € 4.10

Special forms of advertising: on request

*All rates in €. Rates do not include VAT.

Bound inserts*:

Volume	Paper weight	Min. weight	up to 120 g/m ²	up to 170 g/m ²
2 pages		120 g/m ²	€ 5,070.–	€ 5,325.–
4 pages		80 g/m ²	€ 7,665.–	€ 7,970.–

Delivery: Specimens to be supplied as of order placement. Circulation up to 14 days prior to publication. Format untrimmed width 216 mm, height 306 mm.
Top trim allowance 3 mm. Multi-page inserts folded to above format.

Combinations:

Advertising combinations with other magazines published by WIN-Verlag GmbH are possible at any time. Combination discount on request.

Loose inserts*:

up to 25 g weight: € 3,860.– up to 50 g weight: € 5,790.–
(Prices incl. postage, max. paper size 20 x 29 cm)

Delivery: Sample with order. Circulation up to 10 days before publication.

Stick-on advertising media: only possible as special advertising form. Rates on request.

Delivery address for bound and loose inserts: Information on request.

Contact:

Sales Manager: Klaus-Dieter Block, klaus-dieter.block@win-verlag.de
Sales Consultant: Gabriele Leyhe, gabriele.leyhe@win-verlag.de
Mediadisposition: Chris Kerler, chris.kerler@win-verlag.de

Cancellation fees: 35 % of the advertising rate from two weeks before the advertising deadline

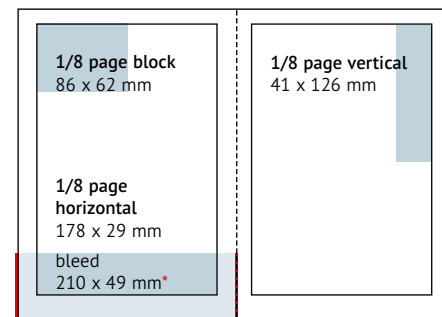
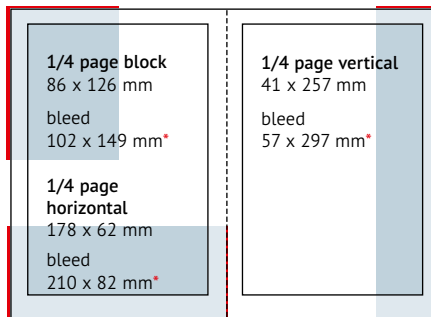
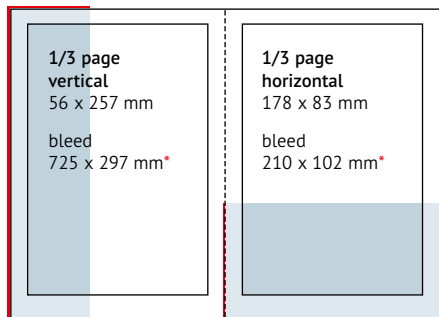
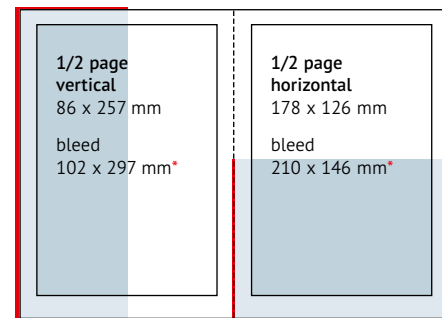
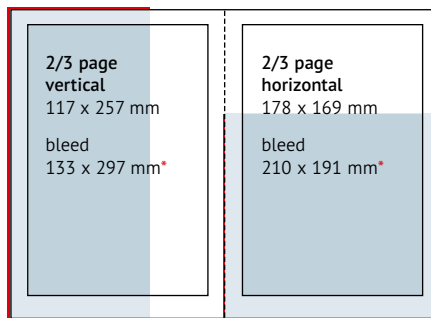
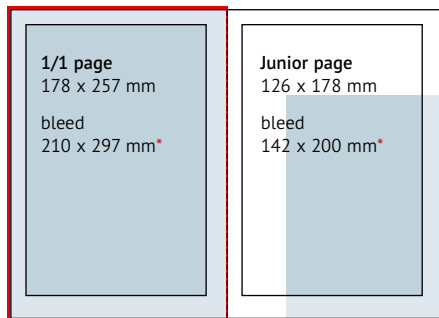
Terms of payment: Invoices are due 30 days after receipt of invoice at the latest.
VAT ID no. DE813744143.

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

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

■ Type area formats

■ Bleed formats



*For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides. Relevant motif parts (texts, logos, etc.) should please be placed with at least 5 mm distance to the bleed and to the gutter.

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

Printing process: Rotary offset
Binding process: Adhesive binding

Data transfer: auftragsmanagement@win-verlag.de

Data formats: 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.

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.

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.

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

Warranty:

1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.
2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).

3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.

4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.

5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.

6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.

7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.

8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

Contact:

Media disposition

Chris Kerler

Tel.: +49 (0) 89 3866617-32

auftragsmanagement@win-verlag.de



1 Circulation monitoring:



2 Circulation analysis:

Copies per issue
on average for the period
July 1, 2023 - June 30, 2024

Print run:	9,550		
Number of copies actually distributed:	9,358	including abroad:	1,031
e-Paper:	4,640		
Total:	13,998		
Copies sold:	688	including abroad:	89
– Subscribed copies:	350	including association	
– Other sales:	338	member copies:	0
– Single copy sales:	0		
Free copies:	13,310		
Residual, archive and specimen copies:	192		

3 Geographical distribution analysis:

Economic region	Percentage of copies actually distributed	
	%	copies
Germany	92.6	12,967
Abroad	7.4	1,031
Copies actually distributed	100.0	13,998

Breakdown of foreign circulation**	Percentage of copies actually distributed	
	%	copies
Austria/Switzerland	98.0	1,010
Other countries	2.0	21
Copies actually distributed	100.0	1,031

** publisher's claim

The description of the survey method can be found on page 10



1.1 Sectors / industries

WZ 2008 Code	Recipient groups (according to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	recipients
20	Chemical industry Plastics, raw materials production Production of auxiliary materials and chemicals	10.1	1,414
22	Manufacture of rubber and plastic goods/users of plastics Vehicle construction Construction sector Mechanical engineering Packaging industry Furniture/furnishing Precision mechanics and optics Toys and jewelry	64.3	9,002
28	Mechanical engineering Plastics processing machines Molds and tool construction Other mechanical engineering	7.2	1,003
46.12	Trade with technical chemicals	10.4	1,449
71.12	Services for companies Construction and engineering agencies	4.1	576
72/85	Research, development, training	3.5	493
	Other*	0.4	61
Copies actually distributed		100.0	13,998

*portion of circulation not analyzed, e.g. trade fair and congress copies etc.

The description of the survey method can be found on page 10

1.2 Size of business unit:

	Percentage of copies actually distributed	
	%	recipients
1 - 49 employees	45.6	6,376
50 - 199 employees	29.6	4,139
200 - 499 employees	13.9	1,952
500 and more employees	10.5	1,470
No details*	0.4	61
Copies actually distributed	100.0	13,998

2.1 Job feature: field of activity (multiple responses)

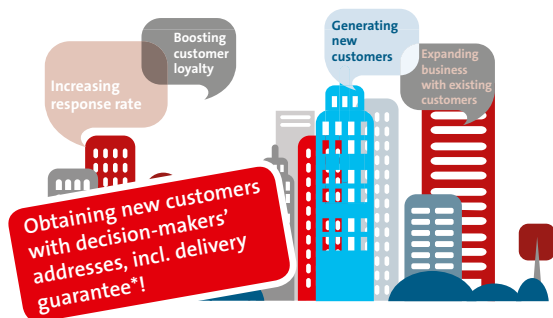
	Percentage of copies actually distributed	
	%	recipients
Company management, technical management	49.3	6,901
Research, development and design	11.1	1,557
Materials management / purchasing / logistics (e.g. sales, organization, marketing)	17.8	2,483
Marketing / sales	9.8	1,370
Other sectors	11.6	1,626
Other*	0.4	61
Copies actually distributed	100.0	13,998

Summary of collection method

- Total number of recipients in the file:** 35,844
- Method:** Recipient structure analysis through file evaluation
Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:**
Basic total (TAC) 13,998 = 100.0 %
Not included in the survey: 192 = 1.37 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2023 to June 30 2024
- Survey implementation:** Aug. 2, 2024

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.

* portion of circulation not analyzed, e.g. trade fair and congress copies etc.



Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database

Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- ***Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.

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MOBILITYPLAST:

Special section in **issue 03/2025** of **PLASTVERARBEITER**

From lightweight construction, alternative drive systems and intelligent surfaces to the omnipresent topic of sustainability: plastics play a dominant role in modern mobility. The requirements of the automotive industry and how these can be met are currently being addressed by plastics processors around the world.

Our special section MobilityPLAST presents exciting developments and solutions and deliberately looks at mobility solutions beyond the classic motor vehicle - because the mobility of the future is not necessarily always on four tires.

Publication date: March 4, 2025

Advertising deadline: February 6, 2025



MEDPLAST:

Special section in **issue 04-05/2025** of **PLASTVERARBEITER**

Almost 50 percent of medical devices are made of plastic – and the trend is rising significantly. Which trends are dominating the market?

Where are the greatest market opportunities? Which innovative products, technologies and strategies can be used to produce medical technology products in a cost- and resource-efficient manner? MEDPLAST provides well-founded answers to these questions, which are relevant for investment decision-makers.

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.

Publication date: May 6, 2025

Advertising deadline: April 7, 2025



Market & Contact (supply source)

Term:	1 year = 8 issues
Disposition:	in each issue possible
Conditions:	The contract runs for 1 year and continues until terminated. Termination of contract is possible up to a period of six weeks prior to the end of the contract term.
Size:	Single-column, 41 mm wide; Minimum height 10 mm (4 lines)
Price per issue:	Per mm height b/w € 4.20* color € 6.30*
The benefits for you:	If you opt for a presence in Market & Contact, your company will be advertised for 1 year period.
Corrections:	At any time before advertising deadline, cost per change € 50.-*
Combined offer with same duration:	Online business directory: Plus entry: € 130.-*/year Premium entry: € 315.-*/year
The amount is calculated for one year in advance! In the case of arrangement by an advertising agency: 15% agent commission.	

www.plastverarbeiter.de

*All rates in €. Rates do not include VAT.



in the magazine

and online

Your contacts in Germany and abroad

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Matthias Bauer and Günter Schürger

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Editor-in-charge:

Simone Fischer

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simone.fischer@win-verlag.de

Website (URL): www.plastverarbeiter.de

Profile in brief:

Extensive internet provision in B2B communication for specialists and executives working in the plastics processing industry. Daily news, product and company data-base, market overviews, background reports, job market and topic-specific weekly newsletter with an average of more than 4,600 subscribers.

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.

Editorial Contact:

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Simone Fischer
Editor-in-charge
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Gabriele Leyhe
Sales Consultant
Tel.: +49 89 3866617-24
gabriele.leyhe@win-verlag.de

Data delivery:

At least 1 week prior to start of campaign by e-mail to
Auftragsmanagement@win-verlag.de.

File formats banners: png, jpg, gif (also animated), HTML5 (except Baseboard and Parallaxer), AdTag, HTML Code, File size: max. 100 KB

Ad server used: Google Ad Manager from Google

Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns. Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared. N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL. Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

Facts

Traffic

- 24,384 Unique user/month¹
- 51,527 page impressions/month¹
- 4,667 newsletter subscribers²
- 10,150 LinkedIn-followers³
- 4,456 Xing-followers³

Content

- Specialist articles
- Market overviews
- Product reports
- News
- Editorials
- Videos

Channels

- Market
- Processing procedures
- Automation
- Raw materials and additives
- Quality assurance
- Tools & moulds

¹ Source: Google Analytics, as of 1/2024, ² Source: Emarsys, as of 7/2024, ³ as of 7/2024



	Ad format	Placement	End devices	Format (in pixels)	CPM*	CPM* in trade fair months**
1	Billboard	RoS below Header	Desktop, tablet	940x250	220.–	245.–
2	Halfpage	RoS (sticky)	Desktop	300x600	245.–	270.–
3	Skyscraper right	RoS (sticky)	Desktop	160x600	165.–	185.–
4	Parallaxer (Special format, details: page 18)	RoS	Desktop, mobile/tablet	320x480	250.–	275.–
5	Skyscraper left	RoS	Desktop	160x600	105.–	115.–
6	Leaderboard Premium	Post below teaser image	Desktop, mobile/tablet	728x90 + 320x50	205.–	225.–
7	Leaderboard Basic	Post after 1 st text block or end of post	Desktop, mobile/tablet	728x90 + 320x50	145.–	160.–
8	Medium Rectangle Premium	RoS, 1 st Medium Rectangle position	Desktop, mobile/tablet	300x250	160.–	180.–
9	Medium Rectangle Basic	RoS	Desktop, mobile/tablet	300x250	115.–	130.–
10	Baseboard	RoS (sticky)	Desktop, tablet	960x90	115.–	130.–
11	Partner-Site-Button	RoS	Desktop, mobile/tablet	300x120	80.–	90.–

Parallaxer



Desktop view



Mobile view

The eye-catching advertising format with its rollover effect allows the user to look through a widening gap in the content to an advertising medium behind it.

- Placement is possible on the Medium Rectangle advertising banner spaces
- Format: 320x480 pixels
- Data format: png, jpg, gif (static images) and HTML-Code are possible
- File size: max. 100 KB
- End devices: Desktop, tablet, mobile

CPM: € 250.–/€ 275.–*

*Rates do not include VAT. Increased rate in trade fair months (August, September, October).

Cube



Desktop view



Mobile-Ansicht

A cube with four sides (advertising spaces) that can be rotated manually and automatically. Ideal for storytelling and advertising several products within one advertising space.

- Placement is possible on the Medium Rectangle advertising banner spaces
- Format: 4 times 300x250 pixels
- Up to 4 links (1 per image) possible
- Data formats: png, jpg, gif (Static and animated images are possible. We recommend the delivery of a static image.)
- File size: max. 100 KB per image
- End devices: Desktop, tablet, mobile

CPM: € 250.–/€ 275.–*

Native Content Ad



This advertising banner on the website is similar in form and design to the image-text combination of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the positions of Leaderboard Premium or Leaderboard Basic.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body text (approx. 100 characters), call-to-action (approx. 20 characters)
The „character limits“ can vary depending on the width of characters.
- File format (image): png, jpg, gif (also possible animated). We recommend the delivery of a static image in order to retain the character of a native ad. This should blend in visually with the content.)
- File size (image): 200 KB
- End devices: desktop, tablet, mobile

CPM: € 215.–/€ 240.–*

Native Video Ad

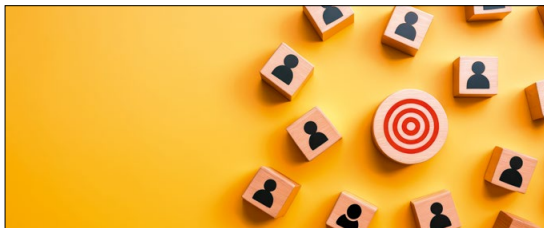


The video advertising banner on the website is an eye-catching and high-performance advertising format that is supplemented by a headline and a call-to-action.

- Placement is possible on the Leaderboard Premium position
- Format: video (940x250 pixels desktop-optimized, 1280x720 pixels mobile-optimized); headline (approx. 55 to max. 80 characters are possible, depending on width of characters), no body text, Call-to-action (approx. 20 characters)
- Video length: max. 59 sec.
- File format: mp4
Only physical videos are possible, no third-party links etc.
- File size: max. 29 MB
- End devices: desktop, tablet, mobile

CPM: € 215.–/€ 240.–*

Audience retargeting



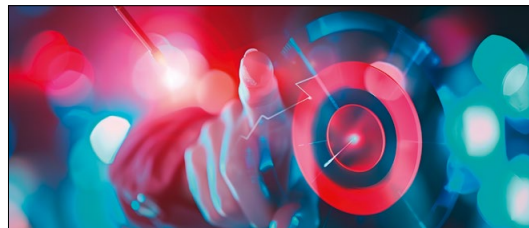
Users who have visited one or more of our portals or certain categories are recognized in the external network after leaving the website and addressed with advertising.

- Placement on external websites / 3rd party websites
- Formats: Medium Rectangle (300 x 250 Pixel), Leaderboard (728 x 90 Pixel), Interstitial Portrait (320 x 480 pixels), Billboard large (970 x 250 pixels), Billboard (800 x 250 pixels), Halfpage Ad (300 x 600 pixels), Mobile Leaderboard (320 x 50 pixels), Mobile Wideboard (320 x 160 pixels)
- Data formats: Image: jpg, gif (animated displays must become static after 30 seconds), 3rd party (javascript or html), iFrame only possible from DoubleClick, Advertising Banner AdTag / Redirect / 3rd party link
- File size: max. 150 KB and SSL-secure
- End devices: cross-device display
- Terms: monthly campaigns

CPM: € 85.-/95.-*

*Rates do not include VAT. Increased rate in trade fair months (August, September, October).

Clickbased native retargeting



Users who have visited one or more of our portals or certain categories are recognized in the external network after leaving the website and addressed again with Native Ads.

- Placement on external websites / 3rd party websites
- Minimum purchase: 300 clicks
- Formats: text + image + logo
- Data format: jpg or png
- File size: max. 1200 KB
- End devices: cross-device display
- Terms: monthly campaigns

CPC: 5.-/€ 6.-*

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

2 **Profile in brief:**

Every Tuesday and Friday, the newsletter is sent to more than 4,600 subscribers¹. In addition to up-to-the-minute news, the newsletter presents selected technical articles and new products in defined categories.

3 **Target group:**

Specialists and executives working in the plastics industry.

4 **Publication:** weekly (on Tuesdays and Fridays)

5 **Editorial contact:**

Stefan Lenz
Editor-in-chief
Tel.: +49 89 3866617-19
stefan.lenz@win-verlag.de

Simone Fischer
Editor-in-charge
Tel.: +49 89 3866617-15
simone.fischer@win-verlag.de

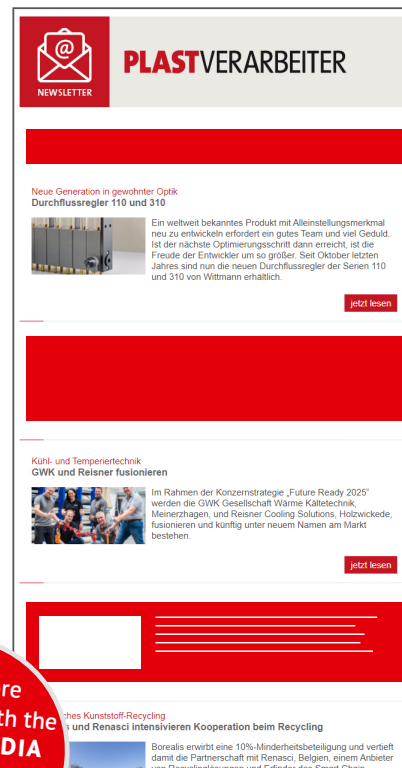
6 **Contact – online advertising:**

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klaus-dieter.block@win-verlag.de

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7 **Data delivery:**

At least 1 week prior to publication date by e-mail to
Auftragsmanagement@win-verlag.de



Header Ad

Format: 650 x 90 pixels
Price: € 815,-/€ 890,-²
per issue
File type: gif³, jpg, png

Content Ad

Format: 650 x 150 pixels
Price: € 680,-/€ 740,-²
per issue
File type: gif³, jpg, png

Text Ad (image + text)

Image: 620 x 349 pixels
Kicker: max. 30 characters
Headline: max. 55 characters
Body text: max. 330 characters
Price: € 680,-/€ 740,-²
per issue
File type: gif³, jpg, png

² Rates do not include VAT. Increased rate in trade fair months (August, September, October)

³ **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.

Reach more
customers with the
**SOCIAL MEDIA
BOOST!**
Price: € 635,-

Editorial service



Do you have a topic that you would like to place on our web-portal but no one in-house to realise it for you? No problem!

Our content experts will discuss the topic with you, create the content placement and edit it according to our internal style guide & target group criteria (editorial look & feel).

Price on request

Social Media Boost



The Social Media Boost is a new, attractive social media element that offers additional contact possibilities in the industry and can be booked in combination with a text ad in the newsletter.

The news feed is fed from the latest news from our website, which is displayed to followers as news on their social media stream.

In this way, we can share your Social Media Boost with our followers via social media. It is here also marked with the word „Anzeige“.

Price: € 635.–/€ 700.–*

Standalone-newsletter!

You have the option of sending a standalone-newsletter with us to all registered recipients. The newsletter is sent out in the name of your company and contains 100% of your content.

The standalone-newsletter can link to further information on your corporate website or to a customer integration within plastverarbeiter.de.

The frequency of the standalone-newsletter is strictly limited. With this form of advertising we enable you to directly address the newsletter subscribers from the target group of PLASTVERARBEITER and to introduce new products or services or to reach all target groups of our brands in our **B2B Media Network**.*

▫ Option 1 – based on our building-block template

▫ Option 2 – based on your HTML

Prices include newsletter creation and one round of amendments.

Recipients: 4.083 (as of 7/2024)

Price: € 2.300,-/€ 2.530,-**

Engage Plus

Send a second standalone-newsletter with extra information to the people who opened or did not open your first one and thus secure maximum interest within your target group.

Price on request

**Price individual target group approach in our B2B Media Network: on request.

**Rates do not include VAT. Increased rate in trade fair months (August, September, October)



Willkommen zum virtuellen Symposium von ENGEL

Wir bringen die Welt des Spritzgießens zu Ihnen. Zum ersten Mal findet das traditionelle ENGEL Symposium virtuell statt, und dennoch steht der persönliche und direkte Austausch mit unseren Kunden und Partnern, im Mittelpunkt der Veranstaltung.

Alle Programmpunkte und Vorträge werden im Zuge dieses globalen Events an die individuellen Anforderungen der einzelnen Länder und Regionen angepasst und in insgesamt sieben Sprachen angeboten.

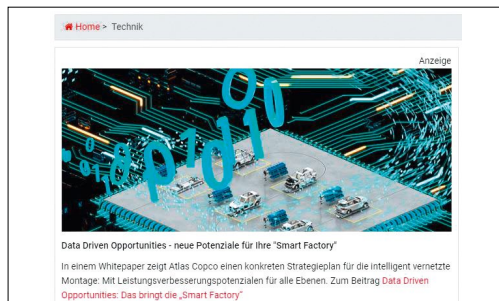
Was erwartet Sie beim ENGEL e-symposium?

Keynote-Vorträge und Business Talks im Live-Stream

Welche Möglichkeiten ergeben sich aus der Digitalisierung? Welche innovativen Technologien haben das Potenzial, die Wettbewerbsfähigkeit zu stärken? Ist Nachhaltigkeit mehr als nur ein Hype? Diese Fragen und vieles mehr werden unsere Experten während dem ENGEL live e-symposium beantworten.



Content Placement



The content placement will be published as a fully-fledged, labelled article on our web-portal in the topic category of your choice.

- Review by our content experts (quality pre-check)
- Placement of the article on our web-portal in thematically appropriate sections
- Archiving on the web-portal: 1 year after publication
- Reporting after 2 months
- 200 views guaranteed

Marketing:

Customised marketing campaign via pull and push mechanisms

Price: € 4,260.-/€ 4,690.-*

*Rates do not include VAT. Increased rate in trade fair months (August, September, October).

For the realization we need from you:

- about 5 powerful keywords
- Clear allocation to a topic-channel of our portal
- Your logo: 500px wide (jpg or png)
- Image for teaser:
 - 1200 px wide x 900 px high (jpg or png)
 - Specify image source
 - Caption, max. 250 characters
 - No branding and no fonts in the image
- Teaser image additionally in 1200x627px and 627x627px format (jpg or png)
- URL company website (optionally with tracking)
- Short kicker line (to complement the headline): 1-3 words or approx. 30 characters
- meaningful headline: max. 60 characters
- Teaser (2 short sentences that arouse interest): max. 250 characters
- Text incl. links and subheadings
 - approx. 3,000 - 6,000 characters incl. blanks

Optional:

- Up to five additional images
- Link to a YouTube or Vimeo video for direct inclusion in the article or for linking purposes
- Up to two text boxes
- Hashtags for social media (max. 2)
- Social media username for linking (@username)

Brand Hub – Your positioning as a thematic leader

With an exclusive brand hub, you present your expertise and build a thought leadership on a specific topic focus (100% your content). The content can be designed according to a guideline in text and image.

Included in the package:

- Own customer channel under „Themen Specials“ („Topic Specials“)
- Joint topic planning and conceptual consulting
- Integration of up to 3 articles per month (supplied by you)
- Integration of the articles in the context-relevant topic area.

Markting:

Customised marketing campaign via pull and push mechanisms

Optionally bookable: further editorial services on request

Your advantages:

- Increase of the organic relevance of your company
- Expansion of presence in relevant target group and positioning as an expert and solution provider on a relevant topic
- High attention level through cross-promotion via newsletters and portal
- Positive image transfer through integration of content in premium editorial environment

Booking period: minimum 6 months

Price on request



Mehr Füllstand und Druck VEGA Messtechnik für Füllstand und Druck helfen Ihnen, die Anforderungen an die Qualität und die Wettbewerbsfähigkeit bei der Chemierzeugung zu erfüllen. Lesen Sie hier, wie sich unsere neuesten Technologien und Sensoren optimal an die individuellen Anforderungen unserer Kunden anpassen. Wie sie härtesten Bedingungen, extremen Drücken, aggressiven Medien und Temperaturschwankungen trotzen. Und wie sie Industrie 4.0 möglich machen. Mit Rundum-Sicherheit, Selbstdiagnose und umfassenden Kommunikationsmöglichkeiten bei einfacher Integration.



Geometrie
Neuer Maßstab: Radarsensor für thermische Höchstleistung
Wie gelingt präzise Füllstandmessung bei extremen Temperaturen?
Herausfordernde Umgebungen in der Füllstandmessung sind gemeistert: In innovativer Hochtemperaturausführung arbeitet der Radarsensor VEGAPULS 6X zuverlässig bis zu 450 °C.

von Claudia Homberg



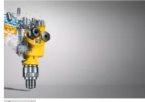
Geometrie
Druckmessung in Chemieanlagen: Welches Material eignet sich am besten?
Keramik versus Metall: Sensortechnik am Wendepunkt
Keramische Messtechniken in Chemieanlagen sind aufgrund der hohen Sicherheit, Langzeitstabilität und Zuverlässigkeit in Chemieanlagen längst eine Alternative. Anfallige Impulsleitungen sind nicht nötig und für zukünftige Wasserstoffanwendungen ist das Material prädestiniert.

von Armin Scheemann



Geometrie
Schritt für Schritt zur vernetzten Logistik
VEGA treibt mit autarken Füllstandsensoren die digitale Transformation voran
In einer Welt, in der Effizienz und Nachhaltigkeit zur Notwendigkeit werden, bietet die Digitalisierung entscheidende Vorteile. Ein Vorräte sind in dem Kontext die autarken Füllstandssensoren von VEGA. Sie ermöglichen einen einfachen und kosteneffizienten Zugang zu smarten Industrieprozessen.

von Claudia Homberg



Geometrie
Geräteauswahl radikal vereinfacht
6X: VEGA einfache Radar-Formel für bessere Prozesse
Mit dem VEGAPULS 6X „denkt“ Vega Radar neu. Das Ergebnis: Ein neuer Radarsensor, der alle endlichen Füllstandsanwendungen misst. Die Zeiten, in denen Anwender aus einer Vielzahl an Geräten das richtige auswählen mussten, sind damit Geschichte.

von Beatrix Vollmert, Vega



Geometrie
„Füllstandmessung einfacher machen“

VEGA Grieshaber KG

Whitepaper



Integration and promotion of your whitepaper on our web-portal

Components:

- Editorial service: quality pre-check by our content experts
- Creation of a landing page on our web-portal
- Delivery of the download addresses on a regular basis within the runtime (8 weeks)

Marketing:

- Customised marketing campaign via pull and push mechanisms

CPL depending on target group starting from 160 Euros /

Minimum booking volume 4,800 Euros

In order to be able to deliver your target group according to your requirements we need the following information from you:

► Whitepaper-Briefing

*Rates do not include VAT.

Webinar



Integration and promotion of your webinar on our web-portal

Components:

- Advice on finding topics from our content experts
- Technical organisation and implementation
- Moderation by our editorial team
- Creation of a landing page on our web-portal incl. registration option
- One-time delivery of the download addresses after the webinar has taken place

Marketing:

Customised marketing campaign via pull and push mechanisms

Price: € 9,900.–

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.

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

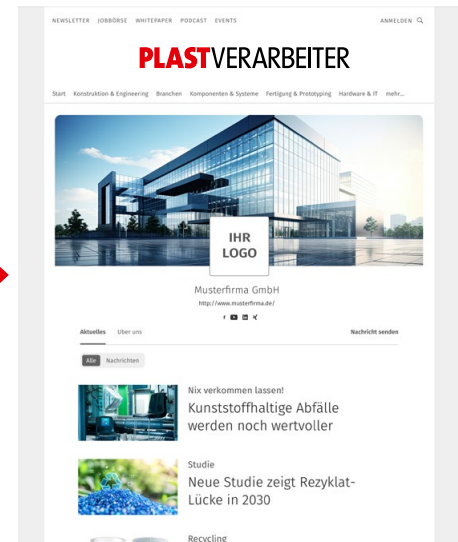
Placement on the homepage (news), in the newsletter (news) and in relevant articles (context sensitive)

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.

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

Contact

GTCBs

Our general Terms and Conditions are
viewable here:
<https://www.win-verlag.de/agb>

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