

MediaKit

2025

KGK

KAUSCHUK GUMMI KUNSTSTOFFE



WIN
VERLAG

WIN-Verlag GmbH & Co. KG

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Profile in brief:

KGK Kautschuk Gummi Kunststoffe is the only bilingual trade and technical magazine in the world focusing on development, processing and applications in the caoutchouc, rubber and plastics industry. It is a unique publication: writers from all over the world contribute expertise and latest findings to the editorial program.

The editorial concept is characterized by expert articles covering topics and trends in structure determination, material composition, recycling, quality management and practice-oriented product reports on raw and auxiliary materials and additives, new machines and tools.

KGK Kautschuk Gummi Kunststoffe is the official organ of the Deutsche Kautschuk Gesellschaft e.V. (DKG) (the German Rubber Society) and the DIN-Normenausschuss Elastomer-Technik (NET) (DIN Standards Committee for Elastomer Technology)

Target group:

Primarily decision-makers at companies active in the areas of caoutchouc, rubber and TPE processing. Additionally: manufacturers of caoutchouc processing machines, tool and die making as well as suppliers of raw materials and additives.

Publication:	6 x per year
Magazine format:	DIN A4
Volume/year:	Vol. 78/2025
Purchase conditions and prices (including VAT):	
domestic	€ 485.- + € 10.50 shipping costs = € 495.50
foreign	€ 485.- + € 21.- shipping costs = € 506.-
Single copy price	€ 82.- including VAT, not including shipping costs
Organ:	Deutsche Kautschuk-Gesellschaft e.V. (the German Rubber Society) Technical Standards Committee of the German Caoutchouc Industry im German Committee of Standards
Memberships:	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

Advertising rates in €*:

Format	Satzspiegelformate (B x H in mm)	Anschnittformate** (B x H in mm)	4c-Preis
1/1 Seite	178 x 257	210 x 297	3,750.–
2/3 Seite	117 x 257 / 178 x 169	133 x 297 / 210 x 191	2,910.–
Junior Page	126 x 178	142 x 200	2,350.–
1/2 Seite	86 x 257 / 178 x 126	102 x 297 / 210 x 146	2,550.–
1/3 Seite	56 x 257 / 178 x 83	72 x 297 / 210 x 102	1,960.–
1/4 Seite	41 x 257 / 178 x 62 / 86 x 126	57 x 297 / 210 x 82 / 102 x 146	1,330.–
1/8 Seite	41 x 126 / 178 x 29 / 86 x 62	210 x 49	1,020.–

** Bitte senden Sie für **Anzeigen im Anschnitt** immer Druckdaten im oben genannten Format zzgl. jeweils 3 mm Beschnitt an allen Seiten.

Preferential placement*:

2nd cover page 4c € 4,140.– Back cover 4c € 4,140.–

Discount: for purchase within 12 months (always on basic rate).

Frequency discount rate:	Quantity discount rate:
as of 3 publications 5 %	as of 3 pages 10 %
as of 6 publications 10 %	as of 6 pages 15 %
as of 9 publications 15 %	as of 12 pages 20 %

Classified ads*:

Job vacancies/search, for sale/wanted per mm (1-column, 41 mm wide) b/w € 2.75

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 Seiten		120 g/m ²	€ 3,000.–	€ 3,170.–
4 Seiten		80 g/m ²	€ 4,505.–	€ 4,750.–

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: € 1,095.– up to 50 g weight: € 1,640.–
(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

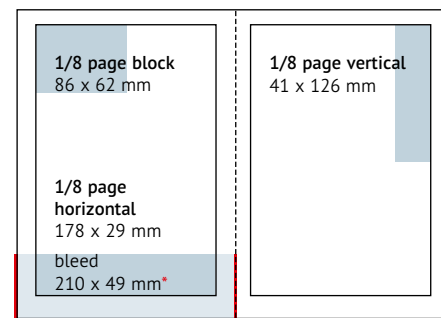
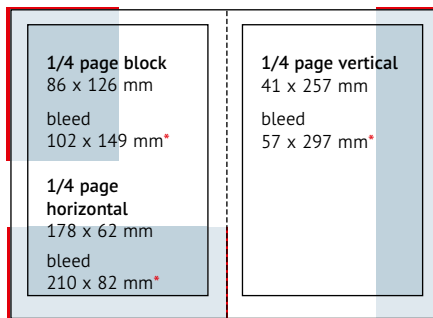
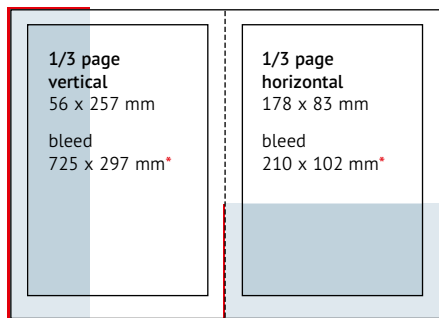
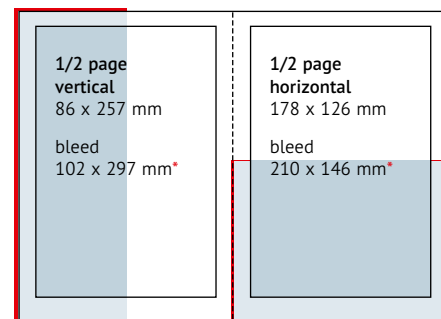
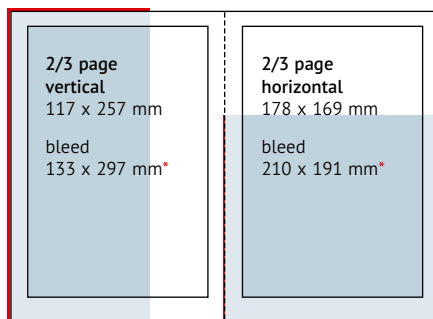
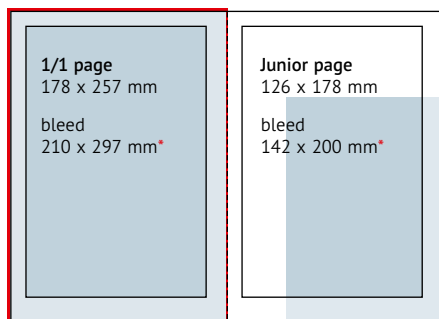
Terms of payment: Invoices are due 30 days after receipt of invoice at the latest. VAT ID no. DE813744143.

Bank details: Kreissparkasse Munich Starnberg Ebersberg
 Bank Account No. : 496 208, BLZ: 702 501 50
 IBAN: 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: Sheet-fed offset
Binding process: Back stitching

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

Issues	1 February	2 April	3 June	4 August	5 October	6 December
Publication date	Feb. 26, 2025	Apr. 23, 2025	Jun. 18, 2025	Aug. 13, 2025	Oct. 1, 2025	Dec. 3, 2025
Advertising deadline	Jan. 31, 2025	Mar. 26, 2025	May 21, 2025	Jul. 18, 2025	Sept. 5, 2025	Nov. 7, 2025
Editorial deadline	Jan. 14, 2025	Mar. 7, 2025	May 2, 2025	Jul. 1, 2025	Aug. 19, 2025	Oct., 20, 2025
Trade fairs / events	Tire Technology Expo Mar. 4-6, 2025, D-Hannover PIAE, Mar. 26-27, 2025, D-Mannheim	Kuteno + KPA, May 14-16, 2025, D-Bad Salzungen			K 2025, Oct. 8-15, 2025, D-Duesseldorf 	
Specialist articles and reports	Raw materials, mechanical and process engineering for tire production Rubber, additives, fillers, and auxiliary materials Extrusion, pressing Injection molding	Automation, Robotic and handling PUR, TPE, Silicone Injection molding Elastomers and silicones in medical technology	Quality assurance Dosing technology Mixing- and strainer-technology Simulation and calculation	Sustainability, recycling Circular economy Renewable raw materials	Products and innovations for K 2025 Extrusion, pressing Injection molding Peripheral technology	Trends of K 2025 Simulation and calculation Tool technology
Raw materials, additives These specialist fields are covered by the editorial content in each issue of KGK in 2025	User-focused reports and selected scientific papers by international authors provide information on the latest developments and the processing of (primarily) rubber, TPE, and PUR. The following topic areas are covered: Natural rubber, natural latex, synthetic rubber, synthetic latex, thermoplastic elastomers, thermoplastics, activators, anti-aging agents, antioxidants, accelerators, fillers, mastics, pigments, reinforcers, plasticisers					
Quality assurance, product development These specialist fields are covered by the editorial content in each issue of KGK in 2025	Optimizing and increasing quality assurance in rubber-processing companies and institutes is a requirement and prerequisite at the same time. Specialist articles from industry and research provide information on product areas including: Measuring equipment for mechanical, thermal, electrical, and optical quantities, software systems, test cabinets, test facilities, profile production lines, handling equipment, washing and drying					
Machinery, peripherals, automation These specialist fields are covered by the editorial content in each issue of KGK in 2025	Showcasing new technologies, machinery, and peripherals to boost efficiency in rubber-processing companies. The editorial content focuses on recent specialist articles and briefreports with a practical bent on topic areas including: Processing plants, extruders, granulators, calenders, mixers, presses, recycling plants, injection-molding machines, vulcanisation plants, tools, peripherals					

Your contacts at home and abroad

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Matthias Bauer and Günter Schürger

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Editor-in-charge:
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Market & Contact (supply sources)

Term:	1 year = 6 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 25 mm
Price per issue:	Per mm height b/w € 2.10*; color € 3.15*
Corrections:	Up until the advertising deadline for each issue

Increase your presence in the market: combine print and online!

As a supply sources advertiser you receive an additional inexpensive **"Plus Entry"** at www.kgk-rubberpoint.de on request. What is a **"Plus Entry"**? You can enter the following in the database of our online portal: your company address **plus** telephone and fax number **plus** link to your homepage **plus** logo **plus** free text on your product program. Price: as a supply source advertiser you only pay € 110.- per year.

Advertising deadline: See publication schedule

Payment is requested in advance.



in the magazine

and online

Circulation monitoring:



Circulation analysis:

Copies per issue on annual average
July 1, 2023 to June 30, 2024

Print run: 1,970

Number of copies actually distributed:	1,734	including abroad:	328
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Copies sold:	233	including abroad:	61
– Subscribed copies:	228	including association	
– Other sales:	5	member copies:	0
– Single copy sales:	0		

Free copies: 1,501

**Residual, archive
and specimen copies:** 236**

Geographical distribution analysis:

Economic Region	Copies actually distributed	
	%	copies
Germany	81.1	1,406
Abroad	18.9	328
Copies actually distributed	100.0	1,734

Breakdown of foreign circulation*	Copies actually distributed	
	%	copies
Austria	41.0	134
Switzerland	39.0	129
Other countries	20.0	65
Copies actually distributed, abroad	100.0	328

* publisher's claim

**incl. trade fair issues outside of IWV period

The description of the survey method can be found on page 11.

Sector / Industry

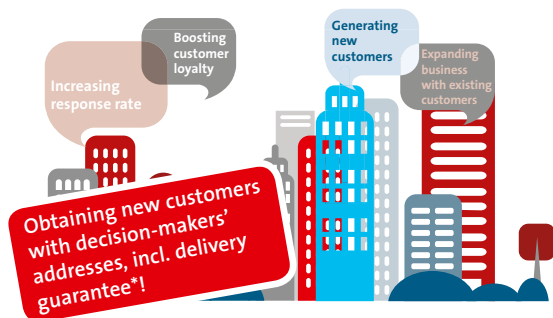
WZ 2008 Code	Recipient groups (according to industrial sector classification)	Percentage of copies actually distributed	
		%	recipients
20, 21	Chemical industry Raw materials production/chemistry/Petrochemistry and coal chemistry Production of auxiliary materials and additives	10.8	188
22	Manufacture of rubber and plastic goods Manufacture of rubber goods/Manufacture of plastic goods Manufacture of caoutchouc goods and substitute products/Production of tires	66.1	1,146
28	Mechanical engineering Caoutchouc and plastics processing machines/Testing machines and appliance construction Molds and tool construction	10.2	177
46.12	Wholesale trade of technical chemicals Caoutchouc/Industrial and commercial agencies/Import and export of raw materials, auxiliary materials and finished product	5.8	100
72/71.2/85	Services, research, development, training Technical consultation and planning/Technical laboratories and testing institutes Vocational colleges/institutes of higher education	7.1	123
Copies actually distributed		100.0	1,734

Summary of collection method

- Total number of recipients in the file:** 5,674
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC) 1,734 = 100.0 %
Not included in the survey: 236 = 13.6 %
- Random sample:** Total collection

- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** vom July 1, 2023 til 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.



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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Gabriele Leyhe
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Website (URL): www.kgk-rubberpoint.de

Profile in brief: Extensive internet provision in B2B communication for specialists and executives working in the caoutchouc, rubber and plastics industry. Daily news, product and company database, market overviews, background reports, job market.

Target group:

Primarily decision-makers involved in caoutchouc, rubber and TPE-processing. Providers of raw materials and additives, producers of caoutchouc processing machinery as well as tools and molds.

Publishing company: WIN-Verlag GmbH

Editorial Contact:

Stefan Lenz
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Simone Fischer
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klaus-dieter.block@win-verlag.de

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

- 3,195 Unique users/month¹
- 6,587 page impressions/month¹
- LinkedIn: 1,968²
- Xing: 3,758²

Channels

- Market
- Raw materials, additives
- Research
- Processing
- Tools & moulds
- Quality assurance

Content

- Technical articles
- Product reports
- News
- Interviews
- Videos
- Picture gallery
- Archive

¹ Source: Google Analytics, as of 4/2024, ² 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.–	180.–
4	Parallaxer (Special format, details page 19)	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	140.–	155.–
8	Medium Rectangle Premium	RoS, 1 st Medium Rectangle position	Desktop, mobile/tablet	300x250	160.–	175.–
9	Medium Rectangle Basic	RoS	Desktop, mobile/tablet	300x250	115.–	125.–
10	Baseboard	RoS (sticky)	Desktop, tablet	960x90	115.–	125.–
11	Partner-Site-Button	RoS	Desktop, mobile/tablet	300x120	80.–	90.–

RoS = Run of site, Placement in the entire online offering / Post = article

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

**September, October

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 (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

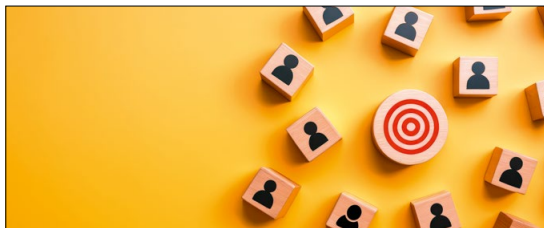


The video advertising banner on the website is an eye-catching and high-performance advertising format that is supplemented by a headline and a call-to-action.

- 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



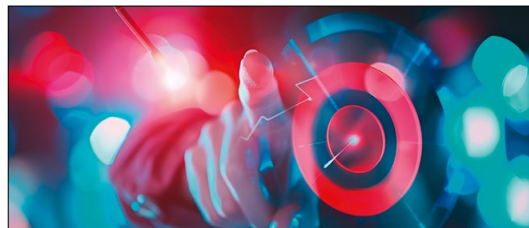
Users who have visited one or more of our portals or certain categories are recognized in the external network after leaving the website and addressed with advertising.

- 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 (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.-*

Name: kgk-rubberpoint.de-Contentletter

Profile in brief:

Once a month, the KGK-Rubberpoint content letter provides a summary of papers and reports from research and practice covered in the latest printed issue of KGK.

Target group:

Primarily decision-makers in companies in the rubber, elastic, and TPE processing industry. Plus: Manufacturers of rubber processing machinery, those involved in tool and mold construction, and providers of raw materials and additives.

Frequency: monthly

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Data delivery:

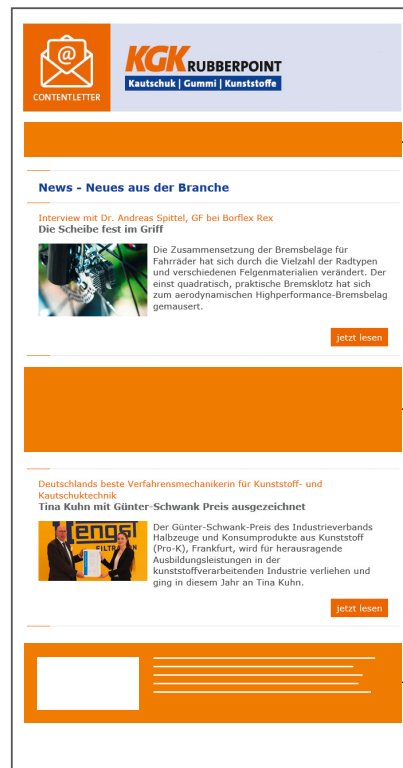
At least 1 week prior to publication date by e-mail to
Auftragsmanagement@win-verlag.de

¹ The banners and text ads in the newsletter are visible for one week after publication.

² Rates do not include VAT. Increased rate in trade fair months (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. File size: max. 50 KB



Header Ad¹

Format: 650 x 90 pixels
Price/issue: € 475.–/€ 525.–²
File type: jpg, png; gif³

Content Ad¹

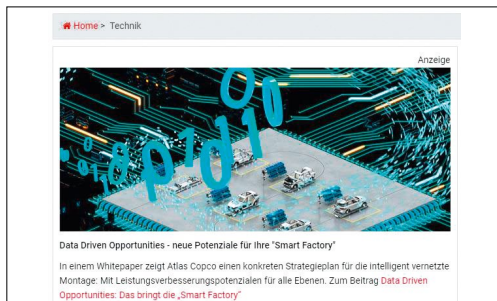
Format: 650 x 150 pixels
Price/issue: € 370.–/€ 410.–²
File type: jpg, png; gif³

Text Ad (image + text)¹

Image: 620 x 349 pixels
Kicker: max. 30 charact.
Headline: max. 55 charact.
Body Text: max. 330 characters
Price/issue: € 370.–/€ 410.–²
File type: jpg, png; gif³

Reach more
customers with the
**SOCIAL MEDIA
BOOST!**
Price: € 635.–

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 (September, October).

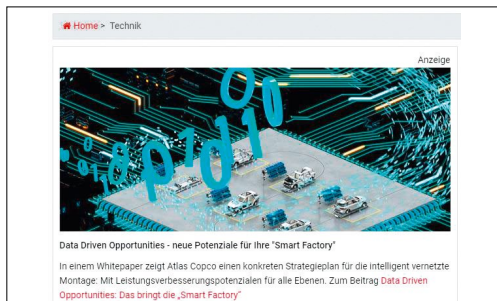
For the realization we need from you:

- 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)

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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 /

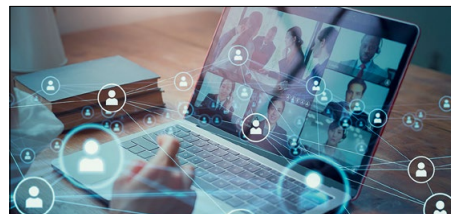
Minimum booking volume 4,800 Euros

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.–

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.

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

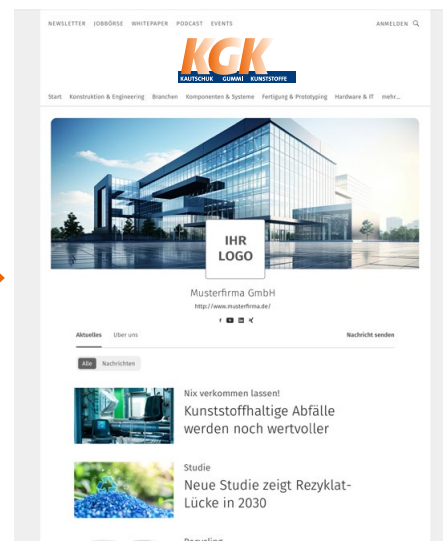
Placement on the homepage (news), in the newsletter (news) and in relevant articles (context sensitive)

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.huethig-medien.de/agb>

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