



## Media Information 2016

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**K-AKTUELL**  
powered by K-PROFI

The trend platform for the plastics processing industry.

# K-AKTUELL.de – the trend platform for the plastics processing industry

Since its impressive launch timed to coincide with the K 2013, K-AKTUELL.de has been giving plastics and rubber processors a head start on information to keep them up to date on new product developments and topical news from the industry. In addition, K-AKTUELL.de provides interesting facts and figures on trade fairs and events. Information on the most interesting live exhibits makes preparation for the user that much easier. And during the trade fair, live blogs from the editors keep the user up to date on the latest developments.

**K-AKTUELL.de provides a clear overview:** with a clear structure and practical features – such as the break-down by topic or trade fair hall and exclusive trend reports.

**K-AKTUELL.de informs key executives:** as a joint offering from K-PROFI, KI - Kunststoff Information and KunststoffWeb, K-AKTUELL.de has an enormous catchment area addressing thousands of key executives – also by means of regular newsletters.

**K-AKTUELL.de is the ideal advertising platform to get your message across in the plastics industry – optimally accompanied by weekly newsletters and individual e-mail blasts.**

K-AKTUELL.de is always to hand: on your desktop or on tablets and smartphones – no app required!



# Successful advertising made simple

## Your advantages

- Exceptionally high catchment area
- Optimum design for every end device
- Targeted presentation of your product portfolio
- Permanently up-to-date news environment
- Minimum wastage and high attention-getting value
- No additional app downloads required

## Banner formats on your website

(in rotation with max. two other banners in the same position)

### Top banner:

- **Half-size: 238x60 pixels EUR 790 / month K1**
- **Full-size: 468x60 pixels EUR 1,420 / month K2**

- Positioning: at the top edge of every page
- Maximum file size: 50 kB

Note: only one banner in rotation per page is displayed on smartphones. Due to technical reasons, half-size banners are shown slightly enlarged, and full-size banners slightly smaller.

### Side banners:

- **Small: 300x150 pixels EUR 460 / month R1**
- **Medium: 300x200 pixels EUR 790 / month R2**
- **Large: 300x300 pixels EUR 1,090 / month R3**

- Positioning: at the right-hand side of every page
- Maximum file size: 100 kB or 150 kB (large)

Note: on smartphones, the side panel is shown underneath the content area.

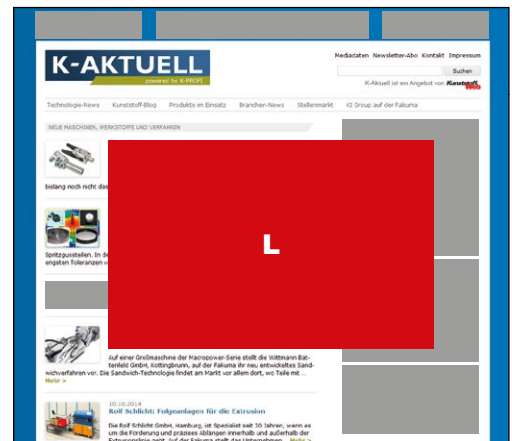
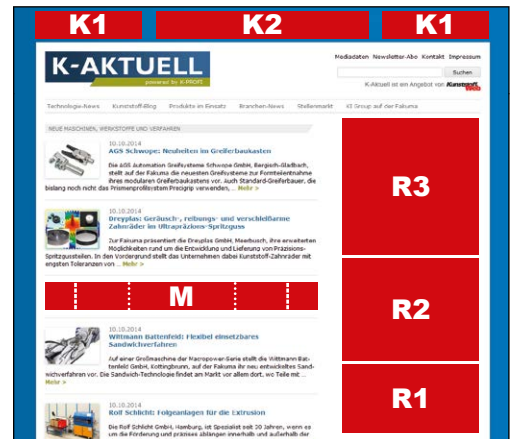
### Content breaker: M

- **Half-size: 238x60 pixels EUR 2,550 / month**
- **Full-size: 468x60 pixels EUR 2,550 / month**
- **Super banner: 600x60 pixels EUR 2,550 / month**

- Positioning: at position 3 in the article lists as well as underneath the full texts
- Maximum file size: 50 kB or 150 kB (super banners)

### Layer: L

- **Size: 640x480 pixels EUR 3,000 / month**
- Maximum file size: 200 kB
- Positioning: pop-up layer the first time the page is retrieved with a 10-second countdown before it closes / can be closed by mouse click



## Invoicing and terms of payment

Other formats available on request. All prices are all-inclusive in EUR (plus VAT) and valid for the duration of one month. Invoicing in advance at the time of first appearance, due date 30 days net. Advertising agencies receive 15 % commission. Our General Terms of Business apply ([www.K-AKTUELL.de/AGB](http://www.K-AKTUELL.de/AGB)).

## Data format and delivery

Format: GIF or JPEG / link to the target page or SWF (Flash) up to 50 kB. HTML fragments for downloading your advertising media from your own ad server are also possible.

Delivery at least 5 working days before the ad appears to: [anzeigen@k-profi.de](mailto:anzeigen@k-profi.de)

## Your contact

**Gero Trinkaus**  
**Advertising manager**  
**P.O. Box 31 24, 29231 Celle, Germany**  
**Phone: +49 (0) 5141 99 32 026**  
**E-mail: [trinkaus@k-profi.de](mailto:trinkaus@k-profi.de)**

# Directly onto the screens of your target group

You want to advertise your product or service at a specific time in a targeted manner to the plastics industry? **Make use of the newsletters and e-mail blasts from K-AKTUELL.de!**

As the name implies, all the most important news is packed into the newsletters. With one single advertisement, you can address over 20,000 specialists and executives! Either integrated into the newsletter or with an individually designed exclusive e-mail blast.

## Newsletter banner formats

Sizes:

- **Half-size: 238x60 pixels**
  - **Full-size: 468x60 pixels**
  - **Wide-size: 600x100 pixels**
  - **Super banner: 600x150 pixels**
- Maximum file size: 50 kB or 150 kB (super banners)

Positioning:

**Exclusive sponsoring (with citation in the editorial) S1**

- **Only your banner, maximum format (600 x 150 px) or your advertisement with image/content at the top (no other ads in the newsletter) of the page**
- EUR 1,620 / issue**

**Sponsoring (with citation in the editorial) S2**

- **Banner, maximum format (600 x 150 px) or advertisement with image/content at the top of the page**
- EUR 810 / issue**

**Central position (banner, maximum format 600 x 100 px, or advertisement with image/content) H**

- **between the individual content blocks**
- EUR 405 / issue**

**Content breaker (banner, maximum format 600 x 100 px, or advertisement with image/content) C**

- **between the articles in the content blocks**
- EUR 405 / issue**

**End-of-page position (banner, maximum format 600 x 100 px, or advertisement with image/content) A**

- **at the bottom of the page**
- EUR 405 / issue**

## E-mail blasts

**Individually designed newsletter**

- **With your content only and on your target date, maximum width 600 pixels**
- EUR 3,000 / standard issue**  
**EUR 3,800 / superior issue**



## Invoicing and terms of payment

Other formats available on request. All prices are all-inclusive in EUR (plus VAT) and valid for the duration of one month. Invoicing in advance at the time of first appearance, due date 30 days net. Advertising agencies receive 15 % commission. Our General Terms of Business apply ([www.K-AKTUELL.de/AGB](http://www.K-AKTUELL.de/AGB)).

## Data format and delivery

Format: GIF or JPEG / link to the target page  
Content ads max. 400 characters plus headline  
Attention: the display of GIF animations in Outlook (from version 2007) is not animated. Instead, the first single image/slide is displayed. Number of recipients per issue: 20,000.

Delivery at least 5 working days before the ad appears to: [anzeigen@k-profi.de](mailto:anzeigen@k-profi.de)

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