



K-AKTUELL.de

Media Information 2017

- Website advertisement
- Newsletter advertisement
- Individual e-mail blasts
- Profile



The trend platform for the plastics processing industry.

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 the website

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

Top banner

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

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

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

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.

M Content breaker

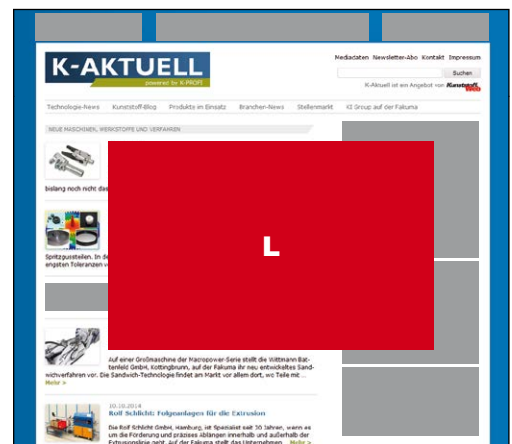
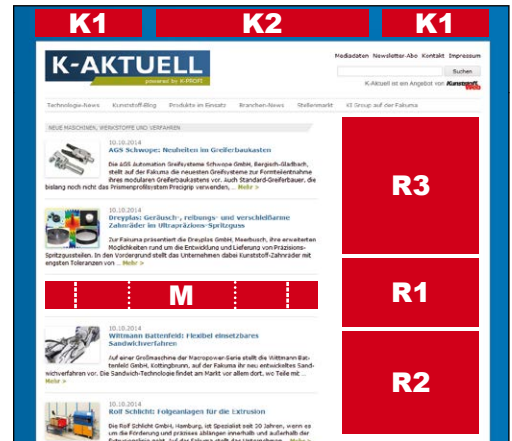
- Half-size: 238x60 pixels EUR 2,550 / month**
- Full-size: 468x60 pixels EUR 2,550 / month**
- Super banner: 600x60 pixels EUR 2,550 / month**

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)

L Layer

- Size: 640x480 pixels EUR 3,000 / month**

Maximum file size: 200 kB
Positioning: pop-up layer the first time the page is retrieved



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).

Data format and delivery

Delivery at least **7 working days** before the ad appears to: anzeigen@k-profi.de

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.

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

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

S1 Exclusive sponsoring (with citation in the editorial)

Positioning: at the top (no other ads in the newsletter)

Format: banner or advertisement with image/text up to 600x150 pixels

Max. File size: 150 kB **EUR 1,620 / issue**

S2 Sponsoring (with citation in the editorial)

Positioning: at the top

Format: banner or advertisement with image/text up to 600x150 pixels

Max. File size: 150 kB **EUR 810 / issue**

H Central position

Positioning: between the individual content blocks

Format: banner or advertisement with image/text

Half-size: 238x60 pixels, Full-size: 468x60 pixels, Wide-size: 600x100 pixels

Max. File size: 100 kB **EUR 405 / issue**

C Content breaker

Positioning: between the articles in the content blocks

Format: banner or advertisement with image/text

Half-size: 238x60 pixels, Full-size: 468x60 pixels, Wide-size: 600x100 pixels

Max. File size: 100 kB **EUR 405 / issue**

A Super banner

Positioning: End-of-page position at the bottom of the page

Format: banner or advertisement with image/text up to 600x150 pixels

Max. File size: 150 kB **EUR 405 / issue**

E-mail blasts

Individually designed newsletter

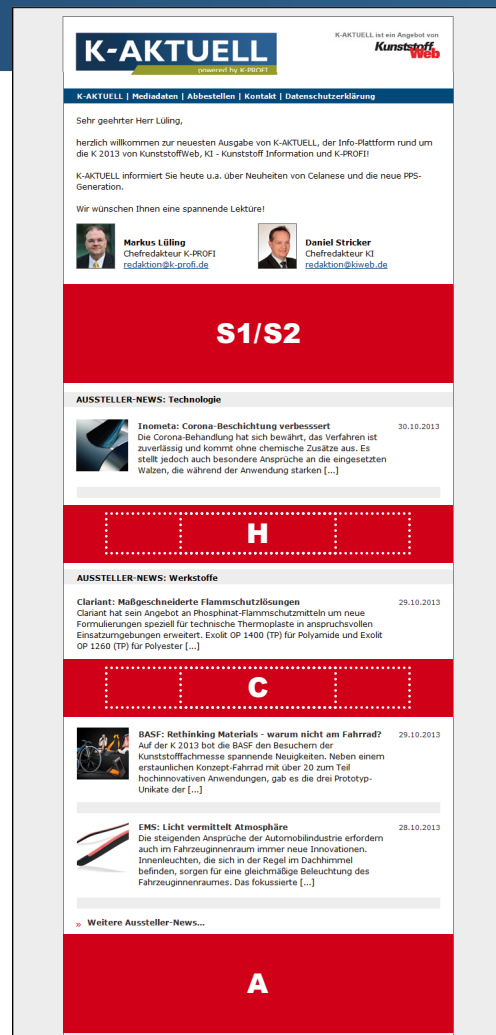
with your content only and on your target date, maximum width 600 pixels

Standard issue: **EUR 3,000**

max. 3 images and 1 internet link, layout single-column, running text only

Superior issue: **EUR 3,800**

max. 6 images and 5 internet links, layout single or double-column with sub-headlines and bullet points



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).

Data format and delivery

At least **7 working days** before the ad appears to: anzeigen@k-profi.de

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.

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

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 technology or application and target product – 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!

