



K-AKTUELL, the exclusive and official German trade show daily for K 2019 in Düsseldorf. Features daily news reports – from 16 until 23 October.

This show daily keeps readers up to date with information on all matters K 2019: production efficiency, waste-free production, sustainability and blue competence, automation, quality management, industry 4.0, new materials, functional integration, lightweight engineering and trends from the following areas: injection moulding, extrusion, compounding, recycling, thermoforming, blow moulding, foaming, mould engineering, standards, hot-runner technology, process engineering, automation, temperature control, cooling, drying, conveying, mixing, metering, surface finishing, decorating, post-production finishing, ICA technology.

**PRINT
ISSUE &
E-PAPER**



Title K-AKTUELL

Short profile

K-AKTUELL is the only exclusive and official German trade show daily for K 2019 – International Trade Show for the Plastics and Rubber Industry, which will take place from 16 until 23 October 2019 in Düsseldorf/Germany. K-AKTUELL features daily news and photo footage for visitors of K 2019, reports and product launches at the trade show, exhibitor events and any other interesting activities. Service information will help to navigate the exhibition grounds and provide updates on special attractions and events. K-AKTUELL will reach all visitors thanks to an exclusive, active distribution on all entrances. Exhibitors will receive K-AKTUELL directly at their stand. Moreover, K-AKTUELL will be distributed in hotels in Düsseldorf and Neuss on a daily basis. Around 18,000 newsletter subscribers to K-AKTUELL.de will receive it as an e-paper every morning. The magazine is published in German.

Target group

K-AKTUELL targets German-speaking visitors and exhibitors at K 2019 – International Trade Show for the Plastics and Rubber Industry in Düsseldorf, who wish to keep in touch with the exhibitors' activities and services and wish to receive daily news about the activities at the international flagship fair.

Publication frequency

8 issues in total, daily on 16, 17, 18, 19, 20, 21, 22 and 23 October 2019.

Publishing house

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Print run

12,000 print copies and around 18,000 as an e-paper (flip book and PDF)

Format

DIN A3 (297 mm wide x 420 mm high)

Type area

271 mm wide x 392 mm high; 6 columns of 41 mm width

Closing date

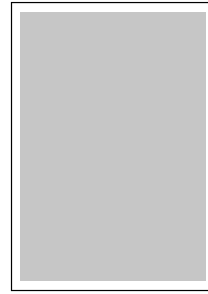
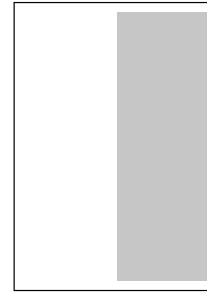
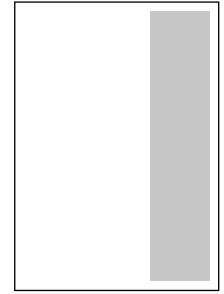
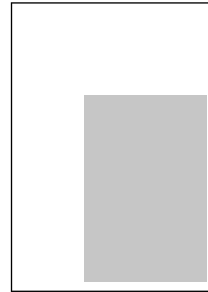
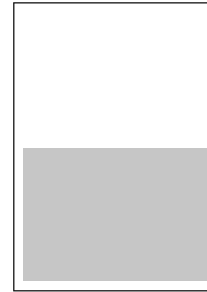
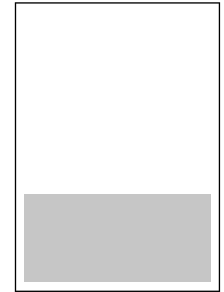
1 October 2019 (for spread ads); for issues 17 October and later until 12 p.m. on the day before publication (classifieds only)

Advertisement formats and rates (Rates are in EUR and do not include VAT)

Format	width x height	b/w	4c
1/1 page	271 x 392 mm	4,620.00	7,392.00
Junior page (A4)	179 x 271 mm	3,080.00	4,928.00
1/2 page vertical	133 x 392 mm		
1/2 page horizontal	271 x 193 mm		
1/3 page vertical	87 x 392 mm	2,055.00	3,288.00
1/3 page horizontal	271 x 127 mm		
1/4 page vertical	133 x 179 mm	1,540.00	2,464.00
1/4 page horizontal	271 x 94 mm		
1/4 page 4 columns	179 x 132 mm		
1/4 page 2 columns	87 x 271 mm		
1/6 page horizontal	271 x 44 mm	1,025.00	1,640.80
1/6 page 4 columns	179 x 87 mm		
1/6 page 2 columns	87 x 179 mm		
1/6 page vertical	41 x 392 mm		
1/8 page 4 columns	179 x 63 mm	775.00	1,240.00
1/8 page 2 columns	87 x 133 mm		
1/16 page 4 columns	179 x 33 mm	490.00	784.00
1/16 page 2 columns	87 x 63 mm		
mm rate	1 column, 41 mm wide	4.10	6.56

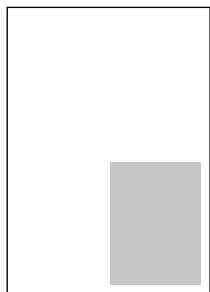
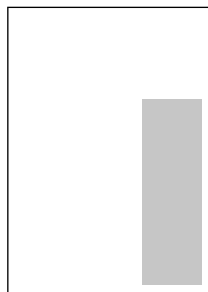
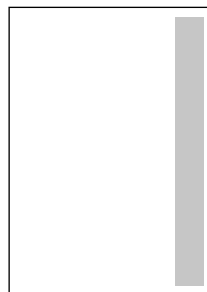
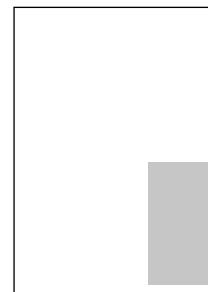
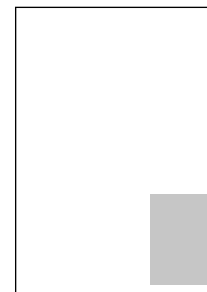
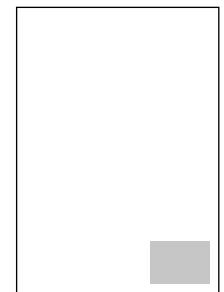
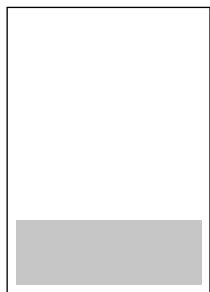
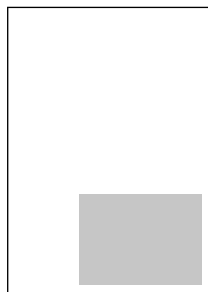
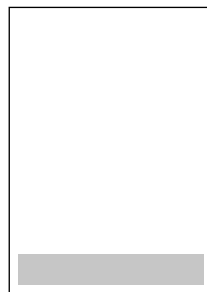
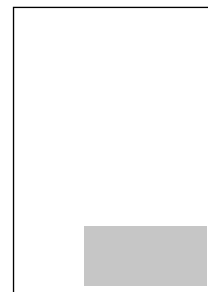
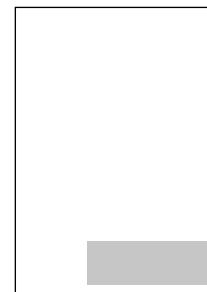
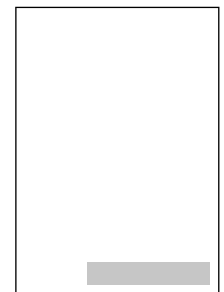
Classified ad (minimum height 30 mm)

mm rate	1 column, 41 mm wide	3.30	5.28
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K-AKTUELL is published in A3 format (297 mm wide x 420 mm high) and also as an e-paper (PDF and flip book)

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133 x 392 mm

1/3 page vertical
87 x 392 mm

Junior page (A4)
179 x 271 mm

1/2 page horizontal
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1/3 page horizontal
271 x 127 mm

Discounts: 2 ads: 2%, 4 ads: 5%, 6 ads: 10%, 8 ads: 15%

The type area has 6 columns of 41 mm width each and is 271 x 392 mm in size. Special position requirements upon request.


1/4 page vertical
133 x 179 mm

1/4 page 2 columns
87 x 271 mm

1/6 page vertical
41 x 392 mm

1/6 page 2 columns
87 x 179 mm

1/8 page 2 columns
87 x 132 mm

1/16 page 2 columns
87 x 63 mm

1/4 page horizontal
271 x 94 mm

1/4 page 4 columns
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By the way: **K-PROFI** is perfectly enhanced by its internet service **K-AKTUELL.de**, featuring weekly newsletters and personalised e-mail blasts and by **K-AKTUELL**, the only official daily trade fair magazine during K 2019.