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www.k-profi.world
www.k-aktuell.de

Impulse für Kunststoffverarbeiter | www.k-profi.de

Eight issues
in 2024

K-PROFI



31.10.2023

K-PROFI

The trade magazine for plastics and rubber processing offers exclusive insights and outlooks

BONUS:
INTER-
NATIONAL
EDITION

K-PROFI täglich

The daily updated
visitor information
live at the Fakuma and digitally as e-papers

2024

Media Information
Valid 01 January, 2024

K-AKTUELL
powered by K-PROFI

Trend online platform for plastics and rubber

Title
K-PROFI

Short profile

K-PROFI helps plastics and rubber processors in high-wage countries to make their production more efficient, save costs and keep abreast of the competition. In order to achieve this, the modern specialist magazine K-PROFI taps into trends from the plastics and rubber market and reports on innovations from the polymer engineering segment so as to provide new ideas, expertise and solutions for plastics processors. K-PROFI features exclusively researched reports from successful plastics processors for new ideas that help readers with their long-term strategies, insights into the practical benefit of trends and useful information that facilitates the decision-making process.

K-PROFI features portraits of companies and staff, reports on production sites and installations, offers profiles of movers and shakers, achievements, skills and strategies. K-PROFI has an objective take on companies and executives, concepts, models, setups and success criteria. Trend reports analyse important developments in the industry and journalists' reports help plastics and rubber processors find out more about interesting suppliers and partners for procurement, mould engineering, production, sales and qualification. The magazine is published in German.

Target group

K-PROFI is a specialist magazine mainly for key executives (managing directors, technical directors, procurement managers) in the plastics processing industry of Germany, Austria and Switzerland. This includes engineers, technicians and sales experts working in executive positions in the plastics and rubber processing industry. KI (Kunststoff Information Verlagsgesellschaft mbH) is responsible for the address management.

Publication frequency

8 x per year (for more information, see Dates and Topics)

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ISSN

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Volume
13th volume 2024

Subscription price
Free of charge for registration

Organ

–

Membership/Participation
IVW



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Kunststoff-Profi Verlag GmbH & Co. KG
Saalburgstraße 157, 61350 Bad Homburg, Germany
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www.k-profi.de, info@k-profi.de

Publisher
Kunststoff-Profi Verlag GmbH & Co. KG

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Magazine size
Art size (210 x 280 mm)

Printed copies, annual average
(according to IVW audit procedures, 3rd quarter 2022 to 2nd quarter 2023)
14,050 copies

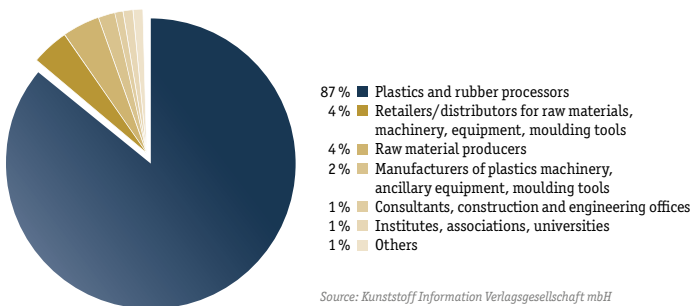
Actual distribution
(according to IVW audit procedures, 3rd quarter 2022 to 2nd quarter 2023)
13,421 copies

Surplus, archived and reference copies
(according to IVW audit procedures, 3rd quarter 2022 to 2nd quarter 2023)
629 copies

Geographical distribution
Germany (87%), Austria (6%), Switzerland (4%), Rest of the World (3%)

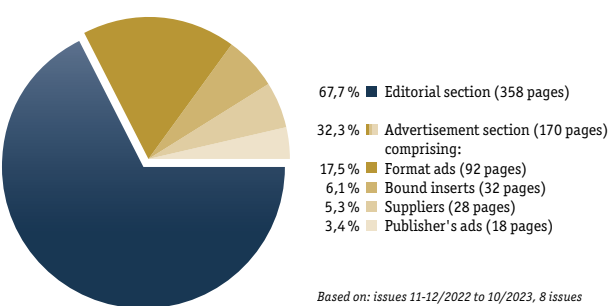
RECIPIENT GROUPS

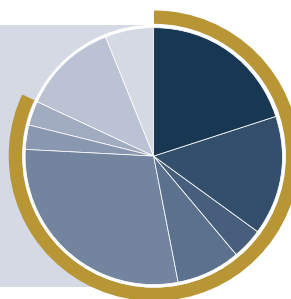
(including 12,000 key executives from plastics processing companies)



VOLUME ANALYSIS

Total volume 528 pages





- 20 % ■ Technology
- 15 % ■ Portraits of successful plastics processors
- 4 % ■ Interviews and profiles
- 8 % ■ Materials
- 29 % ■ Trade fairs and other events
- 3 % ■ Business activity and strategy
- 3 % ■ Editorials and commentaries

12 % ■ New products
6 % ■ Titles, content, preview, imprint

Based on: issues 11-12/2022 to 10/2023, 8 issues

**Exclusive contributions
of editorial department**

82%

[illegible]

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

Format	Type area (w x h)	Trim size* (w x h)	b/w	4c
1/1 page	178 x 242 mm	210 x 280 mm	5,455	7,310
1/2 page vertical	86 x 242 mm	102 x 280 mm	2,795	3,810
1/2 page horizontal	178 x 118 mm	210 x 135 mm		
Junior page	117 x 179 mm	133 x 196 mm		
1/3 page vertical	56 x 242 mm	72 x 280 mm	1,910*	2,865*
1/3 page horizontal	178 x 77 mm	210 x 93 mm		
Lateral page	–	50 x 280 mm	1,910	2,865
1/4 page vertical	56 x 181 mm	–	1,450	2,095
1/4 page horizontal	178 x 57 mm	–		
1/4 page compact	86 x 118 mm	–		
1/8 page vertical	56 x 88 mm	–	735	1,185
1/8 page horizontal	86 x 57 mm	–		

Rate per mm	1 column, 56 mm wide	8.50	13.70
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Special advertisements	(Other formats, bound inserts, glued-on inserts, etc. on request)		
below the editorial	178 x 77 mm	3,330	
below the table of content	86 x 97 mm	2,255	

Inserts	(Maximum size 204 x 274 mm, up to 25 g)		
Per 1,000 inserts		290	
for 14,050 copies		4,075	

Classified advertisements	(Minimum height 30 mm)		
Rate per mm	1 column, 45 mm wide	4.35	7.80

Discounts
For orders within
12 months (insertion year)

Series discount
3 insertions: 5%
6 insertions: 10%
8 insertions: 15%

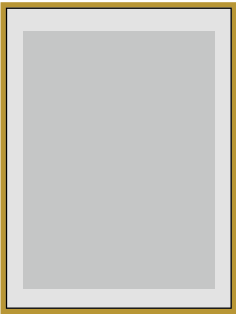
*Trim size formats
For all trim size ads, please
add 3 mm bleed per paper edge
Trim size surcharge for 1/3 page:
620 EUR



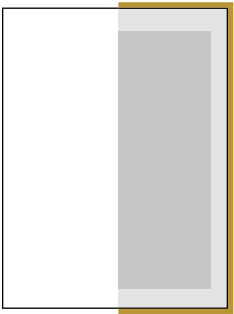
Added Value for K-PROFI Advertisers
For every two placements in K-PROFI, you will
receive one free ad each in the following English-
language ePaper issue of K-PROFI international.

Publishing Dates:
April, July, September, December

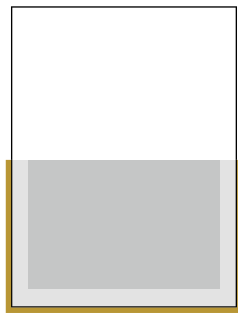
Closing Dates:
March 19 / May 28 / August 20 / November 12



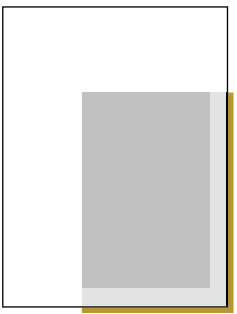
1/1 page
178 x 242 mm
210 x 280 mm



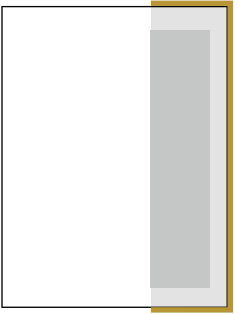
1/2 page vertical
86 x 242 mm
102 x 280 mm



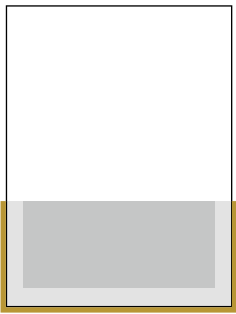
1/2 page horizontal
178 x 118 mm
210 x 135 mm



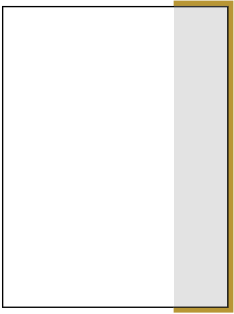
Junior page
117 x 179 mm
133 x 196 mm



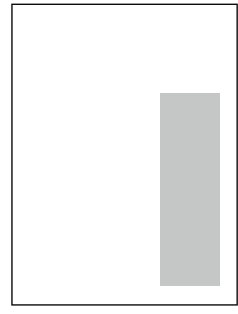
1/3 page vertical
56 x 242 mm
72 x 280 mm*



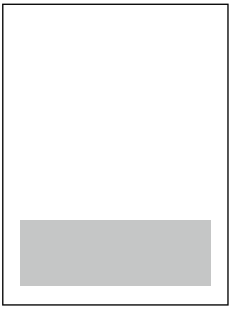
1/3 page horizontal
178 x 77 mm
210 x 93 mm*



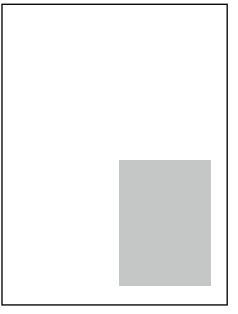
Lateral page
50 x 280 mm



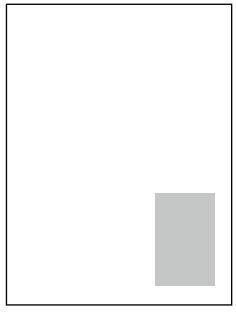
1/4 page vertical
56 x 181 mm



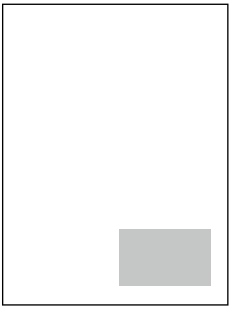
1/4 page horizontal
178 x 57 mm



1/4 page compact
86 x 118 mm



1/8 page vertical
56 x 88 mm



1/8 page horizontal
86 x 57 mm

Rates

Basic entry per issue: EUR 40.
Each additional line per issue: EUR 8.
Logos are calculated by the line print height.
Key words themselves are not subject to charges.

Minimum duration 1 year
with a minimum height of 5 lines per key word

Discounts

For entries:
with 3 key words 5%
with 6 key words 10%
with 9 key words 20%

Invoicing

Invoices are issued on an annual basis, plus VAT, in each case after appearance of the first advertisement of the year, with a page proof from this first issue. The term extends automatically by an additional 12 months if not terminated 6 weeks prior to expiry.

Printing guidelines

The benefit of the list of suppliers and thus your sales success depend to a great extent on a clear structure and layout.

- › Start of advertisement with the company logo or name (in bold print)
- › Uniform typesetting
- › Short and concise key word index
- › One key word only per product
- › Restriction to a great extent to real headings
- › No trade name in the key word

Bezugsquellen-/Lieferantenverzeichnis

Das A bis Z der Kunststoff- und Kautschukbranche

Examples
containing 5 to 12 lines

Aus- und Weiterbildung

Weiterbildung für Kunststoff-Profis
Tel.: +49 931 4104-164, Fax: -277
training@skz.de
www.skz.de

Gleitmittel/Wachse

Völpker Spezialprodukte GmbH
Fabrikstraße 1, D-39393 Völpke
www.voelpker.com

Laserschweißmaschinen

Evosys Laser GmbH
www.evosys-group.com

Schmierstoffe

ELKALUB Hochleistungs-Schmierstoffe
72189 Vöhringen (Württemberg)
Tel.: +49 7454 9652 - 0
info@elkalub.com, www.elkalub.com

Düsen

herzog systems ag
Feldhofstrasse 65, CH-9230 Flawil
Tel.: +41 71 394 19 69
info@herzogsystemsag.com
www.herzogsystemsag.com

Heizelemente

**ERGE Elektrowärmetechnik
Franz Messer GmbH**
Hersbrucker Straße 29 - 31
D-91220 Schnaittach
Tel.: +49 9153 921 0, Fax: +49 9153 921 117
verkauf@erge-elektrowaermetechnik.de
www.erge-elektrowaermetechnik.de

Masterbatches

FBW GmbH
Forstweg 27, 52382 Niederzier
Tel.: +49 2428 9563000
Fax: +49 2428 9563005
kontakt@fbwgmbh.de, www.fbwgmbh.de



Treffert GmbH & Co. KG
In der Weide 17, 55411 Bingen am Rhein
Tel.: +49 6721 403 0
info@treffert.eu, www.treffert.eu

Technische Kunststoffe

MKV GmbH Kunststoffgranulate
Niedertiefenbacher Strasse 2
65614 Beselich-Obertiefenbach
Tel.: +49 6484 89250-0
kontakt@mkv-kunststoff.com
www.mkv-kunststoff.com

Extrusionstechnik

Coperion GmbH
Theodorstr. 10, 70469 Stuttgart
Tel.: +49 711 897 0
info@coperion.com
www.coperion.com

**Inspektions- und
Sortiertechnologie**

Technology To Perfection
PURITY SCANNER
Bruchweide 2, 28307 Bremen
sales@sikora.net, www.sikora.net

**Plattenaufteilsägen
inkl. Software**

HOMAG

HOMAG Plattenaufteiltechnik GmbH
Holzmastr. 3
D-75365 Calw-Holzbronn
Tel.: +49 7053 69 0
info-holzbronn@homag.com
www.homag.com

Polyimide

BIEGLO GmbH
D-22765 Hamburg
Tel.: +49 40 401130000
www.bieglo.com
www.polyimide-shop.de

**Ultraschallschweißen**

www.cemas-germany.com

Feuchtemessgeräte

Brabender GmbH & Co. KG
Kulturstr. 49-51
47055 Duisburg
sales@brabender.com
www.brabender.com

Kältetechnik

**INDUSTRIEKÄLTEANLAGEN
TIEFTEMPORATURTECHNIK
STEUERUNGSTECHNIK**

L&R Kältetechnik GmbH & Co. KG
Hachener Str. 90a, 59846 Sundern-Hachen
Tel.: +49 2935 9652-0, Fax: DW -501
www.lr-kaelte.de, info@lr-kaelte.de

Zerkleinerungstechnik

**NEUE HERBOLD
Maschinen- und Anlagenbau GmbH**
Wiesenstrasse 44
D-74889 Sinsheim-Reihen
Tel.: +49 7261 92480
info@neue-herbold.com
www.neue-herbold.com

Banking information:

Taunus Sparkasse, IBAN: DE20 5125 0000 0001 0584 36, SWIFT/BIC: HELADEF1TSK

Conditions:

Net 30 days after invoice, VAT ID: DE 284 976 419

Circulation

Print run: 14,050 copies (according to IVW audit procedures, 3rd quarter 2022 to 2nd quarter 2023)

Magazine format

Art size 210 mm x 280 mm (width x height)

Printing area

178 mm x 242 mm (width x height)

Printing method

Sheet-fed offset printing

Binding

Saddle stitch or adhesive binding

Data

All printing materials must be sent as high-resolution .pdf file (version 1.3, PDF/X-3:2002) in CMYK colour mode (profile: ISO coated v2 (ECI)) as an email to: produktion@k-profi.de

Design tips

In the case of trim size ads, text, logos and other important elements should be placed at least 4 mm from the edge of the final format.

ePaper

All our magazines are also published as ePaper. If the print document contains an active link, then this is automatically also displayed as a hyperlink in the ePaper we create, and the reader is taken directly to the linked landing page when clicking on the link.

Proof / Colours

Colour advertisements must be supplied with proof exhibiting a Fogra Media Wedge CMYK 2.0 or 3.0 and a proof or measuring protocol (= certificate) and sent to our production department (K-PROFI, Therese Stübinger, Luitpoldstr. 5, 91207 Lauf an der Pegnitz, Germany). In case of failure to comply with these guidelines, K-PROFI will not be liable for any colour deviations. Upon request, we will keep your proofs for longer than six months. RGB colours will be converted to CMYK colour mode. If you require our detailed printing guidelines, please send a request to: produktion@k-profi.de

Contact

Consulting, bookings: Gero Trinkaus, Advertising Manager, trinkaus@k-profi.de, Phone +49 5141 9932026
Data: Therese Stübinger, produktion@k-profi.de, Phone +49 9123 9609-12, Fax +49 9123 9609-29

Delivery address for loose inserts and bound inserts

On request.

Article 8

The Customer guarantees that he possesses all rights necessary for placing an advertisement. The Customer is responsible for the contents of the ordered publications and for all data provided. The Customer alone is responsible for clarifying all questions regarding trademark rights, copyrights or name rights of the competitors as well as questions regarding the price quotations for premium service hotlines before placing the order. In case service hotlines are published in advertisements, the Customer undertakes to observe the obligation to publish information required in accordance with telecommunication secrecy. It is not allowed to publish banner ads with unlawful or immoral contents; it is particularly not allowed to publish advertisements the contents of which incite racial hatred, glorify or trivialize violence or are sexually offensive in the sense of Art. 131 of the German Criminal Code StGB, or contents that are pornographic, glorify or trivialize war, that are suitable to morally seriously endanger children or adolescents or impair their well-being (Art. 184 StGB), or to make reference to offers with such contents. The Publisher does not assume responsibility for the content, particularly for the truthfulness of the placed advertisement. The Customer is exclusively liable in case of claims asserted by third parties against the Publisher in connection with the published contents, and shall hold the Publisher harmless against all claims from third parties in this respect.

Article 9

The Customer is responsible for the timely delivery of the text of the advertisement and the correct advertising copy or the supplements, etc. The Publisher shall immediately request replacement for obviously unsuitable or damaged documents. The Publisher guarantees the printing quality customary for the ordered publication within the framework of the possibilities available due to the advertising copy.

Article 10

In case of completely or partially illegible, incorrect or incomplete printing of the advertisement the Customer is entitled to claim a flawless replacement ad, however, only to the extent to which the purpose of the advertisement was impaired. If the Publisher fails to perform within an appropriate time period set to this end, or if the replacement ad is clearly not flawless again, the Customer shall be entitled to a price reduction or a cancellation of the order. Complaints have to be made within four weeks upon receipt of the invoice and the confirmation copy – except in cases of non-obvious deficiencies.

Claims for damages of the Customer against the Publisher shall be excluded regardless of the legal basis, particularly due to delay, the violation of contractual obligations, the infringement of third party's proprietary rights and tortious act, unless the Publisher, its representatives or vicarious agents acted intentionally or grossly negligently or slightly negligently violated a contractual obligation that is essential for achieving the purpose of the contract, or in case the claims for damages arise because of a guarantee as to quality. To the extent that the Publisher is liable on the merits, the claim for damages shall be limited to the foreseeable damage. This limitation of liability shall not apply in case of intent or if the occurrence causing the damage was caused through gross negligence on the part of the Publisher, its representatives or vicarious agents. All claims for damages against the Publisher shall become statute-barred after 12 months following the point in time, at which the Customer learnt or should have learnt about the circumstances founding the claim. This shall not apply for claims based on tortious or intentional acts. If the claims for damages are based on the product liability act, the above limitation of liability shall not apply. The same is true in case of injury to life, limb or health.

To the extent that the Publisher's liability is excluded, this shall also apply for the personal liability of its staff members, employees, representatives and vicarious agents. In cases of force majeure and industrial action beyond the Publisher's reach, the Publisher shall be exempted from the obligation to fulfil the order; claims for damages do not arise in such cases.

Article 11

Press-proofs shall only be provided upon express request. The Customer is responsible for the correctness of the returned press-proofs. The Publisher shall take into account all corrections that are communicated within the deadline specified when forwarding the press-proofs.

Article 12

If no specific formats are provided, the price of the advertisement will be calculated on the basis of the actual printed height customary for the respective kind of advertisement.

Article 13

In case the Customer does not effect an advance payment, the invoice shall be submitted immediately, however, if possible 14 days upon publication of the advertisement. The invoice shall than be payable within the deadline specified in the price

General Terms and Conditions for Advertisements and

Third Party Supplements in Newspapers and Magazines of Kunststoff-Profi Verlag GmbH & Co. KG

Article 1

"Advertising Order" in the sense of these general terms and conditions shall mean the contract regarding the publication of one or several advertisements or third party supplements (supplements, inserts or other advertising material) of an advertiser or any other person placing advertisements in a printed matter for the purpose of distribution.

Article 2

The Publisher shall execute Advertisement Orders exclusively under the instant terms and conditions. Terms and conditions of the Customer deviating from the instant terms and conditions do not apply. Counter-confirmations with reference to the Customer's own terms and conditions of sale or purchase are herewith explicitly rejected. Subject to individual agreements concluded to the contrary, the contract shall take effect upon the order confirmation on the part of the Publisher made in writing or via e-mail. If such order confirmation is omitted, the publication of the advertising means shall be deemed as confirmation of the order.

Article 3

In case of doubt, advertisements have to be retrieved for publication within one year upon the conclusion of the contract. If in the framework of such conclusion of contract a right for retrieving individual advertisements is granted, the order has to be completed within twelve months following the publication of the first advertisements, given that the first advertisement was retrieved and published within the deadline specified in sentence 1 of this Article.

Article 4

If an order is not executed for reasons that are beyond the Publisher's reach, the Customer shall have to reimburse to the Publisher the difference between the granted discount and the discount corresponding to the actual acceptance without prejudice for any other legal obligations. Such reimbursement does not apply if the non-compliance is based on cases of force majeure within the Publisher's risk area.

Article 5

Advertising Orders that are to be published exclusively in certain issues or in certain places in the printed matter have to be received by the Publisher in due course, so that the Customer can be informed before the advertisement deadline if the order is not executable in the respective manner. Classified advertisements are published in the respective category without the necessity of an express agreement in this respect.

Article 6

Advertisements that are not recognizable as such due to the editorial design shall be clearly marked by the Publisher by adding the word "Advertisement".

Article 7

The Publisher reserves the right to refuse Advertising Orders – or individual retrievals within the framework of a contract – in accordance with the Publisher's uniform, objectively justified principles because of its content, its origin or its technical form, if such content violates laws or official regulations, or if the publication of such advertisements cannot be reasonably expected of the Publisher. This shall also apply for orders that are placed with branch offices, receiving offices or agents.

Orders involving supplements, inserts or advertising material shall be binding for the Publisher only upon submission of a sample and the approval thereof. In case these samples evoke the impression among the readers that they are an integral part of the newspapers or the magazine due to their format or design, or if they contain third party advertisements, they will not be accepted. The Customer shall immediately be notified about such refusal of an order.

list, which deadline starts with the receipt of the invoice, unless in the individual case a different term of payment or an advance payment has been agreed upon. Possible discounts for early payments are granted in accordance with the price list.

Article 14

In case of default or deferral, interest as well as collection costs are billed. The Publisher may choose to postpone the further execution of the respectively pending order until payment was effected and to request that the remaining advertisements are paid for in advance.

In case of reasonable doubt in the Customer's solvency, the Publisher shall be entitled to make the publication of further advertisements subject to the prepayment of the amount and the settlement of still open invoiced amounts also during the term of an advertising contract, irrespective of the originally agreed term of payment.

Article 15

Upon request, the Publisher delivers a copy of the advertisement along with the invoice. Depending on the kind and scope of the Advertising Order, advertisement cuttings, sample pages or full document numbers are submitted. If documentary evidence cannot be submitted, it shall be replaced by a legally binding confirmation of the Publisher pursuant to which the advertisement was indeed published and distributed.

Article 16

Costs for the preparation of ordered advertising copies as well as costs for modifications of originally agreed versions requested or caused by the Customer shall be borne by the Customer.

Article 17

In case of a contract for several advertisements the claim for a price reduction due to a decrease in circulation can only be derived, if in the total average of the insertion year starting with the first advertisement the average circulation figures specified in the price list or elsewhere, or – if no circulation figures are specified – the average circulation that was actually distributed in the past calendar year is not reached. A decrease in circulation shall constitute a deficiency entailing the claim for a price reduction only if it is more than 20 per cent in case of circulation figures of up to 50,000 copies, or more than 15 per cent in case of circulation figures of more than 50,000 copies, respectively.

Any further claims for price reductions for such contracts shall be excluded, if the Publisher has informed the Customer about the decrease in circulation figures at such an early point in time that the Customer could have cancelled the contract before the publication of the advertisement.

Article 18

In case of box number advertisements, the Publisher shall apply the care of a diligent businessman regarding the safekeeping and due forwarding of the offers. Registered letters and express letters replying to box number advertisements shall only be forwarded by ordinary mail. The mail received in reply to box number advertisements will be kept for four weeks. Letters that are not collected within said deadline will be destroyed. The Publisher shall return valuable documents without being obliged to do so. The Publisher may be granted the right as agent within the framework of individual contracts to open the received offers instead of the Customer and in the Customer's declared interest. Letters exceeding the admitted DIN A4 format (weight 500 g) as well as consignments, book posts, catalogues and parcels shall be exempted from such forwarding and are not accepted. However, a receipt or forwarding of such items can be agreed upon in exceptional cases, if and when the Customer takes over the fees/expenses incurring in this respect.

Article 19

Advertising copies shall be returned to the Customer only upon special request. The obligation to retain documents shall end upon three months after the expiration of the order.

Article 20

Place of performance and legal venue for all disputes arising out of the concluded contract shall be the Publisher's place of business (Bad Homburg), if the Customer is a merchant. This does also apply if the Customer does not have a general place of jurisdiction in the country or if the Customer's place of residence is unknown or abroad.

Article 21

In case one or several of the above provisions be or become invalid, this shall not affect the validity of the remaining provisions. The invalid provision shall be replaced by statutory provisions, unless the parties reach an agreement that fulfils the purpose originally intended by the invalid provision.

K-PROFI

täglich

**The daily updated visitor information
to the Fakuma 2024 in Friedrichshafen.
Daily updated from October 15th to 19th.**

The current information source at the Fakuma 2024 on production efficiency and waste-free production, sustainability and circular economy, automation, quality assurance, Industry 4.0, new materials, functional integration, lightweight strategies and many other trends in the following areas: injection molding, extrusion, processing, recycling, thermoforming, blow molding, foaming, mould technology, standard parts, hot-runner technology, process engineering, automation, tempering, cooling, drying, conveying, mixing, dosing, surface technology, decoration, control and testing technology.



Title K-PROFI täglich

Short profile

K-PROFI täglich is the daily updated visitor information for Fakuma 2024 – International Trade Fair for Plastics Processing – from October 15 to 19, 2024 in Friedrichshafen. K-PROFI täglich provides Fakuma 2024 visitors with up-to-date information about new products and product premieres at the fair, about exhibitor events and trade fair events. Service instructions give orientation on the area and inform about attractions and events. K-PROFI täglich reaches the visitors through active distribution at all entrances of the fair. In addition, K-PROFI täglich is already present as a breakfast reading in many hotels in the Friedrichshafen area. Every morning, as an e-paper, it reaches around 13,000 newsletter subscribers of K-AKTUELL.de.

Target group

K-PROFI täglich is aimed at German-speaking visitors and exhibitors at the Fakuma 2023 in Friedrichshafen, who want to find out about the up-to-date range of exhibitors, news and trade fairs at the international trade fair for plastics processing.

Publication frequency

5 issues in total, daily on 15, 16, 17, 18 and 19 October 2024.

Publishing company

Kunststoff-Profi Verlag GmbH & Co. KG
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Magazine size

Art size (210 mm wide x 280 mm high)

Advertisement deadline

02 October, 2024

Advertisement formats and rates (Rates are in EUR and do not include VAT, for five issues)

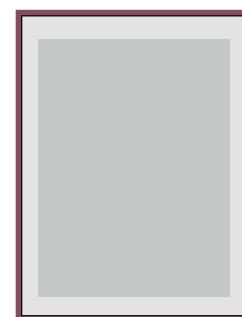
Format	Type area (W x H)	Bleed (B x H)	Package deal
1/1 page	178 x 242 mm	210 x 280 mm	11,325
1/2 page vertical	86 x 242 mm	102 x 280 mm	6,095
1/2 page horizontal	178 x 118 mm	210 x 135 mm	
Junior page	117 x 179 mm	133 x 196 mm	
1/3 page vertical	56 x 242 mm	–	4,120
1/3 page horizontal	178 x 77 mm	–	
1/4 page vertical	56 x 181 mm	–	3,195
1/4 page horizontal	178 x 57 mm	–	
1/4 page compact	86 x 118 mm	–	
1/8 page vertical	56 x 88 mm	–	1,715
1/8 page horizontal	86 x 57 mm	–	

- › Package deal for all five trade show days
- › Change of ad motifs per day of publication is possible
- › Special advertising formats on request

Advantages

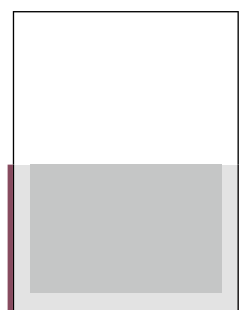
- › Daily updated content on each of the five exhibition days
- › Ensure maximum attention for your advertisement on all five days
- › Active distribution to event visitors directly at the entrances
- › Offered with your breakfast – at many hotels
- › 65,000 flipping editions to newsletter subscribers (5 days x 13,000 recipients)
- › Editorial coverage live at the event

All trim size ads require
3 mm trim allowance (bleed)



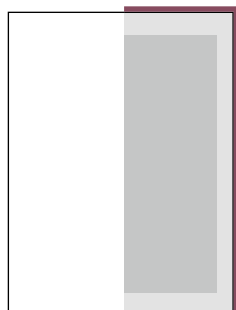
1/1 page

178 x 242 mm
210 x 280 mm



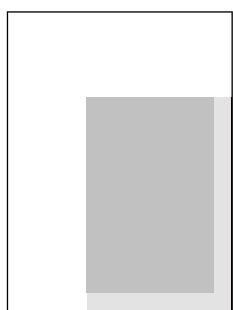
1/2 page horizontal

178 x 118 mm
210 x 135 mm



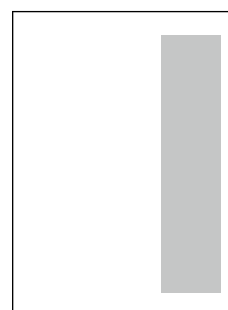
1/2 page vertical

86 x 242 mm
102 x 280 mm



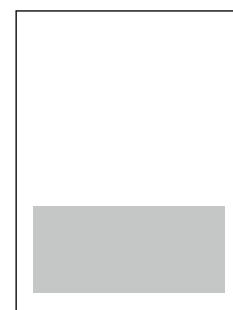
Junior page

117 x 179 mm
133 x 196 mm



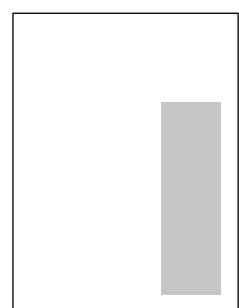
1/3 page vertical

56 x 242 mm



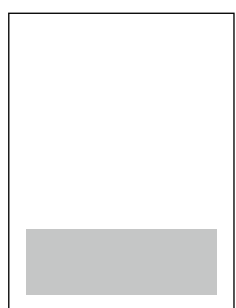
1/3 page horizontal

178 x 77 mm



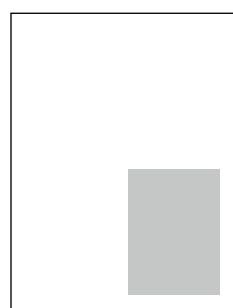
1/4 page vertical

56 x 181 mm



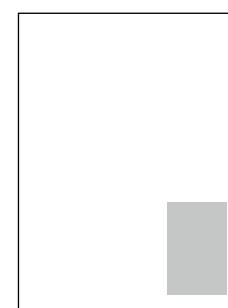
1/4 page horizontal

178 x 57 mm



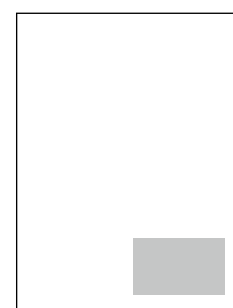
1/4 page compact

86 x 118 mm



1/8 page vertical

56 x 88 mm



1/8 page horizontal

86 x 57 mm

Banking information:

Taunus Sparkasse, IBAN: DE20 5125 0000 0001 0584 36, SWIFT/BIC: HELADEF1TSK

Conditions:

Net 30 days after invoice, VAT ID: DE 284 976 419

K-AKTUELL

powered by K-PROFI

Trend platform
for plastics and rubber



K-AKTUELL.de keeps plastics and rubber processors up to date at all times on product innovations and daily industry news.

K-AKTUELL.de provides indispensable know-how for visitors to trade fairs and events, informing them about interesting live exhibits. Processors are kept up to date by the editorial office during trade fairs with continuous live blogs.

K-AKTUELL.de provides a clear overview: with a clear structure and practical features – such as break-down by technology or application and target product.

K-AKTUELL.de informs key executives: as a joint offering from K-PROFI, KI – Kunststoff Information and KunststoffWeb, K-AKTUELL.de has an enormous reach addressing thousands of key decision makers.

K-AKTUELL.de 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.

Newsletter mailing dates 2024

January	February	March	April	May	June
10., 17., 24., 31.	07., 14., 21., 28.	06., 13., 20., 27.	03., 10., 17., 24.	02., 08., 10., 13., 15., 22., 29.	05., 12., 19., 26., 28.
July	August	September	October	November	December
03., 10., 17., 24., 31.	07., 14., 21., 28.	04., 11., 18., 25.	02., 07., 09., 11., 14., 15., 16., 17., 18., 19., 23., 30.	06., 13., 20., 27.	04., 11., 18.

Invoicing and terms of payment

All prices are all-inclusive in EUR (plus VAT) and valid for a duration of one month (banner) or each transmission (newsletter, blast).

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

Technical information

Banner formats: JPEG, GIF
Image formats (Newsletter): GIF, JPEG, PNG or HTML5 banners and AdServer Include. MP4 video on request. Flash/SWF advertising media are not recommended, fallback graphic at additional charge.

Target page link: indicated separately for GIF/JPG/PNG/MP4, integrated in advertising media for HTML5/SWF (click tracking is not possible).

Attention: the display of GIF animations in Outlook (from version 2007) is not animated. Instead, the first single image/slide is displayed.

K Top banner*

Half-size: 238x60 pixels, **EUR 920 / month**
Full-size: 468x60 pixels, **EUR 1,655 / month**
Positioning: at the top edge of every page

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.

S Skyscraper

Extra small: 160x60 pixels, **EUR 250 / month**
Small: 160x100 pixels, **EUR 400 / month**
Medium: 160x300 pixels, **EUR 750 / month**
Large: 160x600 pixels, **EUR 1,200 / month**
Positioning: on each site left or right with fixed position (sticky) when scrolling

Skyscrapers are hidden on smartphones and when the device display width is narrow (e.g. tablets in portrait mode). Skyscrapers may also be hidden if the browser display area falls below 800px in height when this position is maximized.

H Hero*

Small: 300x150 pixels, **EUR 1,100 / month**
Medium: 300x200 pixels, **EUR 1,350 / month**
Large: 300x300 pixels, **EUR 1,750 / month**
Extra large: 940x300 pixels, **EUR 2,400 / month**
Positioning: on each site below the title

Depending on the device display width or for technical reasons, hero banners can be displayed smaller or one below the other.

R Side banners*

Small: 300x150 pixels, **EUR 540 / month**
Medium: 300x200 pixels, **EUR 920 / month**
Large: 300x300 pixels, **EUR 1,290 / month**
Positioning: in the right-hand column (not on article list pages)

On smartphones, the side panel is shown underneath the content area.

M Content breaker*

Normal: max. 600x100 pixels, **EUR 2,975 / month**
Extra large: 930x300 pixels, **EUR 3,570 / month**
Positioning: first breaker on the homepage, in article lists as well as in full texts

Depending on the device display width or for technical reasons, content breaker can be displayed smaller or one below the other.

N News breaker*

Normal: 600x100 pixels, **EUR 600 / month**
Extra large: 930x300 pixels, **EUR 720 / month**
Positioning: from second breaker position on home page, in article lists as well as in full texts

Depending on the device display width or for technical reasons, news breakers may be displayed in a reduced size.

L Layer

Format: 600x400 pixels, **EUR 3,400 / month**
Positioning: Pop-up layer to be clicked away on the first page view. Displayed to the user only once within 24 hours (when the website is first accessed). Animation on request.

The layer is shown in a reduced display area with a scroll option on smartphones.

WEBSITE



The max. file size applies to all website banners: 250 kB, only for Extra large formats: 500 kB

* In rotation with maximum two other banners in the same position.

S Sponsoring in the newsletter (with citation in the editorial)

Positioning: at the top
Format: banner (600x250 pixels)
Maximum file size: 150 KB, **EUR 995 / issue**

H Central position in the newsletter

Positioning: following preamble
Format: 600x100 pixels
Maximum file size: 150 KB, **EUR 645 / issue**

C Content breaker as banner in the newsletter

Positioning: between the articles
Format: 600x100 pixels
Maximum file size: 150 KB, **EUR 480 / issue**

C Content breaker as advertisement with image/text* in the newsletter

Positioning: between the articles, **EUR 600 / issue**

A An end-of-page position in the newsletter

Positioning: at the bottom of the page
Format: banner (600x200 pixels) or advertisement with image/text*
Maximum file size: 150 KB, **EUR 600 / issue**

* Image/text display:
max. 60 characters headline,
max. 400 continuous text,
one image (600x100 pixels
or 200x200 pixels),
one target link

E-mail-blast Stand-alone newsletter

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

Standard issue: **EUR 3,475**

maximum 1 image (total size maximum 150 KB) and 1 web link, single-column layout, running text only, predefined layout for responsive display

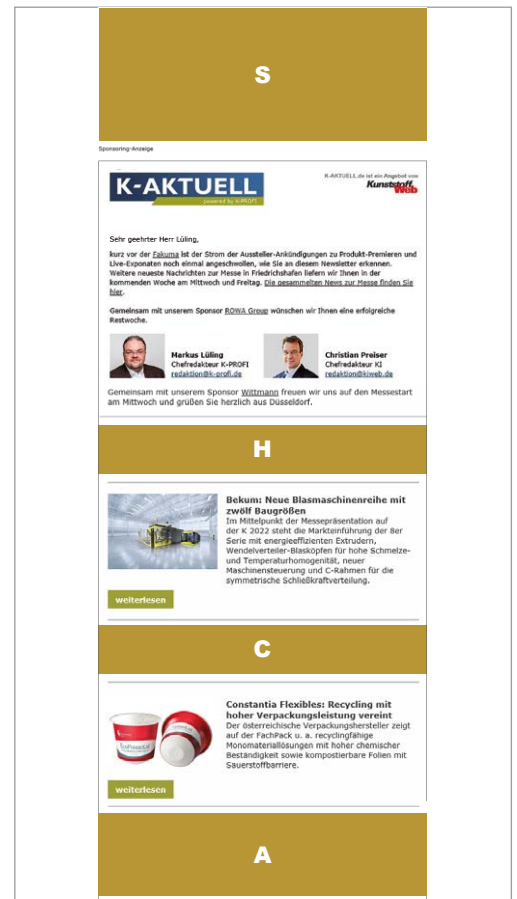
Superior issue: **EUR 4,335**

maximum 5 images (total size maximum 500 KB) and 5 internet links, single or double-column layout, with sub-headlines and bullet points, predefined layout for responsive display

Premium issue: **EUR 5,095**

individually designed single or double-column layout, without predefined layout, not responsive

NEWSLETTER



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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, as well as by **K-PROFI täglich** featuring daily visitor information during Fakuma 2024.