

Impulse für Kunststoffverarbeiter | [www.k-profi.de](http://www.k-profi.de)

Eight issues  
in 2020

# K-PROFI



## K-PROFI

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

## K-PROFI täglich

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

# 2020

## Media Information

Valid 25 March, 2020

## K-AKTUELL

powered by K-PROFI

Trend 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)

**Editors**

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lueling@k-profi.de, Phone +49 9123 9609-10

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**Postal address**

K-PROFI, Toralf Gabler, Luitpoldstr. 5, 91207 Lauf an der Pegnitz, Germany, redaktion@k-profi.de

**ISSN**

2195-2434

**Volume**

9th volume 2020

**Subscription price**

Free of charge for annual registration

**Organ**

-

**Membership/Participation**

IVW



**Publishing company**

Kunststoff-Profi Verlag GmbH & Co. KG  
Saalburgstraße 157, 61350 Bad Homburg, Germany  
Phone +49 6172 9606-0, Fax +49 6172 9606-99  
www.k-profi.de, info@k-profi.de

**Publisher**

Kunststoff-Profi Verlag GmbH & Co. KG

**Advertisement Rep BeNeLux, France and Great Britain**

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**Advertising Manager**

K-PROFI, Gero Trinkaus, Postfach 31 24, 29231 Celle, Germany,  
trinkaus@k-profi.de, Phone +49 5141 9932026

**Production department**

K-PROFI, Sigrid Seffner, Luitpoldstr. 5, 91207 Lauf an der Pegnitz, Germany,  
produktion@k-profi.de, Phone +49 9123 9609-12

**Magazine size**

Art size (210 x 280 mm)

**Printed copies, annual average**

(according to IVW audit procedures, 3rd quarter 2018 to 2nd quarter 2019)  
14,974 copies

**Actual distribution**

(according to IVW audit procedures, 3rd quarter 2018 to 2nd quarter 2019)  
14,201 copies

**Surplus, archived and reference copies**

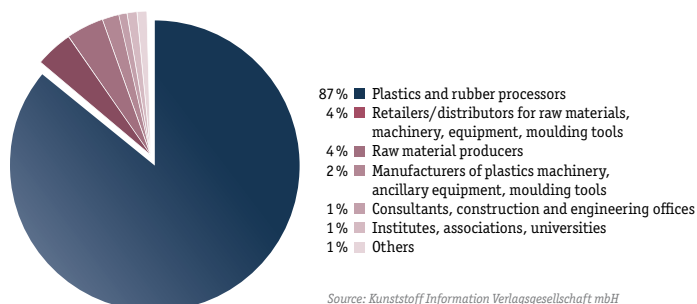
(according to IVW audit procedures, 3rd quarter 2018 to 2nd quarter 2019)  
773 copies

**Geographical distribution**

Germany (87%), Austria (5%), Switzerland (5%), Rest of the World (3%)

**RECIPIENT GROUPS**

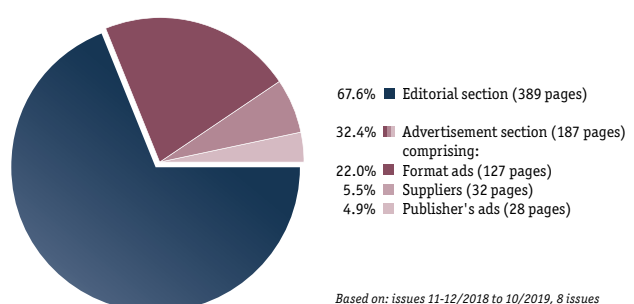
(including 12,000 key executives from plastics processing companies)



Source: Kunststoff Information Verlagsgesellschaft mbH

**VOLUME ANALYSIS**

Total volume = 576 pages



Based on: issues 11-12/2018 to 10/2019, 8 issues

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

Format	Type area (w x h)	Trim size* (w x h)	b/w	4c
1/1 page	178 x 241 mm	210 x 280 mm	4,695	6,300
1/2 page vertical	86 x 241 mm	102 x 280 mm	2,400	3,285
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 241 mm	72 x 280 mm	1,635*	2,465*
1/3 page horizontal	178 x 77 mm	210 x 93 mm		
Lateral page	-	50 x 280 mm	1,635	2,465
1/4 page vertical	56 x 181 mm	-	1,245	1,805
1/4 page horizontal	178 x 57 mm	-		
1/4 page compact	86 x 118 mm	-		
1/8 page vertical	56 x 88 mm	-	630	1,020
1/8 page horizontal	86 x 57 mm	-		
Rate per mm	1 column, 56 mm wide		7,50	11.90

**Special advertisements** (Other formats, bound inserts, glued-on inserts, etc. on request)

below the editorial	178 x 77 mm	2,860
below the table of content	86 x 97 mm	1,935

**Inserts** (Maximum size 204 x 274 mm, up to 25 g)

Per 1,000 inserts	265
for 15,300 copies	4,055

**Classified advertisements** (Minimum height 30 mm)

Rate per mm	1 column, 45 mm wide	3.95	7.05
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**Discounts**

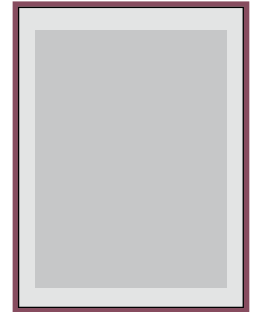
For orders within 12 months (insertion year)

**Series discount**

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

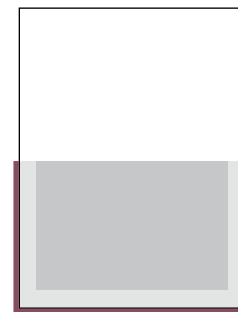
**\*Trim size formats**

For all trim size ads, please add 3 mm bleed per paper edge  
Trim size surcharge for 1/3 page: 550 EUR



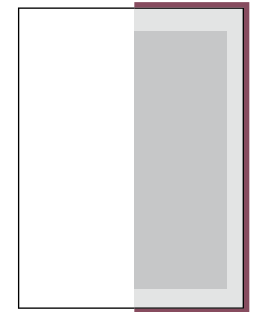
**1/1 page**

178 x 241 mm  
210 x 280 mm



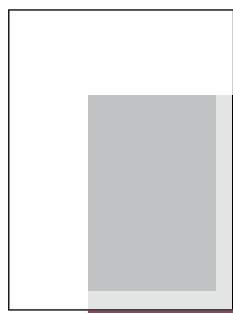
**1/2 page horizontal**

178 x 118 mm  
210 x 135 mm



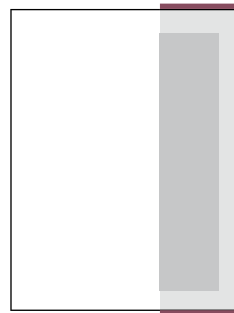
**1/2 page vertical**

86 x 241 mm  
102 x 280 mm



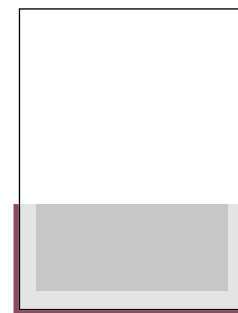
**Junior page**

117 x 179 mm  
133 x 196 mm



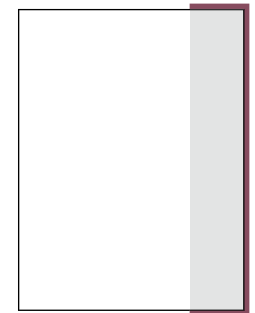
**1/3 page vertical**

56 x 241 mm  
72 x 280 mm\*



**1/3 page horizontal**

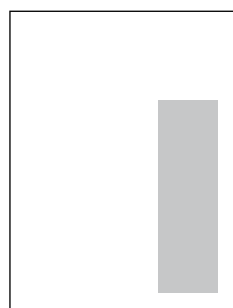
178 x 77 mm  
210 x 93 mm\*



**Lateral page**

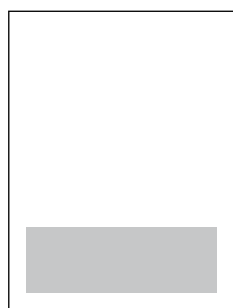
50 x 280 mm

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



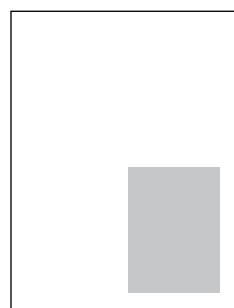
**1/4 page vertical**

56 x 181 mm



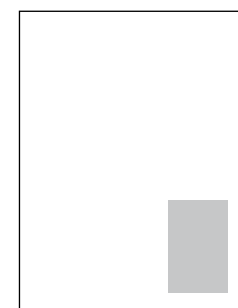
**1/4 page horizontal**

178 x 57 mm



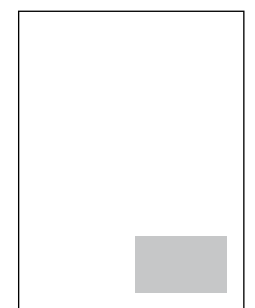
**1/4 page compact**

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

## 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

## 3D CT Messdienstleistung

**Sauter Engineering + Design GmbH**  
Computertomografie CT  
Bemusterung D300xH700mm  
schnell + preiswert + präzise  
sauter@sautercar.com

## Aus- und Weiterbildung

**SKZ**

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

## Elektrostatische Systeme



**Eltex-Elektrostatik-GmbH**  
Blauenstraße 67-69, 79576 Weil am Rhein  
Tel.: +49 7621 7905-422  
info@eltex.com, www.eltex.com

## Feuchtemessgeräte



**Brabender Messtechnik® GmbH & Co. KG**  
Tel.: +49 203 99819-0  
sales@brabender-mt.de  
AQUATRAC®-3E, AQUATRAC®-Station

## Gleitmittel/Wachse



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

## Heißkanalregeltechnik



**GF Controls GmbH  
Gammaflux**  
Peter Sander Straße 41a  
55252 Wiesbaden Mainz-Kastel  
Tel.: +49 6134 94890-0  
Fax: +49 6134 94890-25  
Info@gammaflux.de  
www.Gammaflux.com

## Hydraulikzylinder



**AHP Merkle GmbH**  
Nägelseestr. 39, 79288 Gottenheim  
Tel.: +49 7665 4208-0  
mailbox@ahp.de  
www.ahp.de

## 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



**Reisner Cooling Solutions GmbH**  
Industriekühlung | Steuerungsbau | Service  
www.reisner-cooling.de

## Masterbatches



Oberer Westring 3-7, 33142 Büren  
www.argus-additive.com

## FBW GmbH

Forstweg 27, 52382 Niederzier  
Tel.: +49 2428 81984550  
Fax: +49 2428 81984559  
kontakt@fbwgmbh.de, www.fbwgmbh.de

## Normalien



**HASCO Hasenclever GmbH + Co KG**  
Römerweg 4, D-58513 Lüdenscheid  
Tel.: +49 2351 957-0  
Fax: +49 2351 957-237  
info@hasco.com, www.hasco.com

## Polyurethananlagen



**CANNON Deutschland GmbH**  
Moselstraße 27, 63452 Hanau  
Tel.: +49 6181 9003 70  
www.cannon-deutschland.de

## Spezialsilos



**KREYENBORG GmbH&Co.KG**  
Tel.: +49 2597 93997 0  
info@kreyenborg.com  
www.kreyenborg.com

## Ultraschallschweißen



www.cemas-germany.com



**Die nachhaltige Verbindung**  
Seemoosholzstrasse 14, CH-9320 Arbon  
Tel.: +41 71 680 0805  
info@swiss-sonic.ch, www.swiss-sonic.ch

## Ultraschall-Schweißmaschinen



www.frimo.com  
Tel.: +49 40 5470967 0

## Zerkleinerungstechnik



**Herbold Meckesheim GmbH**  
RECYCLING TECHNOLOGY  
74909 Meckesheim, Industriestrasse 33  
Tel.: +49 6226 932-0,  
Fax: +49 6226 932-495  
herbold@herbold.com, www.herbold.com

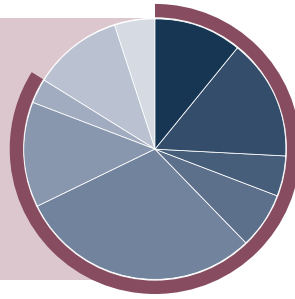


**TRIA GmbH**  
Carl-Friedrich-Benz-Str. 1  
D-47877 Willich  
info@triaplastics.de  
www.triaplastics.de

**Exclusive content and unique, tailor-made formats**

**Many benefits thanks to high quality and clearly defined focus on plastics processors**

**Success criteria for readers: Technology, materials, cost and efficiency**



### STRUCTURE OF EDITORIAL CONTENT

- 14 % Technology
- 17 % Portraits of successful plastics processors
- 7 % Interviews and profiles
- 3 % Materials
- 29 % Trade fairs and other events
- 9 % Business activity and strategy
- 3 % Editorials and commentaries

Exclusive contributions of editorial department

**82 %**

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

Based on: issues 11-12/2018 to 10/2019, 8 issues

Trade fair calendar	Jan. / Feb.	March / April	May	June	July / August	September	October	Nov. / Dec.
			<b>JEC</b> 12.-14.05.	<b>KPA Ulm</b> 23.-24.06.	<b>Kuteno</b> 01.-03.09.	<b>KPA Rheda-W.</b> 16.-17.09.	<b>Motek</b> 05.-08.10.	<b>Wire/Tube</b> 07.-11.12.
				<b>MedTeclive</b> 30.06.-02.07.			<b>Compounding / Plastics Recycling / Extrusion / Polymer Testing World</b> 07.-08.10.	
				<b>Hannover Messe</b> 13.-17.07.			<b>Fakuma</b> 13.-17.10.	
				<b>VDI PIAE</b> 28.-29.07.			<b>Composites Europe</b> 10.-12.11.	
				<b>Chinaplas</b> 03.-06.08.			<b>formnext</b> 10.-13.11.	
							<b>Compamed</b> 16.-19.11.	

Issue	1 - 2	3 - 4	5	6	7 - 8	9	10	11 - 12
	Jan. / Feb.	March / April	May	June	July / August	September	October	Nov. / Dec.
<b>STRATEGY</b>	Markets, financing, analyses, purchasing, location factors							
<b>TECHNOLOGY</b>	Suggestions and ideas for more efficiency: injection moulding, extrusion, compounding, recycling, thermoforming, blow moulding, foaming, mould engineering, standards, hot-runner technology, process technology, automation, temperature control, cooling, drying, conveying, mixing, metering, surface technology, decoration, finishing, QA, measurement, I&C technology, testing							
<b>KEY ASPECTS</b>	Standard polymers Compounding Engineering plastics Ancillary devices Compounds Quality assurance Injection moulding technology	Mould engineering Compounds Additives Vehicle manufacture Packaging Injection moulding technology Extrusion technology	Medical technology Injection moulding technology Engineering plastics Mould engineering Compounding Compounds Peripheral devices	Used machines Extrusion technology Injection moulding technology Engineering plastics Ancillary devices Automation	Elastomer engineering Standard polymers Injection moulding Compounding Ancillary devices Compounds Recycling technology	Engineering plastics Extrusion technology Mould engineering Injection moulding technology Hot-runner technology Quality assurance Ancillary devices	Injection moulding technology Mould engineering Ancillary devices Additives Compounding Automation Compounds	Medical technology Injection moulding technology Compounding Ancillary devices Engineering plastics Extrusion technology Comminution technology
<b>INTERVIEWS</b>	Interviews with interesting industrialists							
<b>PORTRAITS</b>	Success stories of highly profitable processors							
<b>MATERIALS</b>	Trends and benefits of new applications: standard polymers, engineering plastics, high-performance plastics, dyes, master batches, additives, fillers, reinforcing agents, compounds, regrind, recycled material, biopolymers, TPE, elastomers, PU, GRP, CRP, thermoset materials							
<b>PRODUCTS</b>	New machines, equipment, moulds, materials, software, applications, installations, and services							
<b>EVENTS</b>	Reports on trade fairs and other events							
<b>TRADE FAIR PREVIEWS</b>					Kuteno	Fakuma Trends & Tendencies	Fakuma New & Live: Exhibits	
<b>TRADE FAIR REVIEWS</b>					MedTeclive	VDI PIAE	Kuteno	Compounding / Plastics Recycling / Extrusion / Polymer Testing World, Fakuma, Formnext
<b>PROFILES</b>	Dedicated people with a passion for the plastics industry							
<b>MARKETPLACE</b>	Suppliers / classified ads							

**K-PROFI**  
täglich

Publication date	17 February, 2020	23 March, 2020	04 May, 2020	15 June, 2020	10 August, 2020	07 September, 2020	05 October, 2020	07 December, 2020
Advertisement deadline	28 January, 2020	03 March, 2020	14 April, 2020	26 May, 2020	21 July, 2020	18 August, 2020	15 September, 2020	17 November, 2020



**Circulation**

Print run: 14,500 copies (minimum)

**Magazine format**

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

**Printing area**

178 mm x 241 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: Coated FOGRA27 (ISO 12647-2:2004)) as an email to: [produktion@k-profi.de](mailto: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.

**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, Sigrid Seffner, 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](mailto:produktion@k-profi.de)

**Contact**

Consulting, bookings:

Gero Trinkaus, Advertising Manager, [trinkaus@k-profi.de](mailto:trinkaus@k-profi.de), Phone +49 5141 9932026

Data:

Sigrid Seffner, [produktion@k-profi.de](mailto:produktion@k-profi.de), Phone +49 9123 9609-12, Fax +49 9123 9609-29

**Delivery address for loose inserts and bound inserts**

Rhein-Main-Buchbinderei GmbH

Ostring 13, 65205 Wiesbaden-Nordenstadt, Germany

Phone +49 6122 7709 160

(for free delivery, please add the following note: for K-PROFI, issue no. ...)

**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 Customer 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

FIVE  
PRINT ISSUES  
AND FIVE  
E-PAPERS

The daily updated visitor information  
to the Fakuma 2020 in Friedrichshafen.  
Daily updated from October 13th to 17th.

The current information source at the Fakuma 2020 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 2020 – International Trade Fair for Plastics Processing – from October 13 to 17, 2020 in Friedrichshafen. K-PROFI täglich provides Fakuma 2020 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 18,000 newsletter subscribers of K-AKTUELL.de.

### Target group

K-PROFI täglich is aimed at German-speaking visitors and exhibitors at the Fakuma 2020 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 13, 14, 15, 16 and 17 October 2020.

### Publishing company

Kunststoff-Profi Verlag GmbH & Co. KG  
Saalburgstraße 157, 61350 Bad Homburg, Germany  
Phone +49 6172 9606-0, Fax +49 6172 9606-99  
www.k-profi.de, info@k-profi.de

### Editors

Kunststoff-Profi Verlag GmbH & Co. KG

### Advertisement Rep BeNeLux, France and Great Britain

Kenter & Co. B.V., Spoorstraat 21, NL- 7471 BV Goor  
arthur@kenter.nl, Phone +31 547 27 50 05, Fax: +31 547 27 18 31

### Advertising Manager

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trinkaus@k-profi.de, Phone +49 5141 9932026

### Production department

K-PROFI täglich, Sigrid Seffner, Luitpoldstr. 5, 91207 Lauf an der Pegnitz,  
Germany, produktion@k-profi.de, Phone +49 9123 9609-12

### Editor-in-Chief

Dipl.-Ing. Markus Lüling, Editor-in-Chief  
lueling@k-profi.de, Phone +49 9123 9609-10

### Editorial office

K-PROFI täglich, Toralf Gabler, Luitpoldstr. 5, 91207 Lauf an der Pegnitz,  
Germany, redaktion@k-profi.de, Phone +49 9123 9609-11

### Print run

5,500 print copies and around 18.000 as an e-paper (flip book and PDF)

### Magazine size

Art size (210 mm wide x 280 mm high)

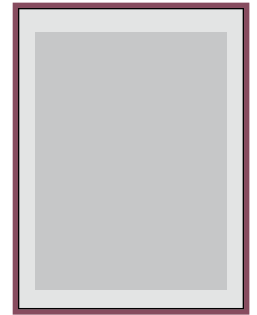
### Advertisement deadline

30 September, 2020

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

Format	Type area (W x H)	Bleed (B x H)	Package deal
1/1 page	178 x 241 mm	210 x 280 mm	10,045
1/2 page vertical	86 x 241 mm	102 x 280 mm	5,350
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 241 mm	-	3,620
1/3 page horizontal	178 x 77 mm	-	
1/4 page vertical	56 x 181 mm	-	2,805
1/4 page horizontal	178 x 57 mm	-	
1/4 page compact	86 x 118 mm	-	
1/8 page vertical	56 x 88 mm	-	1,505
1/8 page horizontal	86 x 57 mm	-	

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



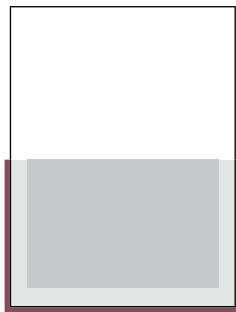
**1/1 page**

■ 178 x 241 mm  
■ 210 x 280 mm

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

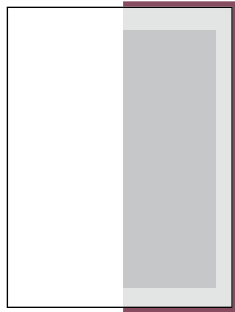
**Advantages**

- > Daily updated content on five days of the fair
- > Ensure maximum attention for your advertisement on five days
- > 27,500 printed editions (5 days x 5,500 editions)
- > Active distribution to event visitors directly at the entrances
- > Offered with your breakfast – at many hotels
- > 90,000 flipping editions to newsletter subscribers (5 days x 18,000 recipients)
- > Editorial coverage live at the event



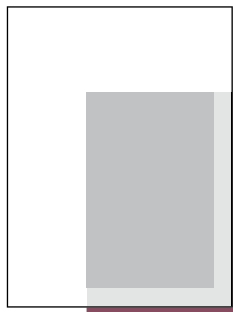
**1/2 page horizontal**

■ 178 x 118 mm  
■ 210 x 135 mm



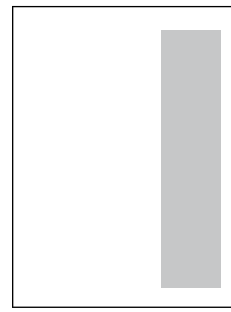
**1/2 page vertical**

■ 86 x 241 mm  
■ 102 x 280 mm



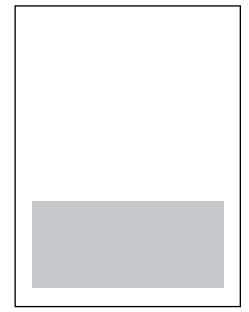
**Junior page**

■ 117 x 179 mm  
■ 133 x 196 mm



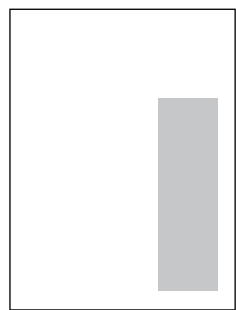
**1/3 page vertical**

■ 56 x 241 mm



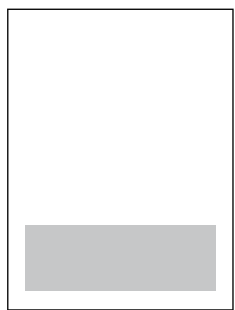
**1/3 page horizontal**

■ 178 x 77 mm



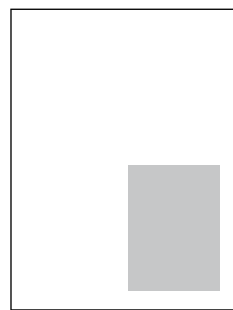
**1/4 page vertical**

■ 56 x 181 mm



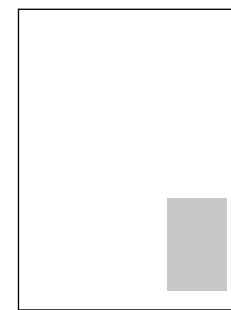
**1/4 page horizontal**

■ 178 x 57 mm



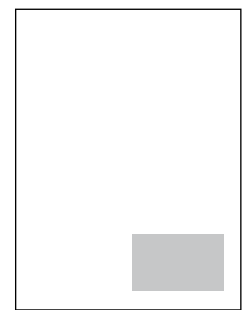
**1/4 page compact**

■ 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.

**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](http://www.K-AKTUELL.de/AGB)).

**Data format and delivery**

At least 7 working days before the ad appears to: [anzeigen@k-profi.de](mailto: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 790 / month  
Full-size: 468x60 pixels, EUR 1,420 / month  
Positioning: at the top edge of every page  
Maximum file size: 250 kB

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.

## R Side banners\*

Small: 300x150 pixels, EUR 460 / month  
Medium: 300x200 pixels, EUR 790 / month  
Large: 300x300 pixels, EUR 1,090 / month  
Positioning: at the right-hand side of every page  
Maximum file size: 250 kB

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

## M Content breaker\*

Maximum size: 600x100 pixels, EUR 2,550 / month  
Positioning: at position 3 in the article lists as well as underneath the full texts  
Maximum file size: 250 kB

Content and news breakers are displayed in reduced size on smartphones.

## N News breaker\*

Maximum size: 600x100 pixels, EUR 460 / month  
Positioning: only on the home page down from position 5 in the article lists  
Maximum file size: 250 kB

Content and news breakers are displayed in reduced size on smartphones.

## L Layer

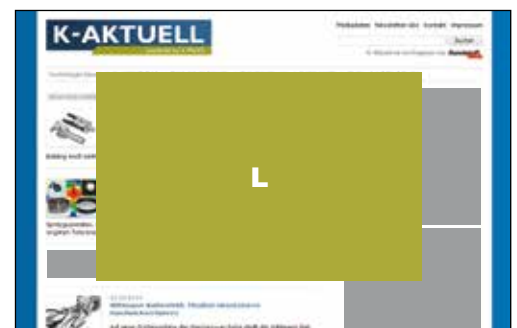
Maximum size: 600x400 pixels, EUR 3,000 / month  
Positioning: Popup layer in case of first page view for closing. Only displayed once within 24 hours by the user (in case of initial website access).  
Animation available on request.  
Maximum file size: 250 kB

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

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

Other formats are available on request

## WEBSITE



## NEWSLETTER



## S1 Exclusive sponsoring in the newsletter (with citation in the editorial)

Positioning: at the top (no other ads in the newsletter)  
Format: banner (up to 600x250 pixels) or advertisement with image/text\*  
Maximum file size: 150 kB, EUR 1,620 / issue

## S2 Sponsoring in the newsletter (with citation in the editorial)

Positioning: at the top  
Format: banner (up to 600x250 pixels) or advertisement with image/text\*  
Maximum file size: 150 kB, EUR 810 / issue

## H Central position in the newsletter

Positioning: following preamble  
Format: up to 600x100 pixels  
Maximum file size: 150 kB, EUR 500 / issue

## C Content breaker as banner

Positioning: between the articles in the content blocks  
Format: up to 600x100 pixels  
Maximum file size: 150 kB, EUR 405 / issue

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

Positioning: between the articles in the content blocks, EUR 485 / issue

## A An end-of-page position in the newsletter

Positioning: at the bottom of the page  
Format: banner (up to 600x100 pixels) or advertisement with image/text\*  
Maximum file size: 150 kB, EUR 485 / issue

\* Content ads: maximum 80 characters headline, maximum 400 characters text, image (600x100 pixels or 200x200 pixels), link to the target page

## E-mail-blasts Individually designed newsletter

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

Standard issue: EUR 3,000

maximum 3 images and 1 web link, single-column layout, running text only

Superior issue: EUR 3,800

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

## Publishing house

Kunststoff-Profi Verlag GmbH & Co. KG  
Saalburgstraße 157, 61350 Bad Homburg, Germany  
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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 featuring weekly newsletters, personalised e-mail blasts and by **K-PROFI täglich** featuring daily visitor information during Fakuma 2020.