

K ZEITUNG

Das Branchenblatt
der Kunststoffindustrie






The trade journal for the
plastics industry – up to date,
comprehensive, compact, clear

MEDIA DATA 2024



Contents



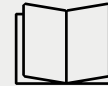
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At a Glance



PRINT → K-ZEITUNG

K-ZEITUNG is one of the industry's most up-to-date print media, providing information about and for the entire value chain of the plastics and rubber industry. Ensure your advertising investment gets your product noticed on the market.



ONLINE → k-zeitung.de

K-ZEITUNG's web presence is the comprehensive, compact and up-to-date industry and opinion portal for the plastics industry with daily background reports on the economy, industry, technology and applications.



PRINT RUN

Ø 15,187

Copies per issue, as of July 2023, IVW-verified

PAGE IMPRESSIONS

Ø 24,800

Source Google Analytics,
monthly average 07/2022-06/2023

NEWSLETTER RECIPIENTS


~ 4,300

per mailing (as of July 2023)

Topics 2024

Issue	Deadline	Publishing date	Main topics	Trade fairs/exhibitions/conferences
			The topics of injection moulding, materials, extrusion, too l and mould making are covered in all issues.	
1	15/01/24	06/02/24	Recycling, materials, injection moulding technology and hot runner technology	
2	29/01/24	20/02/24	Temperature control technology, tool and mould making, material supply, Special: Composites	KPA , Ulm, 28 - 29 Feb.* Hein Technologietag , Langenhagen/Hannover, 29 Feb.* JEC World , Paris, 05 - 07 March.
3	12/02/24	05/03/24	Additives/masterbatches, elastomers, silos/container	
4	26/02/24	19/03/24	Injection moulding technology, materials, separating/joining, Special: Extrusion technology	Chinaplas , Shanghai, 23 - 26 April.
E-Magazine NPE	18/03/24	08/04/24	With the E-Magazin „Europe @ NPE“ US plastics processors learn how leading European manufacturers can help ensure that the American plastics industry remains one of the best technologically and economically.	
5	14/03/24	09/04/24	PUR, robotics and automation, quality assurance	Hannover Messe , Hannover, 22 - 26 April.* Utech , Maastrich, 23 - 24 April. Control , Stuttgart, 23 - 26 April.
6	28/03/24	23/04/24	Materials, hot runner technology, PET	NPE , Orlando, 06 - 10 May.
7	12/04/24	07/05/24	Additive manufacturing, Recycling, intrusion technology	Ifat , Munich, 13 - 17 May. Kuteno , Rheda-Wiedenbrück, 14 - 16 May.* Rapid.Tech 3D , Erfurt, 14 - 16 May.*
8	24/04/24	21/05/24	Extrusion technology, material supply, tool and mould making	
9	10/05/24	04/06/24	Blow moulding, PUR, materials, Special: Recycling	MedtecLIVE , Stuttgart, 18 - 20 June. PIAE , Mannheim, 19 - 20 June.* PRSE , Amsterdam, 19 - 20 June.
10	27/05/24	18/06/24	Temperature control technology, thermoforming, Special: Elastomers	EKTT , Lindlar, 20 - 21 June.* DKT Deutsche Kautschuk-Tagung , Nürnberg, 01-04 July.

Topics 2024

Issue	Deadline	Publication date	Main topics	Trade fairs/exhibitions/conferences
11	10/06/24	02/07/24	Additives/masterbatches, hot runner technology, injection moulding technology, extrusion technology, quality assurance	
12	08/07/24	30/07/24	PET, separating/joining, materials, recycling, composites Special: Tool and mould making	Compounding World Expo EU, Brüssel, 11 - 12 Sept.
E-Magazine Fakuma	15/08/24	03/09/24	The K-Zeitung e-magazine in the run-up to Fakuma 2024! Top industry figures will comment on the focus topics of injection moulding, extrusion technology, thermoforming and 3D printing as well as sustainability, circular economy and recycling.	
13	19/08/24	10/09/24	Fakuma preliminary report I Additives/masterbatches, material supply extrusion technology, injection moulding technology	FachPack, Nürnberg, 24 - 26 Sept.
14	02/09/24	24/09/24	Fakuma preliminary report II Robotics + automation, materials, tool and mould making, thermoforming	Motek, Stuttgart, 08 - 11 Oct.
15	13/09/24	08/10/24	Fakuma main edition	Fakuma, Friedrichshafen, 15 - 19 Oct.*
I	13/09/24	15/10/24	Fakuma Express I	
II	13/09/24	17/10/24	Fakuma Express II	
16	14/10/24	06/11/24	Fakuma follow-up report I Additive manufacturing , temperature control technology, blow moulding, elastomers	Compamed, Düsseldorf, 11 - 14 Nov. Formnext, Frankfurt, 19 - 22 Nov.* Plastpol, Kielce, 19 - 22 Nov.
17	25/10/24	19/11/24	Fakuma follow-up report II Extrusion technology, composites, PUR, PET	
18	11/11/24	03/12/24	Tool and mould making, recycling, separating/joining, injection moulding technology	

* mit Heftauslage

Target Groups

Corporate management and decision-makers



Practical tips and information for decision-makers and multipliers in the sector

Executives



Management, executives and employees in work planning and purchasing

Associations and institutions




Owners, executives, technical and commercial management in the plastics and rubber industry



Print

Print



 Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation).

Copies per issue, as of July 2023

Publication frequency:
18x per year + special issues
55th VOLUME

PRINT RUN

Ø 15,187

ACTUAL DISTRIBUTED
CIRCULATION

15,054

Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months
(insertion year)

Quantity scale

- 3 times 5 %
- 6 times 10 %
- 9 times 15 %

COMBINATIONS

Larger contracts and multi-year contracts on request. You can also advertise in other publications from our publishing house. You will achieve high market penetration and can count on discounts. Take advantage of this synergistic effect. Let's talk about how you benefit.

Circulation and Distribution Analysis

CONTENT ANALYSIS

Editorial content	Editorial share rounded in %
Additive manufacturing	5,4 pages = 0,5 %
Additive/masterbatches	15,6 pages = 1,5 %
Topical	406,2 pages = 38,5 %
Blow moulding technology	7,1 pages = 0,7 %
Extrusion technology	37,0 pages = 3,5 %
Fakuma Express	165,9 pages = 15,7 %
Research	0,6 pages = 0,1 %
Hot runner technology	18,2 pages = 1,7 %
Rubber/elastomers	15,0 pages = 1,4 %
Material supply	19,9 pages = 1,9 %
Most viewed	27,8 pages = 2,7 %
PET systems	12,8 pages = 1,2 %
PUR systems	10,9 pages = 1,0 %
Quality assurance	7,9 pages = 0,7 %
Recycling	22,3 pages = 2,1 %
Robotics + automation	15,8 pages = 1,5 %
Silos + containers	4,1 pages = 0,4 %
Injection moulding technology	59,3 pages = 5,6 %
Technology	142,3 pages = 13,5 %
Temperature control technology	12,0 pages = 1,1 %
Thermoforming	8,1 pages = 0,8 %
Separating and joining	9,8 pages = 0,9 %
Events	134,2 pages = 12,7 %
Composites	13,7 pages = 1,3 %
Materials	26,3 pages = 2,5 %
Tool and mould making	31,2 pages = 3,0 %
World of Plastics	47,7 pages = 4,5 %
	1,277 pages = 100 %

SCOPE OF ANALYSIS 2021 = 23 ISSUES + 2 FAKUMA EXPRESS

Total volume (converted to DIN A4)	1,715 pages	=	100 %
Editorial section	1,277 pages	=	66.0 %
Advertising section	438 pages	=	33.9 %
of which, sources of supply	98 pages	=	17.7 %
bound inserts	-		
advertisements from publishers and printers	55 pages	=	10.1 %
Inserts	7 pages		

Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (German Audit Bureau of Circulation).

VOLUME 55th VOLUME

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2021 to 30 June 2022

Print run	15,187		
Actual distributed circulation	15,054	of those, abroad	1,201
Sold circulation	1,436	of those, abroad	420
- Subscribed copies	1,026	of those, for members	135
- Retail sales	-		
- Other sales	410		
Free copies	13,618		
Remaining, archive and file copies	133		

Circulation and Distribution Analysis

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	92.0	13,853
Abroad:	8.0	1,201
Actual distributed circulation:	100	15,054

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	5.88	814
Postcode area 1	3.43	475
Postcode area 2	7.05	977
Postcode area 3	11.74	1,626
Postcode area 4	13.39	1,855
Postcode area 5	15.36	2,127
Postcode area 6	9.81	1,358
Postcode area 7	17.38	2,408
Postcode area 8	7.70	1,066
Postcode area 9	8.27	1,145
Domestic total	100	13,853

DOMESTIC DISTRIBUTION BY NIELSEN REGIONS

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	12.29	1,702
Nielsen region 2 (North Rhine-Westphalia)	27.92	3,868
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	14.43	1,999
Nielsen region 3b (Baden-Württemberg)	20.02	2,773
Nielsen region 4 (Bavaria)	13.56	1,878
Nielsen region 5 (Berlin)	1.42	197
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	3.95	547
Nielsen region 7 (Thuringia, Saxony)	6.41	888
Total	100	13,853

Summary of the analysis method

SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

1. Analysis method:

- Distribution analysis through file evaluation – full analysis

2. Description of the recipients at the time of data collection:

2.1. Type of file:

The recipient file contains the addresses of all recipients.

Based on the available postal data, the file can be sorted according to postcodes or domestic and foreign addresses.

2.2 Total number of recipients in the file: 16,472

2.3 Total number of varying recipients: 13,661

2.4 Structure of recipients of an

average issue according to forms of distribution:

- **Sold circulation.** 1,436

of those: Regular subscribers 891

Member subscribers 135

Retail sales 0

Other sales 410

- **Free copies** 13,618

of those: permanent free copies 1,522

rotating free copies 11,867

advertising copies 229

Actual distributed circulation 15,054
of those, domestic 13,853
of those, abroad 1,201

3. Description of the analysis

3.1 Population (proportion studied)

Actual distributed circulation 15,054 = 100%

of those, not included in the analysis: 229 = 1.52%

- Retail sales 0

- Advertising, trade fair copies and others 229

Of the actually distributed circulation,
the analysis represents 14,825 = 98.48%

3.2. Date of file evaluation: 18/07/23

3.3. Description of the database:

The analysis is based on the complete file. The shares determined for circulation in Germany and abroad were projected onto the actual average annual circulation in accordance with AMF Item 17.

3.4. Target of the analysis: not applicable

3.5. Definition of the reader: not applicable

3.6. Analysis period: 01/07/2022 to 30/06/2023

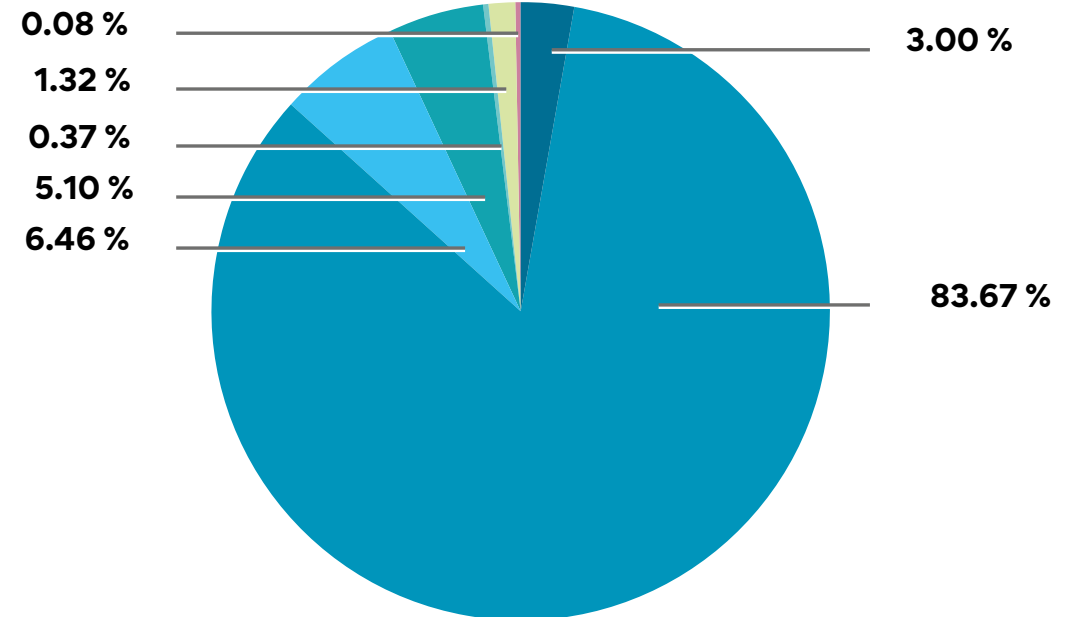
3.7. Execution of the analysis: publisher

Recipient Structure Analysis

SECTORS / INDUSTRIES / COMPANY TYPES

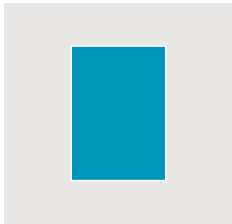
Recipient groups:	Share of actual distributed circulation	
	%	Copies
■ (20.1) Manufacturers of base chemicals, plastics and rubber	3.00	451
■ (22) Manufacturers of rubber and plastic products	83.67	12,595
■ (28.96) Manufacturers of machines and devices for the plastics and rubber industry	6.46	973
■ (46.1) Trade with machines, devices, raw materials, chemical and / or plastic products	5.10	768
■ (71 / 74.90) Engineers, advisors	0.37	56
■ (85.42 / 94.1) Institutes, schools, public authorities and associations	1.32	198
■ Miscellaneous	0.08	12
Total actual distributed circulation	100	15,054

* Base: Publisher file, multiple answers possible.



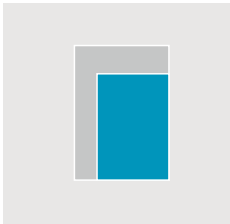
Advertisements

1/1 page



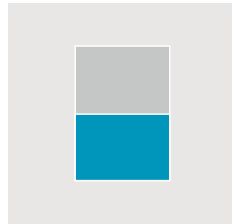
Bleed: 297 x 420
Type area: 265 x 385 mm

Junior page



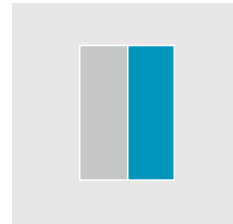
Bleed: 236 x 320
Type area: 220 x 300 mm

1/2 page landscape



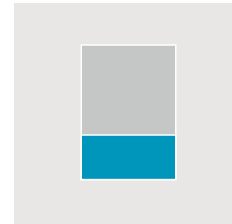
Bleed: 297 x 210
Type area: 265 x 190 mm

1/2 page portrait



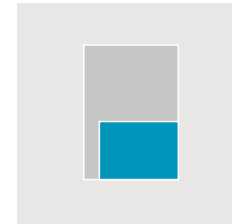
Bleed: 146 x 420
Type area: 130 x 385 mm

1/3 page landscape



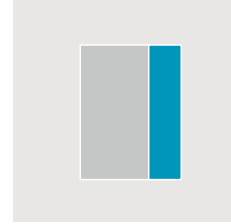
Bleed: 297 x 145
Type area: 265 x 125 mm

1/3 page landscape 5 col.



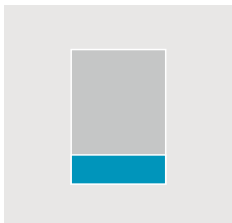
Bleed: 236 x 170
Type area: 220 x 150 mm

1/3 page portrait



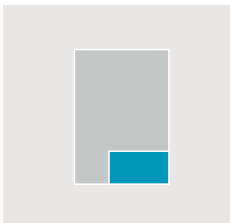
Bleed: 101 x 420
Type area: 85 x 385 mm

1/4 page landscape



Bleed: 297 x 112
Type area: 265 x 92 mm

1/4 page 4 columns



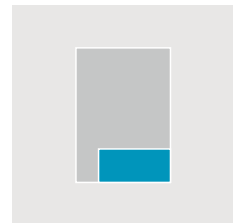
Bleed: 191 x 148
Type area: 175 x 128 mm

1/4 page 3 columns



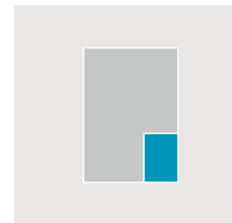
Bleed: 146 x 195
Type area: 130 x 175 mm

1/6 page 4 columns



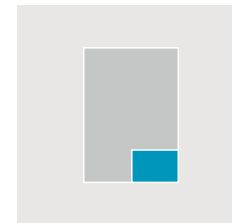
Bleed: 191 x 105
Type area: 175 x 85 mm

1/6 page 2 columns



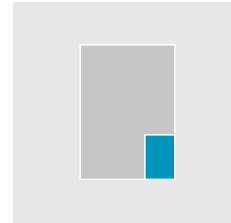
Bleed: 101 x 210
Type area: 85 x 190 mm

1/8 page 3 columns



Bleed: 146 x 105
Type area: 130 x 85 mm

1/8 page 2 columns



Bleed: 101 x 148
Type area: 85 x 128 mm

Bleed plus 3 mm bleed overleaf

Advertising rates

Formats	Type area formats Width x height mm	Bleed formats* Width x height mm	Base price	Base price In the bleed
Title page	110 x 38 62 x 128 62 x 62		€ 2,290 € 3,650 € 1,890	
Island position	85 x128		€ 5,050	
1/1 page	265 x 385 (6 Sp.)	297 x 420	€ 12,590	€ 13,490
Junior page =^A4	220 x 300	236 x 320	€ 8,790	€ 9,390
1/2 page	265 x 190 130 x 385	297 x 210 146 x 420	€ 7,750	€ 8,290
1/3 page	265 x 125 220 x 150 85 x 385	297 x 145 236 x 170 101 x 420	€ 5,250	€ 5,690
1/4 page	265 x 92 175 x 128 130 x 175	297 x 112 191 x 148 146 x 195	€ 4,390	€ 4,690
1/6 page	175 x 85 85 x 190	191 x 105 101 x 210	€ 3,450	€ 3,680
1/8 page	130 x 85 85 x 128	146 x 105 101 x 148	€ 2,490	€ 2,650
1/16 page	130 x 40 85 x 62	146 x 60 101 x 82	€ 1,430	€ 1,490

• The current VAT rate must be added to all prices.

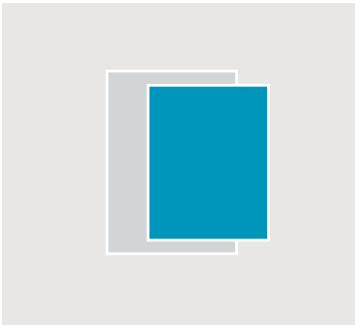
• Prices include standard colour according to the Euro scale.

* plus 3 mm trim overleaf

** not subject to discounts

Special Formats

Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to 50g, Single sheets DIN A6 min. 150 g/m², Single sheets larger than DIN A6 min. 115 g/m²

Prices for heavier inserts and split runs on request and with possible postage charges.

from € 350/thousand

Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Only in conjunction with an advertisement or bound insert, plus adhesive costs and additional distribution costs. Partial circulation on request. Submission of a binding sample required. Prices and adhesive costs on request, with submission of a binding sample. The delivery quantity for supplements, bound inserts and postcards etc. is 15,300 copies. The publisher reserves the right to increase the print run on special occasions.

from € 1,350

Native Advertising: Print Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content**: this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose to** supply the text yourself or have it professionally produced or revised by our specialist editorial team.

Thinking across channels:

book a cross-media campaign with online and print advertorial!

*Additional advertising formats available; prices on request.

Advertorial basic



Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/2 page*: € 7,750

Advertorial premium



Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/2 page*: € 9,350

Corporate Publishing

Content with added value – tailored to your needs and goals



We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

Sources of Supply

30 Bezugsquellen

Beispiel eintrag:

**-KOCH-
TECHNIK**

Werner Koch
Maschinenteknik GmbH
Industriestraße 3
D-75228 Ispringen
Tel. 07231/8009-0
Fax 07231/800960
info@koch-technik.de, www.koch-technik.com

Your entry in the supplier directory –
be found where others are looking for you!

Line price (2 mm high, 38 characters)
per issue

€ 9,80/ 4c
€ 7,67/ b/w

for entries from 3 keywords
for entries from 6 keywords
for entries from 9 keywords

5% discount
10% discount
15% discount

Keywords themselves are not charged.
For technical reasons, changes and new entries are
only possible at the beginning of each quarter.

Only bookable as an annual order.

Fakuma Express

Since 1993, Fakuma Express has been the only authorised, official trade fair magazine for Fakuma in Friedrichshafen.

Two current issues each with 10,000 copies in printed and mobile format!

Our team researches and analyses the daily exhibition events for you on site and provides an overview of the entire Fakuma trade fair at a glance. We shine a spotlight on all aspects of the exhibition with interviews, short reports, company portraits and product presentations. Of course, exhibitors and visitors also have their say.

Fakuma Express benefits from the professional expertise of the K-Zeitung editors and their many years of experience in producing trade fair magazines.

Fakuma Express is and remains an excellent way to make your exhibition advertising a success!

Fakuma Express is distributed professionally at the exhibition entrances and at key spots throughout the exhibition. Each exhibitor receives their own personal copy directly at their stand. In addition, copies of **Fakuma Express** are also available at the trade press stand, the K-Zeitung stand and many hotels near the exhibition centre.

Fakuma Express is screen-optimised and easy to read on devices with Android or iOS operating systems.

By advertising here, you can address your potential customers directly and draw attention to your stand right from the start of the exhibition. In the app, we link your advert to your chosen URL.

Dates:

Frequency of publication . . . 2 issues during
Fakuma from 15–19 Oktober

Publication date Issue 1: 15 Oktober
Issue 2: 17 Oktober

Advert booking deadline. . . 13 September for
both issues

Copy date for printed materials . . . 18 September

Target groups visitors, exhibitors and
multipliers at Fakuma

Journal format. 297 x 420 mm

Type area 265 x 385 mm (6 columns, each 40 mm wide)



Fakuma Express

Formats	Type area formats Width x height in mm	Base price in €
1/1 page	265 x 385 (6 columns)	€ 8,650
Junior page A4	220 x 300	€ 6,740
1/2 page	265 x 190 130 x 385	€ 4,915
1/3 page	265 x 125 220 x 150 85 x 385	€ 3,270
1/4 page	265 x 92 175 x 128 130 x 175	€ 2,510
1/6 page	175 x 85 85 x 190	€ 1,715
1/8 page	175 x 62 85 x 128	€ 1,270
1/16 page	130 x 40 85 x 62	€ 720

- The current VAT rate must be added to all prices.
- Colour prices include standard colour according to the Euro scale.
- Discounts: 2 advertisements 10%, 3 advertisements 15%



Special Forms of Advertising *	Total price
Title page, bottom right (130 x 40 mm)	€ 2,660
Title page, bottom left (62 x 128 mm)	€ 4,080

* Title page advertisements are only bookable for both issues.

During the Fakuma trade fair from 15 - 19 October, a daily newsletter is published – this is bookable as a package with 20% discount on the list price. For prices for advertisements in the newsletter, please see page 17.

Technical Specifications and Delivery

DELIVERING YOUR ADVERTISING DATA

E-mail: anzeigendaten-kuk@schluetersche.de

For queries, phone +49 (0)511 8550-2521.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

DELIVERING YOUR PRINT ADVERTORIAL

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to cm-augsburg@schluetersche.de.

1/2 page print advertorial:

2 images (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, subheadline: max. 130 characters, max. 3,900 characters of text plus headline (Word file) or 1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, max. 4,600 characters of text plus headline (Word file)

1/4 page print advertorial (3 columns):

1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, sub-headline: max. 130 characters, 1,240-1,600 characters of text plus headline (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

DELIVERY ADDRESS FOR SPECIAL FORMS OF ADVERTISING

Dierichs Druck+Media GmbH & Co. KG.

Warenannahme / Tor 2, Frankfurter Straße 168, 34121 Kassel

Acceptance times: Monday to Friday,

7:00 a.m. to 6:00 p.m.

or by special arrangement.

Goods receiving, phone +49 (0)561 60280-362

Delivery note: Trade magazine K-Zeitung, issue...

Prepaid delivery to the printing house. Delivery at least 10 days before publication

TERMS OF PAYMENT

Account details:

In the case of advance payments and payment by credit card, 3% discount; in the case of payment within 8 days of the invoice date. 2% discount; otherwise 30 days after the invoice date without deduction. VAT ID no.: DE 115 051 385

Bank details

Commerzbank Hannover:

IBAN no. DE03 2504 0066 0150 0222 00,

BIC: COBADEFFXXX

Technical Specifications and Delivery

JOURNAL FORMAT

297 mm wide x 420 mm high

Type area

265 mm wide x 385 mm high, 6 columns = column width 40 mm

PRINTING AND BINDING METHODS

Web offset printing, no binding

DATA FORMATS

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi. Text must be embedded.

The data must not contain RGB, LAB or ICC colour spaces.

COLOURS

Printing inks (CMYK) according to ISO 12647-2. Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package "ECI_Offset_2009" free of charge at www.eci.org).

PROOF

Colour binding proof according to "Medienstandard Druck" (Print Media Standard) (bvdm). Digitally produced proofs must contain the FOGRA media wedge (available for a fee at fogra.org) to check the colour accuracy. Proofs must have an official print control strip. Please enquire about output profiles and paper classes for reference proofs.

DATA ARCHIVING

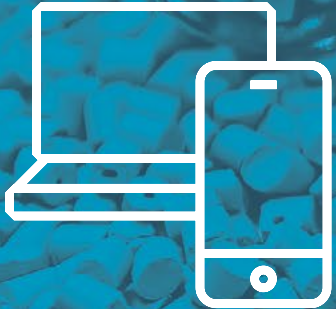
Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

WARRANTY

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

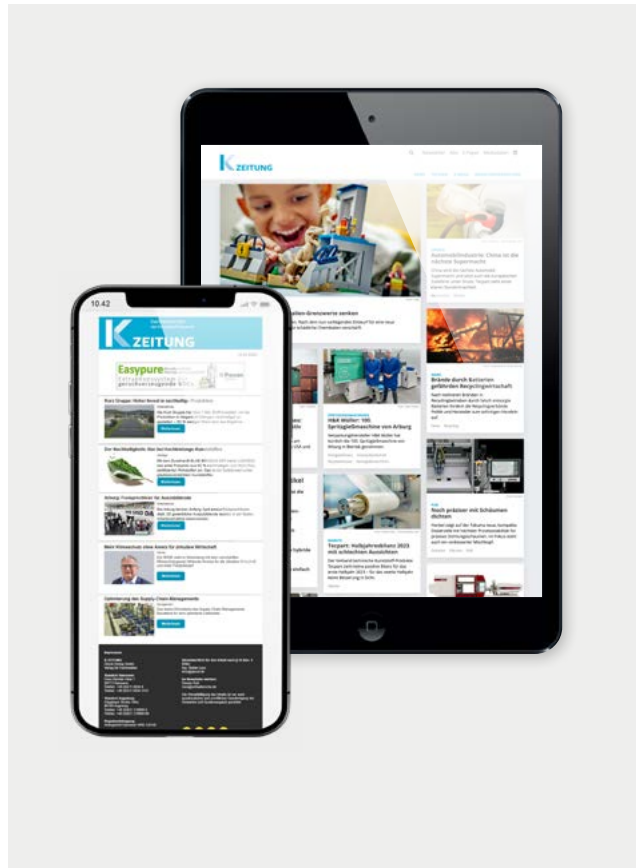
CONTACT

Service tel. +49 (0)511 8550-2521/-2522



Digital

Digital



PAGE IMPRESSIONS

Ø 24,800

Source Google Analytics,
monthly average 08/2022-06/2023

TOTAL USERS

Ø 11,800

Source Google Analytics,
monthly average 08/2022-06/2023

VISITS

Ø 17,200

Source Google Analytics,
monthly average 07/2022 - 06/2023

NEWSLETTER RECIPIENTS

~ 4,300

per mailing (as of July 2023)

Our tip for all digital products: use our sliding scale discounts!

if purchased within 12 months
(insertion year)

Frequency scale

3 times	5%
6 times	10%
12 times	15%

COMBINATIONS

Larger contracts and multi-year contracts on request. You can also advertise in other publications from our publishing house. You will achieve high market penetration and can count on discounts. Take advantage of this synergistic effect. Let's talk about how you benefit.

Newsletter

Full-size Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.
Format: 468 x 60 px

€ 790
Premium placement: € 1,090
per dispatch

Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.
Format: 300 x 250 px

€ 890
per dispatch

Wide banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.
Format: 600 x 120 px

€ 990
per dispatch

Text Ads



Text ads are structured in the same way as our articles and marked with the word "advertisement". They contain 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 990
per dispatch

Standalone Newsletter



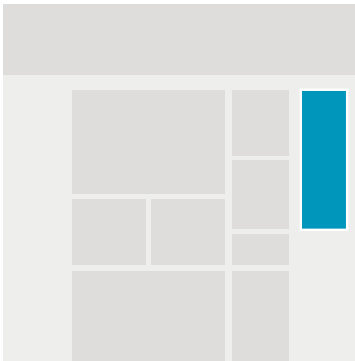
The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer.
Incl. one correction loop.

€ 3,090
per dispatch

Banners



Skyscraper



Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

Sizes

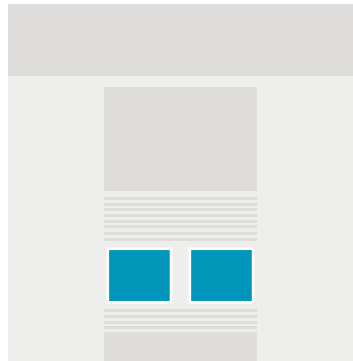
Standard: 120 x 600 px

€ 1,490 per month

Wide: 160 x 600 px

€ 1,590 per month

Medium Rectangle



Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Sizes

300 x 250 px

€ 1,790

per month

Native Teaser



Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes

Image format 16:9 (1075 x 605 px)

Overline max. 30 Zeichen

Title line max. 55 Zeichen

Teaser text max. 156 Zeichen

€ 2,090

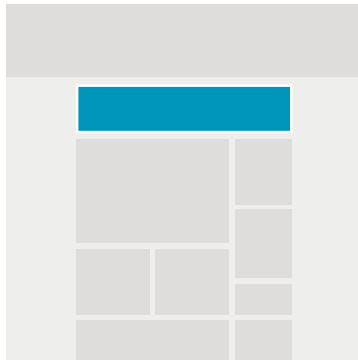
per month

Note for all banners: in rotation with max. 5 advertisements

Banners



Billboard



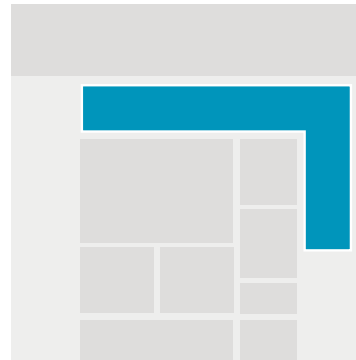
Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Size

1075 x 250 px
(alternatively: 970 x 250 px)

€ 2,490
per month

Wallpaper



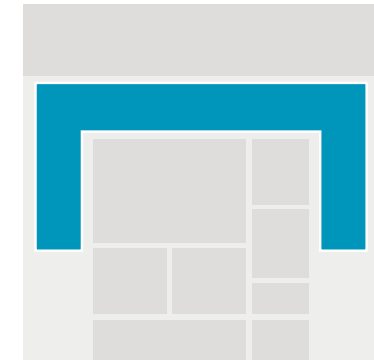
Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Size

728 x 90 px
120 x 600 px or 160 x 600 px

€ 2,990
per month

Fireplace ad



Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Size

1,125 x 270 px or 1,125 x 90 px
120 x 600 px or 160 x 600 px

€ 2,990
per month

Note for all banners: in rotation with max. 5 advertisements

Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our **"Top 100 AGOF" marketing network**, we will also display **your banner there**.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.



Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

Social Media LinkedIn

Accurate and contemporary: Present yourself on one of the most up-to-date and valuable information platforms for your target group.

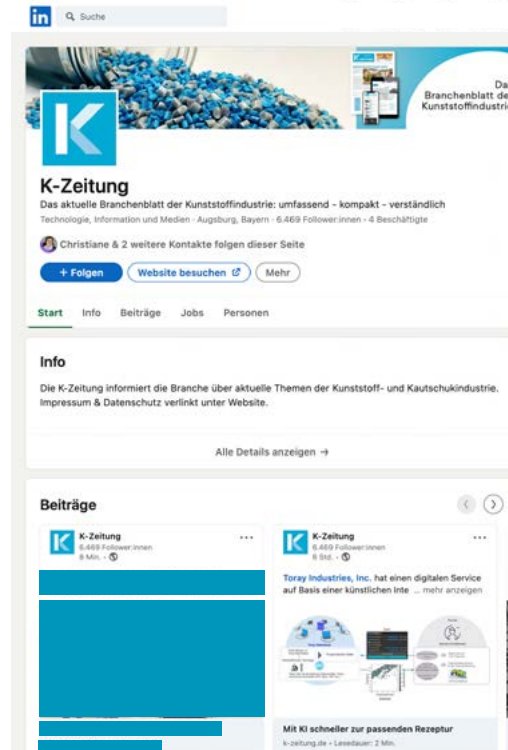
How it works

We publish your post as a sponsored article on our LinkedIn channel. Our followers then see your post in their timeline and you reach the target group that is relevant to you.

In addition, we increase your reach and target your post as an ad to other LinkedIn users.

Your advantages

Your LinkedIn ad remains as a post in the timeline and can be found in the **long term**.
We forecast reach between **6,000 and 8,000 impressions**



Specifications

You deliver:

- 1 - 3 images** (optimal image resolution 1200 x 627px)
- Post text up to 1,300 characters (incl. hashtags)
- 3 - 4 hashtags**

Optional: desired links
for image and text (persons/companies)

Key Facts

- ✓ Our brand publishes your post
- ✓ Additional reach boost

€ 1,090

Price per post

Podcast



Facts and figures:

- ▶ Over 8,000 subscribers*
- ▶ On average, 1,100 listeners per episode*
- ▶ Represented on Spotify, iTunes and much more.
- ▶ Over 260 episodes available

*As of: 01.01.2023

Podcast package: € 5,590

- ▶ Podcast recording
- ▶ Placement of a carrier article on our homepage
- ▶ Dissemination on social & business media channels
- ▶ Distribution as text ad in the corresponding newsletter

Talk to us: in combination with other advertising media, we can offer you a special price.

With our channels, we ensure the **maximum target group-relevant reach** for your episode(s).

Range of services:

- ✓ The podcast host will work out the topic with you.
- ✓ Playing time: 25-40 min.
- ✓ Host Dennis Rathmann promotes the podcast on his LinkedIn channel.
- ✓ We also promote the podcast twice on our social and business media channels
- ✓ as well as 2x within 4 weeks as a text ad in the thematically matching newsletter.
- ✓ A suitable carrier article will additionally be published on our homepage during the period.

Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look and feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard** of our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach** for your content. You can supply the content yourself or have it **professionally created by our editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:

book a cross-media campaign with online and print advertorial!

Advertorial basic



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl. **€ 2,390**
- ▶ Labelled as an advertisement Runtime 1 month
- ▶ Reach boost incl.
1 text-image advertisement in the newsletter during the runtime
- ▶ Extension at a discount rate available upon consultation

Advertorial premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
- ▶ You provide us with the image material
- ▶ 1 correction loop incl. **€ 3,890**
- ▶ Labelled as an advertisement Runtime 1 month
- ▶ Reach boost incl.
1 text-image advertisement in the newsletter during the runtime
- ▶ Extension at a discount rate available upon consultation

Native Advertising: Sponsored Article

Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is an **informational text created by our editorial team** that is clearly geared towards the **needs of your target group**. The informative article is designed so that you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert**.

Your benefit

You will receive a **fully-fledged article created by our editorial team**, including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-oriented and search engine-optimised **rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: you pay a pre-determined price for each user of your article.

Sponsored article



We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. **native teaser** in the text/image standard of the website.

Displayed on mobile devices.

SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

- ▶ **Marked as a sponsored article**
- ▶ **Reach package incl.:**
We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google, etc.
- ▶ **Unlimited runtime;**
Active promotion for approx. 4 months
- ▶ **Reporting with the most important key indicators at the end of the campaign**

from 20 € per user (mimimum purchase: 150 pcs.; individually agreed upper limit possible)

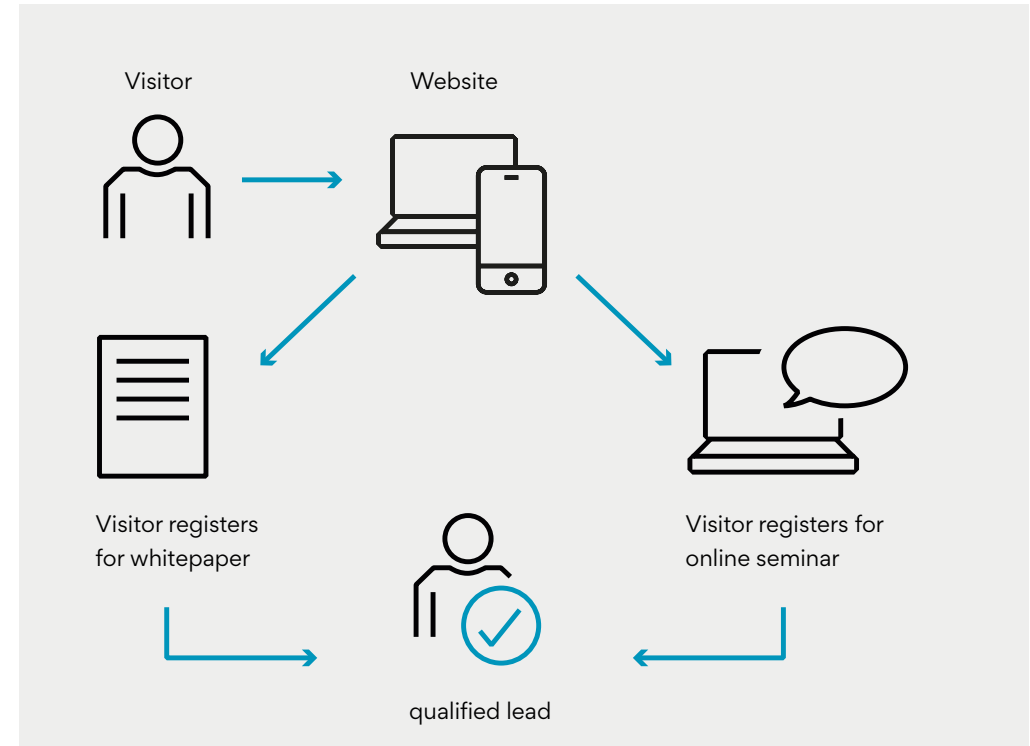
Lead Generation

Generate **direct contacts** who have a concrete **interest in your topic or product** on our channels.

Your benefit

We know what **really moves your target group**:
We identify the appropriate **lead magnets (whitepaper or online seminar)**.
You can supply the content yourself or have it created by our editorial team.

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.
- ✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.



Lead Generation



We offer three types of **lead generation** individually adapted to **your needs**.

Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

We are happy to prepare
a lead forecast for you.

Lead generation with supplied finished content

- ▶ You supply a complete whitepaper or a recording of an online seminar.
- ▶ We make the content available for download on our website and mark it as an advertisement.
- ▶ We promote your content through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 2,890 plus Cpl*
Runtime 4 months

Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your desired target group.
- ▶ We design the whitepaper in the look & feel of our media brand without advertising messages.
- ▶ We make the whitepaper available for download on our website.
- ▶ We promote the whitepaper through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 4,790 plus Cpl*
Runtime 4 months

Online seminar creation with lead generation

- ▶ We create an online seminar on a topic that appeals to your desired target group.
- ▶ We design the online seminar in the look & feel of our media brand without advertising messages.
- ▶ We make the online seminar available for download on our website.
- ▶ We promote the live date & recording via our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 6,190 plus Cpl*
Runtime 4 months

*Cost per lead, individually agreed

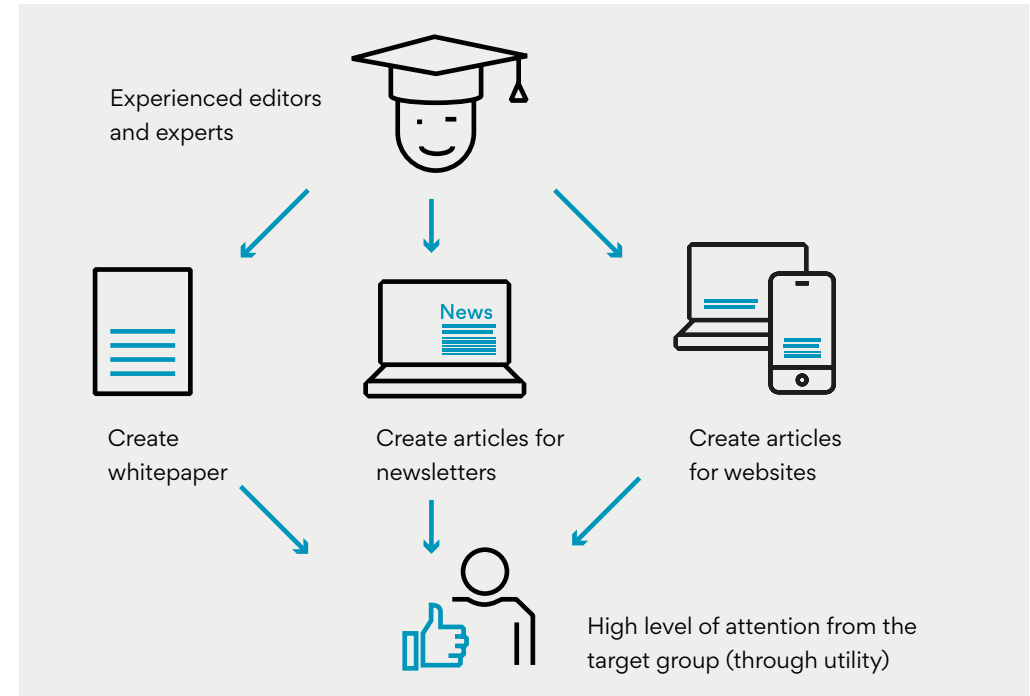
Content Creation

Reach your target groups with value content

Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all the agency work for you** and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

- ✓ **Whitepaper**
- ✓ **Newsletter article**
- ✓ **Article for websites**



Price on request

Technical Specifications and Delivery

DELIVERING YOUR WEBSITE BANNER DATA

Please send the banner as a PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to anzeigendaten-kuk@schluetersche.de

For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-kuk@schluetersche.de

DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-kuk@schluetersche.de.
Animated GIFs are also possible, however, they may not play correctly on all devices.

DELIVERING YOUR ONLINE-ADVERTORIALS

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to anzeigendaten-kuk@schluetersche.de:

- ▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium
- ▶ Text as a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)
- ▶ Links to external sites or articles, YouTube videos or download material as required

DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to anzeigendaten-kuk@schluetersche.de:

- ▶ Subject line & headline: “Customer-Name: Headline” (total max. 68 characters incl. spaces)
- ▶ Customer logo (min. 180 px wide) + link to customer website
- ▶ Header image (600 x 250 px, JPG, PNG or GIF)
- ▶ Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)
- ▶ **or**
Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- ▶ Company contact details

Technical Specifications and Delivery

DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to anzeigendaten-kuk@schluetersche.de:

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)
- ▶ Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to anzeigendaten-kuk@schluetersche.de:

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):
970 x 250 px, 728 x 90 px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px (the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)
- ▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

TERMS OF PAYMENT

Account details:

In the case of advance payments and payment by credit card, 3% discount; in the case of payment within 8 days of the invoice date. 2% discount; otherwise 30 days after the invoice date without deduction.

VAT ID no.: DE 115 051 385

Bank details

Commerzbank Hannover:

IBAN No.

DE03 2504 0066 0150 0222 00, BIC: COBADEFFXXX

We have even more to offer!
Discover the Schlütersche
media group portfolio.



Portfolio



Strong brands under one roof

Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 Impressions¹
6,100..... Newsletter recipients²
70,402 Readers³

2 Homepages
2 Newsletters
5 Magazines

Kleintierpraxis
News 4 Vets
Tierisch dabei

Deutsches Tierärzteblatt
Der praktische Tierarzt

www.vetline.de
tfa-wissen.de

Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 Impressions¹
8,500..... Newsletter recipients²
110,860 Readers³

1 Homepages
4 Newsletters
4 Magazines

Asphalt & Bitumen
Die Schweizer Baustoffindustrie
Steinbruch und Sandgrube
Straßen und Tiefbau

www.baunetzwerk.biz

Trade

With our media, we offer tradespeople valuable practical knowledge. Readers³ and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 Impressions¹
8,500 Newsletter recipients²
110,860 Readers³

1 Homepages
2 Newsletters
2 Magazines

Genau
Norddeutsches Handwerk

www.handwerk.com

Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 Impressions¹
14,400.... Newsletter recipients²
65,613 Readers³

3 Homepages
3 Newsletters
3 Magazines

amz - Die Aftermarketzeitschrift
AutoRäderReifen-Gummibereifung
bfp - FUHRPARK & MANAGEMENT

www.amz.de
www.gummibereifung.de
www.fuhrpark.de

Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 Impressions¹
13,500 Newsletter recipients²
81,607 Readers³

6 Homepages

9 Newsletters

6 Magazines

8 LinkedIn profiles

Blech Protector
K Zeitung Konstruktion und Entwicklung
NC Fertigung International Aluminium Journal

www.aluminium-journal.de www.blechonline.de
www.k-zeitung.de www.ncfertigung.de
www.protector.de www.konstruktion-entwicklung.de

¹ Source Google Analytics, monthly cumulative average 07/2022-06/2023

² Cumulated per dispatch, as of July 2023

³ Cumulative printed copies per issue, as of June 2023

Everything for your online presence



Coco makes digital communication simple

Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



Be visible with your website



Maintain contacts via social media profiles



Grow with your online ads

We have everything you need

Your all-inclusive experience

- ✓ Build your digital channels with COCO.
- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



Website construction kit



Social media management



Google Business



Newsletters



Online ads

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at

www.coco.one



Contact

We Are Here For You!



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