

MEDIA KIT 2012



Since 1993
the only official trade
show newspaper of



You want to attract the attention of visitors to the Fakuma exhibition effectively and highlight the latest innovations, new product developments, technologies or services?

Our professional business-to-business media are your key to a highly successful advertising campaign:


K-ZEITUNG

The up-to-date newspaper serving the plastics and rubber industry. Decorated with the award „Trade publication of the year 2008“ in the category „Industry/Technology“. Frequency: 23 issues per year. Circulation: 16,000 copies.

K-BERATER

The first specialist magazine to focus on the injection-moulding business. Frequency: 10 issues per year. Circulation: 6,000 copies.

K-EXTRA

The only official German-language tradeshow journal of the  in Düsseldorf, to be updated daily. Frequency: 8 issues during the trade show. Circulation: 16,000 copies.

express

The only official Fakuma exhibition newspaper. Frequency: 2 issues during the trade show. Circulation: 10,000 copies.

K-ZEITUNG online

The internet meeting point for the plastics and rubber industry (web, app, newsletter). Comprehensive news, updated daily, completed with research options.



If you have any further questions, please do not hesitate to contact us.

Head office

Giesel Verlag GmbH
Hans-Böckler-Allee 9, 30173 Hannover, Germany
Phone: +49(0)511 7304-145
Fax: +49(0)511 7304-222
email: g.trinkaus@giesel.de
Internet: www.giesel.de
www.k-zeitung.de

**Netherlands,
Belgium,
Luxembourg,
France,
Scandinavia
incl. Denmark**

**Kenter & Co. Publishers'
Representatives B.V.**
Sporstraat 21 · NL-7471 BV Goor
Phone: +31(0)547 275005
Fax: +31(0)547 271831
email: arthur@kenter.nl

Switzerland

JORDI PUBLIPRESS
PO Box 154 · CH-3427 Utzendorf
Phone: +41(0)32 6663090
Fax: +41(0)32 6663099
email: info@jordipublipress.ch
Internet: www.jordipublipress.ch

Austria

Verlagsbüro Michaela Wotawa
Sonnenweg 83 · A-1140 Wien
Phone: +43(0)699 10455027
email: m.wotawa@aon.at

Italy

MEDIAPOINT & COMMUNICATIONS SRL
Corte Lambruschini – Corso Buenos Aires, 8
V° Piano – Interno 7 · I-16129 Genova
Phone: +39(0)10 5704948
Fax: +39(0)10 5530088
email: info@mediapointsrl.it
Internet: www.mediapointsrl.it

USA, Canada

Collins AdSpace
4217 Shannon Drive · USA-Fort Worth, TX 76116
Attn: Charles Collins
Phone: +1817735 9880
Fax: +1817735 8152
email: charleycollins@charter.net

Reach your target group at the hotel breakfast table or at the entrance to the show.

For many hotel guests staying in and all around Friedrichshafen during the **Fakuma** exhibition, **express** will be their preferred morning newspaper. Of course, **express** is distributed at every exhibition entrance to focus the visitors' attention right from the start. Exhibitors, meanwhile, will receive a personal copy directly at their booth.



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Circulation:

Print run: 10,000 copies

Magazine size:

290 mm wide x 420 mm high

Type area:

265 mm wide x 385 mm high
6 columns of 40 mm width each

Printing method, print documents:

Web-offset printing, no binding, up to 54 screen. While printing multicolour motives, unwanted streakers are possible. In order to avoid this, contiguous colours must be overfilled or underfilled as required. Only digital advertisements will be accepted. High-resolution PDF files are acceptable (with all fonts and images embedded). Colour ads must be converted to CMYK mode. Image resolution should be at minimum of 300 dpi.

Publication and closing date:

Publication: 2 issues during the Fakuma
Publication date: October 16 and 18, 2012
Closing date: September 28, 2012 for both issues
Closing date for classified ads: Oktober 02, 2012 for both issues

Publishing house:

Giesel Verlag GmbH
Address: Hans-Böckler-Allee 9, 30173 Hannover, Germany
Postal address: Postfach 5420, 30054 Hannover, Germany
URL: www.giesel.de und www.k-zeitung.de
Advertisement: Phone: +49(0)511 7304-145
Fax: +49(0)511 7304-222
email: g.trinkaus@giesel.de

Payment conditions:

3% discount for prepayment or with creditcard
2% discount on payment within 10 days of invoice date
Net payment within 30 day of invoice date

VAT-No.: DE 115051385

Banking information:

Commerzbank Hannover, Account-No. 1500222 (BLZ 250 400 66)
IBAN-No: DE03250400660150022200
Swift-Code: COBADEFF250
Postbank Hannover, Account-No. 90898-306 (BLZ 250 100 30)
IBAN-No: DE6525010030 0090898306
Swift-Code: PBNKDEFF250

Advertisement formats and rates: All rates are without VAT.

Full Page Tabloid (width x height in mm)

			b/w	2c	3c	4c
1/1 page (6 columns)	265 x 385	basic,rate	4 500.00	5 400.00	6 300.00	6 750.00
		-10% discount	4 050.00	4 860.00	5 670.00	6 075.00
1/2 page	265 x 195 /	basic rate	2 575.00	3 090.00	3 605.00	3 862.50
	130 x 385	-10% discount	2 317.50	2 781.00	3 244.50	3 476.25
1/3 page	265 x 130 /	basic rate	1 700.00	2 040.00	2 380.00	2 550.00
	85 x 385	-10% discount	1 530.00	1 836.00	2 142.00	2 295.00
1/4 page	265 x 100	basic rate	1 300.00	1 560.00	1 820.00	1 950.00
		-10% discount	1 170.00	1 404.00	1 638.00	1 755.00
2/1 page	555 x 385	basic rate	8 100.00	9 720.00	11 340.00	12 150.00
		-10% discount	7 290.00	8 748.00	10 206.00	10 935.00
Rate per mm, 1 column, 40 mm wide			2.65	3.18	3.71	3.98

Colour (HKS 3, 27, 47):

Standard colour (Euroscale) 20 % of the b/w basic rate
Special colours (must be created from colour scale) 30 % of the b/w basic rate
4c 50 % of the b/w basic rate

Placement (not discount available):

Mandatory placement request EUR 250.00

Format:

Ads above band, print space or truncated 10 % of the basic rate
Ads enclosed by text at all sides 50 % of the basic rate

Classified ads (minimum height 30 mm):

Vancancies, standard classified ads
price per mm, single-column, 40 mm wide EUR 2.50
Positions wanted
price per mm, single-column, 40 mm wide EUR 2.00
Box fee including postage EUR 12.00

DIN-A4-Page (width x height in mm)

			b/w	2c	3c	4c
1/1 page (4 columns)	175 x 260	basic,rate	2 575.00	3 090.00	3 605.00	3 862.50
		-10% discount	2 317.50	2 781.00	3 244.50	3 476.25
1/2 page	175 x 130 /	basic rate	1 300.00	1 560.00	1 820.00	1 950.00
	85 x 260	-10% discount	1 170.00	1 404.00	1 638.00	1 755.00
1/3 page	175 x 85 /	basic rate	860.00	1 032.00	1 204.00	1 290.00
	85 x 175	-10% discount	774.00	928.80	1 083.60	1 161.00
1/4 page	175 x 65 /	basic rate	660.00	792.00	924.00	990.00
	85 x 130	-10% discount	594.00	712.80	831.60	891.00
1/8 page	175 x 35 /	basic rate	345.00	414.00	483.00	517.50
	85 x 65	-10% discount	310.50	372.60	434.70	465.75
2/1 page	375 x 260	basic rate	4 950.00	5 940.00	6 930.00	7 425.00
		-10% discount	4 455.00	5 346.00	6 237.00	6 682.50

Special positions:

		width x height in mm	
Cover (4c)	top on the left	85 x 65	EUR 690.00
	central	40 x 50	EUR 315.00
	bottom on the left	40 x 65	EUR 400.00
	bottom on the right	175 x 65	EUR 1 555.00

Discounts: Booking both issues 10%

Bound inserts: Technical options and prices on request

Loose inserts: maximum size on request

Up to 25 g of total weight EUR 2,575,-
Every additional 5 g EUR 350,-
Required print run 10,500 copies

Delivery address: Bodensee Medienzentrum GmbH & Co. KG,

Dr.-Klein-Str. 13, 88069 Tettngang, Germany

Delivery for: Fakuma express, free domicile

