


Giesel Verlag GmbH, Hans-Böckler-Allee 9, 30173 Hannover, Germany, Phone +49(0)511 7304-0, Fax +49(0)511 7304-157
1 Circulation:

 Print run: 6 000 copies
 Controlled circulation: 5 953 copies

2 Magazine size:

230 mm width x 293 mm height

Type area: 212 mm width x 260 mm height

3 columns of 67 mm width each

3 Printing method, print documents:

Offset printing, wire stapling or adhesive 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 a minimum of 300 dpi.

4 Publication and closing date:

 Publication: monthly, 10 issues per year
 Publication date: overleaft
 Closing date: three weeks before publication

5 Publishing house:

 Giesel Verlag GmbH
 Address: Hans-Böckler-Allee 9, 30173 Hannover, Germany
 Postal address: Postfach 5420, 30054 Hannover, Germany
 URL: www.giesel.de or www.K-BERATER.com
 Marketing Department: Phone: +49(0)511 7304-145
 Fax: +49(0)511 7304-222
 email: g.trinkaus@giesel.de

6 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
 IBAN-No.: DE 03 250 400 66 0150022200
 Swift-Code: COBADEFF 250
 Postbank Hannover account no. 90898-306
 IBAN-No. DE 65 250 100 30 0090898306
 Swift-Code: PBNKDEFF 250

7 Advertisement formats and rates:

All rates are stated exclusive of VAT.

Format	width x height in mm	b/w EUR	2c EUR	3c EUR	4c EUR
Full page	212 x 260	2 540.-	3 095.-	3 650.-	4 020.-
1/2 page	212 x 128 / 104 x 260	1 285.-	1 565.-	1 845.-	2 030.-
1/3 page	212 x 84 / 67 x 260	850.-	1 130.-	1 410.-	1 595.-
1/4 page	212 x 62 / 50 x 260	660.-	805.-	950.-	1 035.-
1/6 page	67 x 128	440.-	585.-	730.-	815.-
1/9 page	67 x 80	305.-	385.-	465.-	505.-
Rate per millimetre (1 column, 67 mm width):		4.35	5.65	6.95	7.40

8 Surcharges:
8.1 Colour surcharges (ISO-colour)

	up to 1/9	up to 1/4	up to 1/2	up to 1/1
Per normal colour	EUR 80.-	EUR 145.-	EUR 280.-	EUR 555.-
Surcharge 4c	EUR 200.-	EUR 375.-	EUR 745.-	EUR 1 480.-
Surcharge on normal colour charge per special colour (created from colour scale):			EUR 150.-	

8.2 Placement (no discount available)

 Cover 2, 3 or 4 EUR 240.-
 Mandatory placement request EUR 240.-

8.3 Format (no discount available)

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

9 Classified advertisements (minimum height 30 mm)

 Vacancies, standard
 classified ads rate per mm, 1 column, 67 mm wide EUR 3.00
 Positions wanted rate per mm, 1 column, 67 mm wide EUR 1.80
 Box fee, including postage EUR 8.00

Supplier index: (minimum listing period: one year)

 Rate per line (2 mm high) per issue EUR 6.65
 Listed under 3 categories 5 % discount
 Listed under 6 categories 10 % discount
 Listed under 9 categories 15 % discount

Categories are not subject to charges. Due to technical reasons, changes and new entries are only allowed at quarterly intervals.

10 Special advertisements:

 Cover photo incl. cover story
 (150 + 3 w x 170 + 3 top and bottom h in mm, incl. 4c) EUR 4 095.-
 IFC photo for special issues incl. main article
 (150 + 3 w x 195 + 3 top and bottom h in mm, incl. 4c) EUR 2 990.-
 Company logo (special issues only) b/w EUR 165.-
 Coloured EUR 245.-


11 Discounts: within one insertion year
Series discount:

 3 issues/year: 3 %
 6 issues/year: 5 %
 8 issues/year: 10 %
 10 issues/year: 15 %

Volume discount:

 3 pages: 5 %
 6 pages: 10 %
 8 pages: 15 %
 10 pages: 20 %

12 Combined advertisements*:

For full impact on the plastics and rubber industry, we can additionally place your advertisements in "K-ZEITUNG". Your advertisement will then be published in 22 000 copies.

And during the Fakuma 2012 "express" will be your promising official exhibition newspaper with 10 000 copies.

 Make use of **cross-media advertising: www.K-ZEITUNG.de** has become the B-to-B information platform for the plastics and rubber industry.

13 Bound inserts*:

2-page	EUR 2 650.-
4-page	EUR 3 750.-
other size	on request

 (Discounts as specified in volume discount, half volume.)
 Required print run 6 500 copies

14 Inserts* (no discount available)

 Loose insertion, maximum size: 280 x 205 mm
 Up to 25 g of total weight and max. 2 mm high EUR 1140.-
 Every additional 5 g EUR 180.-
 Required print run 6 500 copies
 Partial inserts on request

15 Adhesive advertisements*:

on request

16 Postal address for 13 to 15:

 Integralis Industriebuchbinderei Lettershop und Fulfillment GmbH
 Lägerfeldstraße 4, 30952 Hannover/Ronnenberg, Germany
 Delivery for K-BERATER, Issue No. ... free domicile

* For more information and technical data on bound inserts, inserts, adhesive postcards or K-KOMBI, please call +49(0)511 7304-145.

Special focus on: Injection moulding in theory and practice

K-BERATER Spritzgießtechnik 2012

Issue No./ Month	1-2/Feb	3/March	4/April	5/Mai	6/June	7-8/Aug	9/Sep	10/Oct	11/Nov	12/Dec
Publication Date	Feb 13	March 12	April 16	May 14	June 11	Aug 6	Sep 10	Oct 8	Nov 15	Dec 13
Advertisement/ Insertion deadline	Jan 20	Feb 17	March 23	April 20	May 16	July 13	Aug 17	Sep 14	Oct 24	Nov 21
Exhibitions / Conferences	EuroMold review	MedTec preview	VDI Automotive review	VDI Medical review	Control review		Fakuma preview I	Fakuma preview II	Fakuma review I EuroMold preview	Fakuma review II
Injection moulding machines	Special	•	•	•	•	•	•	•	•	•
Handling / Automation	•	•	Special	•	•	•	•	•	•	•
Mould engineering	•	•	•	•	•	•	•	•	Special	•
Temperature control devices	•	•	•	•	•	•	Special	•	•	•
Material supply	•	•	•	•	Special	•	•	•	•	•
Materials	•	•	•	•	•	•	•	•	•	•
Special injection moulding techniques*	•	•	•	•	•	•	•	•	•	•
Key issues**	•	•	•	•	•	•	•	•	•	•

*** Special injection moulding techniques with extra rubrics in case:**

Hybrid technology (insert moulding), multi-component technology, micro injection moulding, powder injection moulding, elastomer processing, processing of thermosets, foam moulding, injection-compression moulding, gas/water-assist, insert technology, decorative technologies

**** Key issues with extra rubrics in case:**

- **Industries of application** including automotive engineering, medical technology, packaging
- **Trend topics** like energy efficiency, technology fusions, clean-room technology
- **Auxiliary technologies** like surface finishing, simulation, control and testing equipment, logistic

Subject to changes

Important trade and industry events

VDI Injection moulding	February 14-15, Baden-Baden
Usetec	March 05-07, Köln
MedTec	March 13-15, Stuttgart
VDI Automotive	March 21-22, Mannheim
VDI Medical technology	March 28-29, Friedrichshafen
Control	May 08-11, Stuttgart
Fakuma	October 16-20, Friedrichshafen
Compamed	November 14-16, Düsseldorf
EuroMold	November 27-30, Frankfurt/Main

Don't forget
express

Ask for the media kit for the official Fakuma
exhibition newspaper!
Order our media information now:
Phone +49(0)511 73 04-145
Fax +49(0)511 73 04-222
anzeigen@giesel.de