



Giesel Verlag GmbH, Hans-Böckler-Allee 9, 30173 Hannover, Germany, Phone +49(0)511 / 7304-0, Fax +49(0)511 / 7304-157, Email anzeigen@giesel.de

Brief profile of title: K-ZEITUNG is the sole trade journal that has been providing information on trends and developments of the plastics and rubber industry for more than 40 years now. With its up-to-date news, background reports and in-depth articles it is an indispensable biweekly published source of information for all who are concerned with plastic processing and application. – In 2008, the trade journal won the media award “Fachmedium des Jahres in der Kategorie Industrie und Technik“ (trade journal of the year 2008 in the category industry and techniques).

1 Circulation:

Print run: 16,080 copies
Controlled circulation: 16,046 copies

**2 Magazine size:
Type area:**

290 mm x 420 mm (width x height)
265 mm wide x 385 mm high
6 columns of 40 mm width each

3 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 a minimum of 300 dpi.

4 Publication and closing date:

Publication: twice monthly, 23 issues per year
Publication date: overleaf
Closing date: 14 days 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-verlag.de and www.k-zeitung.de
Marketing Department: Phone: +49(0)511/7304-145
Scheduling of advertisement: Phone: +49(0)511/7304-149
Fax: +49(0)511/7304-222
Email: anzeigen@giesel.de

6 Payment conditions:

3% discount on pre-paid advertisements
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. DE03250400660150022200 Swift-Code: COBADEFF250
Postbank Hannover account no. 90898-306
IBAN-No. DE65250100300090898306 Swift-Code: PBNKDEFF250

7 Advertisement formats and rates:

All rates are stated exclusive of VAT.

NEW - Colour surcharges discount!

Price in EUR			
Format	DIN A4-Page width x height (mm)	b/w	4c
1/1 page	175 x 260 (4 columns)	3,865.00	5,290.00
3/4 page	175 x 195 / 130 x 260	2,905.00	4,330.00
1/2 page	175 x 130 / 85 x 260 / 130 x 175	1,950.00	2,940.00
1/3 page	175 x 85	1,300.00	2,290.00
1/4 page	175 x 65 / 85 x 130 / 40 x 260	1,000.00	1,550.00
1/8 page	175 x 35 / 85 x 65 / 40 x 130	520.00	845.00
2/1 page	375 x 260	7,350.00	10,200.00

Rate per millimetre (1 column, 40 mm wide) EUR 4.15

Price in EUR

Format	DIN A4-Full size width x height (mm)	b/w	4c
1/1 page	220 x 300 (5 columns)	4,635.00	6,060.00
1/2 page	220 x 150	2,340.00	3,330.00
1/3 page	220 x 100	1,555.00	2,545.00
Format	Full Page Tabloid width x height (mm)	b/w	4c
1/1 page	265 x 385 (6 columns)	6,550.00	8,210.00
1/2 page	265 x 195 / 130 x 385	3,325.00	4,750.00
1/3 page	265 x 130 / 85 x 385	2,220.00	3,645.00
1/4 page	265 x 100	1,705.00	2,695.00

8 Surcharges:

8.1 Colour surcharges

(Euroscale: HKS 3, 27, 47)	Per normal colour Euroscale	4-colour-advertisements
Up to 1/1 Page DIN-A4-Format	EUR 520.00	EUR 1,425.00
Up to 1/2 Page DIN-A4-Format	EUR 375.00	EUR 990.00
Up to 1/4 Page DIN-A4-Format	EUR 245.00	EUR 550.00
Up to 1/8 Page DIN-A4-Format	EUR 135.00	EUR 325.00
Up to 1/1 Page Tabloid Format	EUR 740.00	EUR 1,660.00
Up to 1/2 Page Tabloid Format	EUR 520.00	EUR 1,425.00
Up to 1/4 Page Tabloid Format	EUR 375.00	EUR 990.00
Up to 1/8 Page Tabloid Format	EUR 245.00	EUR 550.00
Surcharge on normal colour charge per special colour (created from colour scale):	plus EUR	150.00

8.2 Placement (no discounts available)

Mandatory placement request EUR 370.00

8.3 Format (no discounts 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, 40 mm wide	EUR 3.15
Positions wanted	rate per mm, 1 column, 40 mm wide	EUR 2.60
Box fee, including postage		EUR 8.00

Supplier index: (minimum listing period: one year)

Rate per line (2 mm high, 38 characters) per issue	EUR 7.67
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 (4c)	top on the right bottom on the left bottom on the right right or left	EUR 1,510.00 EUR 810.00 EUR 2,540.00 EUR 650.00
Page header (4c)		

11 Discounts: within one insertion year

Series discount:	Volume discount:
3 issues/year: 3%	3,000 mm: 3%
6 issues/year: 5%	6,000 mm: 5%
12 issues/year: 10%	12,000 mm: 10%
18 issues/year: 15%	18,000 mm: 15%
24 issues/year: 20%	24,000 mm: 20%

12 Combination advertisements*:

For full impact on the plastics industry, we can additionally place your advertisements in Kunststoff-Berater. Your advertisement will then be published in 22,000 copies. And during the K 2010 K-EXTRA will be your promising official exhibition newspaper with 16,000 copies.



13 Bound inserts*:

Technical options and prices on request

14 Inserts* (no discount): lose insertion, maximum size: 280 x 200 mm
Up to 25 g of total weight and max. 2 mm high % EUR 165.00
Every additional 5 g % EUR 25.00
Required print run 16,800 copies
Partial inserts on request

15 Adhesive advertisements*:

on request

16 Postal address for 13 to 15:

L. N. Schaffrath Druck Medien GmbH & Co. KG, Marktweg 42-50, 47608 Geldern, Germany – Delivery for K-ZEITUNG, Issue No. ... free domicile

* For more information and technical data on bound inserts, inserts, adhesive postcards or K-KOMBI, please call +49(0)511/7304-149.

K-ZEITUNG · Media-Kit 2010 · Schedule and Topics

Issue No. / Publication date	Topical focus	Exhibition / Conferences	Advertisement / Insertion deadline
1/2 January 22	EuroMold review Extrusion; materials; welding and joining	Interplastica , January 26 - 29, Moskau	January 8
3 February 5	Injection moulding; elastomer processing; blow moulding; material supply; temperature control devices	VDI-K Injection moulding , February 9 - 10, Baden-Baden	January 20
4 February 19	Interplastica review Materials; handling devices, compounding/recycling; measuring, control and testing equipment		February 3
5 March 5	Automotive engineering; extrusion; PU processing; surface finishing; post processing	VDI-K Automotive , March 17 - 18, Mannheim	February 17
6 March 19	Medical engineering; clean-room technology; injection moulding; materials	MedTec / SüdTec / 3C Europe March 23 - 25, Stuttgart	March 3
7 April 1	Hanover Fair preview Composite materials; elastomer processing; mould engineering; financing/leasing; energy efficiency	Wire/Tube , April 12 - 16, Düsseldorf – JEC , April 13 - 15, Paris Hanover Fair , April 19 - 23, Hanover Chinaplas , April 19 - 22, Shanghai Resale , April 21 - 23, Karlsruhe	March 17
8 April 23	Medical engineering; packaging; temperature control devices; PU processing; injection moulding; blow moulding; materials; control and testing equipment	VDI-K Medical , April 28 - 29, Friedrichshafen Control , May 4 - 7, Stuttgart	April 7
9 May 7	Chinaplas review Extrusion; welding and joining; E + E; mould engineering	RapidTech , May 18 - 19, Erfurt	April 21
10 May 21	Materials; compounding/recycling; temperature control devices	Plastpol , May 25 - 28, Kielce	May 5
11 June 4	Sports and leisure; elastomer processing; composite materials; handling devices; surface finishing	DKG-Conference of Experts , June 8 - 9, Fulda Automatica , June 8 - 11, Munich Proform , June 8 - 11, Dortmund CFK Valley State Conv. , June 15 - 16, Stade	May 19
12 June 18	Plastpol review Materials; material supply; automotive engineering; thermoforming	BAIKA Conference „Zulieferer Innovativ“ June 23, Ingolstadt	June 2
13 July 2	Injection moulding; mould engineering; measuring, control and testing equipment; micro engineering; nano engineering		June 16
14 July 16	Elastomer processing; extrusion; materials; handling devices		June 30
15 August 6	Packaging; temperature control devices; welding and joining; compounding/recycling; PET systems		July 22
16 August 20	Injection moulding; materials; automotive engineering		August 4
17 Sept 3	K 2010 preview I Extrusion; handling devices; composite materials	AVK-Congress and Composites Europe , Sept 14 - 16, Essen IAA Commercial Vehicles , Sept 23 - 30, Hanover	August 18
18 Sept 15	K 2010 preview II Materials; thermoforming; elastomer processing; blow moulding; surface finishing; material supply		August 31
19 Sept 28	K 2010 preview III Injection moulding; PU processing; measuring, control and testing equipment		Sept 13
20 October 8	K 2010 preview IV Materials; mould engineering; temperature control devices; compounding/recycling; welding and joining		Sept 23
21 October 21	K 2010 Main Edition Actual view over the latest news and current trends	K 2010 , October 27 - November 3, Düsseldorf Compamed November 17 - 19, Düsseldorf	October 6
22 Nov 19	K 2010 review I EuroMold preview	EuroMold December 1 - 4, Frankfurt	Nov 4
23 Dec 3	K 2010 review II Medical engineering		Nov 18
24 Dec 17	K 2010 review III Automotive engineering		Dec 2

K-REPORT SWITZERLAND

Don't forget!
K-EXTRA
Ask for the media kit for the official K 2010 exhibition newspaper!
Order our media information now:
Phone +49(0)511 / 7304-149
Fax +49(0)511 / 7304-222
Email: anzeigen@giesel.de