



[www.K-ZEITUNG.de](http://www.K-ZEITUNG.de)

# MEDIA KIT 2010

Effective date: January 1, 2010



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## 1. Short profile

**K-ZEITUNG.de** is the online version of the German trade journal **K-ZEITUNG**. First established in summer 2000, it has become the b-to-b information platform for the plastics and rubber industry. The platform provides its readers with latest news and background reports, a comprehensive K-archive, an event calendar, links to associations and institutions as well as a list of suppliers. The target group is of remarkable calibre. Most of our readers are decision makers and experts of the plastics and rubber industry.

Additionally, **K-ZEITUNG.de** offers twice a week a newsletter service which is free of charge.

Our newly designed online platform was launched in March 2009. The innovative Content Management System guarantees an improved usability as well as a more efficient offer of customer-specific advertisement opportunities.

**We are looking forward to receiving your response!**



## 2. Reasons to advertise

With **K-ZEITUNG.de** you will profit from the benefits of a first-class advertising medium at any time.

- Comprehensive reports on trends and developments in the plastics and rubber industry
- Latest branch news, online specials (reports on tradeshowes and themed features), event calendar, data bases and links to associations and institutions
- More than 26,000 articles in the K-archive
- Most of our premium target group members are decision makers of the German plastics and rubber industry as well as of related industries\*
- Every Tuesday and Friday an e-mail newsletter which is sent to more than 4,200 subscribers

- Own online editorial team
- Qualified team of consultants
- 40 years of print media competence as well as 10 years of online competence
- Several cross media opportunities available (65% of our online users are also readers of the print edition, 35% only read the online version\*)

**K-ZEITUNG.de** is the b-to-b information platform for the plastics and rubber industry.

(\*Online survey K-ZEITUNG.de 2008)



## 3. Advertising formats and rates<sup>1</sup> K-ZEITUNG.de

Advertising types	Bannersize in px (Width x Height)	File size	Format	Home page	Sub rubric (Price per sub rubric)
1. Superbanner <sup>2</sup>	728 x 90	max. 50 KB	GIF/JPG/FLASH	800 €/month	400 €/month
2. Skyscraper <sup>2</sup>	160 x 600	max. 50 KB	GIF/JPG/FLASH	500 €/month	300 €/month
3. Promotion-Ads <sup>2</sup>	340 x 280 340 x 160 340 x 120	max. 50 KB max. 50 KB max. 50 KB	GIF/JPG/FLASH GIF/JPG/FLASH GIF/JPG/FLASH	600 €/month 280 €/month 200 €/month	400 €/month 180 €/month 130 €/month
4. Content-Ads <sup>2</sup>	558 x 300 558 x 120 <sup>3</sup>	max. 50 KB max. 50 KB	GIF/JPG/FLASH GIF/JPG/FLASH	800 €/month 320 €/month	500 €/month 210 €/month
5. Content-Text-Ad <sup>4</sup>	558 x 300	max. 50 KB	GIF/JPG/FLASH		800 €/month <sup>4</sup>
6. Half size <sup>2</sup>	234 x 60	max. 50 KB	GIF/JPG/FLASH	200 €/month	200 €/month
7. Full size <sup>2</sup>	468 x 60	max. 50 KB	GIF/JPG/FLASH	450 €/month	300 €/month
8. Video	320 x 240 520 x 390	max. 5 MB max. 5 MB	FLASH FLASH	600 €/month 800 €/month	400 €/month 600 €/month

<sup>1</sup> All rates are quoted exclusive value-added tax (VAT).

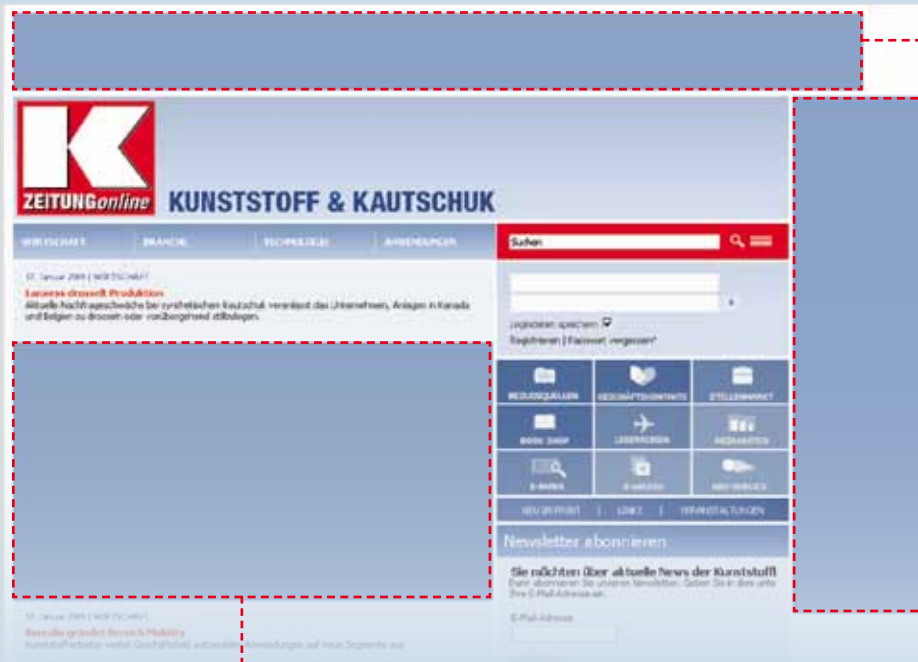
<sup>2</sup> If several banners are booked on the very spot, they will rotate every 15 seconds. (Half size, full size, super banner: max. 5 banners; Promotion-ad, content-ad, sky-scraper: max. 3 banners.)

<sup>3</sup> Placement in in the lower range of the home page or the sub rubrics.

<sup>4</sup> Content-Text-Ads are displayed below article full text.



## 4. Exemplary advertisement formats



### Superbanner:

Your advertisement topping the stack guarantees you maximum exposure.  
728px x 90px  
Formats: GIF/JPG/FLASH

### Skyscraper:

The classic eye-catcher stands for a permanent presentation of your message to the user.  
160px x 600px  
Formats: GIF/JPG/FLASH

### Content-Ads:

Direct positioning adjacent to editorial matters leads to a strong perception of your advertisement and guarantees high rates of response. Alternative Content-Text-Ads can be displayed below article full text.  
558px x 300px  
558px x 120px (placement in the lower range of the home page or the sub rubrics)  
Formats: GIF/JPG/FLASH



## 4. Exemplary advertisement formats

**K ZEITUNGonline KUNSTSTOFF & KAUTSCHUK**

WIRTSCHAFT | BRANCHE | TECHNOLOGIE | ANWENDUNGEN

Suchen

Logindaten speichern  Registrieren | Passwort vergessen

WIRTSCHAFT

21. Januar 2009 | WIRTSCHAFT  
**Branchenlöhne klettert an über 500-Millionen-Marke**  
 Umsatz mit Playmobil-Spielzeug wuchs 2008 um 6 Prozent / Pflanzstoff-Geschäft legt um 90 Prozent zu / 11 Millionen EUR für neue Sortiermaschinen / Jetzt weltweit fast 3.000 Beschäftigte

21. Januar 2009 | WIRTSCHAFT  
**Bayer baut weltweit größte Produktion für Kohlenstoff-Nanoröhren auf**  
 Bayer Material Science hat im Chemiepark Leverkusen mit den Bauarbeiten für eine neue Produktionsanlage zur Herstellung von Kohlenstoff-Nanoröhren (Carbon Nanotubes, CNT) begonnen.

25. Januar 2009 | WIRTSCHAFT  
**Fensterbranche schwächelt 2009**  
 Konjunkturprogramm soll frischen Wind bringen. Die Baugenehmigungen für neue Wohngebäude waren im vergangenen Jahr stark eingebrochen.

28. Januar 2009 | WIRTSCHAFT  
**Pkw-Absatz in Europa minus 8 Prozent**  
 Finanzkrise und Konkurrenzabschwächung sorgen für Kaufzurückhaltung 2008 / Deutsche Marken können Marktanteil steigern

17. Januar 2009 | WIRTSCHAFT  
**Nink baut neue Produktionsstätte**  
 Der traditionelle Kunststoffplattenhersteller expandiert in Sangerhausen, 5.000 qm Produktionsfläche kommen hinzu

NEUHEITEN | LINKS | VERANSTALTUNGEN

**Promotion-Ads:**  
 Attention-grabbing position adjacent to the editorial section of K-ZEITUNG.de.  
 340px x 280px  
 340px x 160px  
 340px x 120px  
 Formats: GIF/JPG/FLASH



## 4. Exemplary advertisement formats

The screenshot shows the homepage of K-ZEITUNG.de. At the top left is the logo 'K ZEITUNGonline KUNSTSTOFF & KAUTSCHUK'. Below it are navigation tabs for 'WIRTSCHAFT', 'BEREICH', 'TECHNOLOGIE', and 'ANWENDUNGEN'. A search bar is located on the right. The main content area features a large article titled 'K-Energy: Energie-Effizienz in der Kunststoffverarbeitung'. To the right of the article is a sidebar with various service icons like 'NEHMUNG/ANFAGEN', 'GESCHAFTSKONTAKT', 'STELLENMARKT', 'BOOK SHOP', 'LESERPREISEN', 'NEUIGKEITEN', 'E-PAPER', 'K-ARCHIV', and 'AID-SERVICE'. At the bottom of the page, there is a video advertisement for 'DREHER' with the text 'TURN TO QUALITY' and the DREHER logo.

**Full and half size banner in the headline:**  
 Your advertisement topping the stack guarantees you maximum exposure.  
 468px x 60px  
 234px x 60px  
 Formats: GIF/JPG/FLASH

**Video:**  
 Place your video advertisement on www.K-ZEITUNG.de and catch the attention of the users.  
 320px x 240px  
 520px x 390px (only left column)  
 Format: FLASH



## 5. Premium entry in list of suppliers

<p>Premium entry with logo, company profile, download of documents and a video.</p>	<p>Maximum size of logo: 150px x 150px (width x height)                  Logo formats: JPG/GIF/PDF                  Document formats: PDF/JPG/GIF                  Video format: FLASH</p>	<p>Price<sup>1</sup>: 200 €/year</p>
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## 6. Business contacts

<p>Enter your company/product in our rubrics “business contacts”, “commodity market” or “machine market” and attract the attention of new clients. Possible in combination with a print advertisement and Premium entry: Format: PDF</p>	<p>Price<sup>1</sup>: 35 €/month</p>
<p>without Print, formats: PDF/JPG/GIF</p>	<p>Price<sup>1</sup>: 105 €/month</p>

## 7. Jobs Recruitment market

<p>Jobs Recruitment ad – premium placement in combination with an ad in the printed version, Format: PDF</p>	<p>Price<sup>1</sup>: 100 €/month</p>
<p>Jobs recruitment ad without print, formats: PDF/JPG/GIF</p>	<p>Price<sup>1</sup>: 300 €/month</p>

<sup>1</sup>All rates are quoted exclusive value-added tax (VAT).



## 8. Exemplary premium entry in list of suppliers

The screenshot shows the website header with the 'K' logo and 'ZEITUNGonline KUNSTSTOFF & KAUTSCHUK'. Below the header are navigation tabs for 'WIRTSCHAFT', 'BRANCHE', 'TECHNOLOGIE', and 'ANWENDUNGEN'. A search bar is located on the right. The main content area is titled 'BEZUGSQUELLEN DER KUNSTSTOFF- UND KAUTSCHUKINDUSTRIE' and features a search filter set to 'Suche'. A red dashed box highlights a premium entry for ARBURG GmbH, which includes the company logo, contact information, and a 'vCard' icon. Below this entry is another entry for HUSKY Spritzglass-Systeme GmbH, also with its logo. The right sidebar contains a subscription section, a grid of service icons (Bezugsquellen, Geschäftskontakte, Stellenmarkt, Book Show, K-Archiv, Messkalender, K-e-Post, K-e-Post, ARD-SERVICE), and a K-Newsletter sign-up form.

**Premium entry in list of suppliers:**  
A premium entry assures a high-impact position within the list of suppliers. Add your logo, documents for download, promotional videos and a written company profile and achieve maximum attention.  
Size of logo: max. 150px x 150px  
Formats for logo: JPG/GIF  
Formats for downloads: PDF/JPG/GIF  
Format for videos: FLASH



## 9. Exemplary entry for business contacts



### ZEITUNGonline KUNSTSTOFF & KAUTSCHUK

WIRTSCHAFT	BRANCHE	TECHNOLOGIE	ANWENDUNGEN	Suchen
GESCHAFTSVERBINDUNGEN				Willkommen Robert Kortheuer!   Mein Profil   Abmelden
Gültig ab	Titel	Unternehmen	Ort	<a href="#">MEDIASQUELLEN</a>   <a href="#">GESCHAFTSKONTAKTE</a>   <a href="#">STELLINGABE</a> <a href="#">BOOK SHOW</a>   <a href="#">LESEFREIZEIT</a>   <a href="#">WISSENDATEN</a> <a href="#">E-BÜCHER</a>   <a href="#">E-ARTIKEL</a>   <a href="#">SMS-SERVICE</a>
14.02.2009	Aktuelles Grundgesetz und Kunststoff-Verträge	Fanos-Westmark GmbH	57368 Leinestadt-Elpe	NEU DRIN!   LEIS   VERANSTALTUNGEN <b>K-Newsletter</b> Jeden Freitag die wichtigsten Nachrichten der Woche. Name: <input type="text"/> Vorname: <input type="text"/> E-Mail*: <input type="text"/> *benötigte Angaben <input type="button" value="Anmelden"/> <input checked="" type="checkbox"/> Profil bearbeiten oder löschen
14.02.2009	FALLMANN Malwarelle	FALLMANN Malwarelle GmbH & Co. KG	66453 Gersheim/Saar	
24.02.2009	Portugiesischer Werkzeugbau/Engineering sucht deutschen Partner	Chiffre K-1740 Gesel Verlag GmbH	Portugal	
24.02.2009	REPARATUR SCHRILLDIENT	Heinz Hüller Maschinenbau - Fertigungstechnik	58540 Mettwadhagen	
1 Datensätze gefunden. Falls Sie eine Anzeige einfügen möchten, schicken Sie uns bitte eine E-Mail. Wir setzen uns umgehend mit Ihnen in Verbindung. E-Mail-Adresse: <a href="mailto:anfragen@gewel.de">anfragen@gewel.de</a>				
MASCHINENMARKT				
Gültig ab	Titel	Unternehmen	Ort	
21.02.2009	Ankauf - Verkauf - Modifikationen	LFM GmbH	Darscher Grund 11	
21.02.2009	Ankauf und Verkauf von Spritzgießmaschinen, Blechwerkstätten und Zylinder	ME Borowiss	40754 Langenfeld	
24.02.2009	Arburg 270U-250-70	Teutons GmbH	32602 Vlotho	
24.02.2009	Außermittlungssysteme	plama	32602 Vlotho	
24.02.2009	Ein Gebrauchsmaschinen sind wir schon weitverbreitet. Besatz 2009	Resale 2009	Karlsruhe	
24.02.2009		Werner Hansen GmbH & Co.	42329 Wuppertal	

**Entry for business contacts:**  
 Enter your company address and product into the rubrics business contacts, commodity market or machine market and catch the attention of new clients.

## 10. Exemplary jobs recruitment ads

**K**  
ZEITUNGonline KUNSTSTOFF & KAUTSCHUK

WIRTSCHAFT BRANCHE TECHNOLOGIE ANWENDUNGEN

Suchen

Stellungsangebote

Gültig ab	Titel	Unternehmen	Ort
24.02.2009	Fertigungsleiter (m) PU-Gelbstreuer	Zehner + Partner	61462 Königstein
24.02.2009	Werkzeugbau Portugal - Vertretung in Portugal/Weizungen	Chiffre K-1739 Gesell Verlag GmbH	Portugal
20.01.2009	Führungskraft (m/w) als Geschäftsführer/in	Chiffre K-1739 Gesell Verlag GmbH	Annweiler

3 Datensätze gefunden.  
Falls Sie eine Anzeige einfügen möchten, schicken Sie uns bitte eine E-Mail. Wir setzen uns umgehend mit Ihnen in Verbindung.  
E-Mail Adresse: [anzeigen@gessel.de](mailto:anzeigen@gessel.de)

REGIOQUELLEN WIRTSCHAFTSWEITERBILDUNG STELLINGENANGEBOTE  
BOOK SHOP LESERFREIEN MEDIENMARKT  
E-WERBEN E-ARBEITEN NEW-SERVICES  
NEU IM PRINT LINKS VERANSTALTUNGEN

Home | Wer über uns | Impressum | Kontakt | Privatsachen | Datenschutz | AGB | Sitemap

### Jobs recruitment ads:

Place your jobs recruitment ad on the platform where professionals of the plastics and rubber industry regularly seek for information: K-ZEITUNG.de.

Document format in combination with an ad in the printed version: PDF

Document format without an ad in the printed version: PDF/JPG/GIF



## 11. Advertisement formats and rates for our Newsletter

Types of advertisement	Size	Price <sup>1</sup>
Banner	234px x 60px / 468px x 60px (width x height), formats: JPG/GIF/FLASH	200 €/sent to 4,200 newsletter subscribers
Sponsoring position	2 lines per 75 characters + logo, logo size: max. 234px x 90px (width x height) Logo formats: JPG/GIF	250 €/sent to 4,200 newsletter subscribers
Text-only ads	6 lines per 75 characters	200 €/sent to 4,200 newsletter subscribers

<sup>1</sup>All rates are quoted exclusive value-added tax (VAT).

## 12. Exemplary banner formats for our Newsletter



### Sponsoring position:

A sponsoring position within our Newsletter offers you an active approach to potential customers.

2 lines per 75 characters + logo  
(234px x 90px)

Logo formats: GIF/JPG

### Half size:

Direct positioning adjacent to editorial matters of the Newsletter guarantees a strong perception of your advertisement message and good rates of response.

234px x 60px

Formats: GIF/JPG/FLASH

Full size banner also possible

(468px x 60px )

### Text-only ads:

Address potential customers by means of a text-only ad positioned in the centre of our Newsletter.

6 lines per 75 characters



## 13. Technical requirements

- Data delivery: at least one week before publication per e-mail to: [u.rettberg@giesel.de](mailto:u.rettberg@giesel.de)
- Special formats and sizes: only possible upon request
- Target link: has to be indicated for each banner
- Third-party advertising: external delivery via an Ad server is possible. Please note that liability remains with the customer!
- Quoted data sizes are recommendations in order to avoid long download processes



## 14. Contact persons

### Head Office

Giesel Verlag GmbH  
Rehkamp 3  
30916 Isernhagen  
Germany  
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Fax: +49 (0) 511 7304-157

### Head of Advertising Department

Gero Trinkaus  
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E-Mail: [g.trinkaus@giesel.de](mailto:g.trinkaus@giesel.de)

### Advertising Office

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Internet: [www.jordipublipress.ch](http://www.jordipublipress.ch)

**USA, Canada  
Collins AdSpace**

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USA - Fort Worth, TX 76116  
Phone: +1 817/7359880  
Fax: +1 817/7358152  
E-Mail: [charleycollins@charter.net](mailto:charleycollins@charter.net)

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