

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: "Kunststoff-Berater" ist the first monthly-published technical journal for technicians and engineers who work in the field of injection moulding. It provides latest information on all relevant aspects of machinery and processing of plastics and rubber.

- 1 Circulation:**
Print run: 6,000 copies
Controlled circulation: 5,965 copies
- 2 Magazine size:** DIN A 4 = 210 mm x 297 mm (width x height)
Type area: 160 mm wide x 263 mm high
3 columns of 50 mm width each
- 3 Printing method, print documents:**
Web-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: overleaf
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-verlag.de, www.kunststoffberater.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 prepaid 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

NEW -
Colour surcharges
discount!

7 Advertisement formats and rates: All rates are stated exclusive of VAT.

Format	No. of columns	width x height in mm	b/w EUR	2c EUR	3c EUR	4c EUR
Full page	4 columns	175 x 260	2,415.00	2,970.00	3,525.00	3,895.00
3/4 page	4 columns 3 columns	175 x 195 130 x 260	1,815.00	2,370.00	2,925.00	3,295.00
2/3 page	4 columns	175 x 175	1,615.00	2,170.00	2,725.00	3,095.00
1/2 page	4 columns 2 columns	175 x 130 85 x 260	1,220.00	1,500.00	1,780.00	1,965.00
Junior page	3 columns	130 x 175				
1/3 page	4 columns	175 x 85	810.00	1,090.00	1,370.00	1,555.00
1/4 page	4 columns 2 columns 1 columns	175 x 65 85 x 130 40 x 260	625.00	770.00	915.00	1,000.00
1/8 page	4 columns 2 columns 1 columns	175 x 35 85 x 65 40 x 130	325.00	405.00	485.00	525.00

Rate per millimetre (1 column, 40 mm wide): EUR 2.55

8 Surcharges:

8.1 Colour surcharges (Euroscale: HKS 3, 27, 47)
up to 1/8 up to 1/4 up to 1/2 up to 1/1
Per normal colour EUR 80.00 EUR 145.00 EUR 280.00 EUR 555.00
Surcharge 4c EUR 200.00 EUR 375.00 EUR 745.00 EUR 1,480.00
Surcharge on normal colour charge per special colour (created from colour scale): plus EUR 150.00

8.2 Placement (no discount available)
Cover 2, 3 or 4 EUR 240.00
Mandatory placement request EUR 240.00

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, 40 mm wide EUR 2.20
Positions wanted rate per mm, 1 column, 40 mm wide EUR 1.75
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 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 (150 + 3 w x 170 + 3 top and bottom h in mm, incl. 4c) EUR 2,900.00
IFC photo for special issues (150 + 3 w x 195 + 3 top and bottom h in mm, incl. 4c) EUR 2,900.00
Company logo (special issues only) b/w EUR 165.00
Coloured EUR 245.00

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 Combination 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 K 2010 K-EXTRA will be your promising official exhibition newspaper with 16,000 copies.



13 Bound inserts*: 2-page EUR 2,600.00
4-page EUR 3,660.00
other size on request
(Discounts as specified in volume discount, half volume.)
Required print run 6,500 copies

14 Inserts* (no discount available)
lose insertion, maximum size 280 x 205 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 6,500 copies
Partial inserts on request

15 Adhesive advertisements*: on request

16 Postal address for 13 to 15:

BWH Druck & Kommunikation
Beckstraße 10, 30457 Hannover, Germany
Delivery for Kunststoff-Berater, Issue No. ...
free domicile

* For more information and technical data on bound inserts, inserts, adhesive postcards or K-KOMBI, please call +49(0)5 11 / 73 04-149.

Issue No. / Publication Date	Topical Focus		Exhibitions / Conferences	Advertisement / Insertion deadline
1/2 Feb 5	Machine and mould engineering for innovative injection moulding methods: Process combinations, multi-component technology, gas/water-assist, decorative technologies, insert technology, foam moulding, injection-compression moulding, powder injection moulding Drive concepts for injection moulding machines: Hydraulic - hybrid - fully electric	<i>Special!</i>	VDI-K Injection moulding February 9 - 10, Baden-Baden	Jan 15
3 March 5	Injection moulding in the automotive industry: Injection moulding and mould engineering, materials Ancillary injection moulding equipment: Material supply, temperature control devices, mills, measuring, control and testing equipment MedTec / Südtec: Exhibition preview		VDI-K Automotive March 17 - 18, Mannheim MedTec / SüdTec / 3C Europe March 23 - 25, Stuttgart	Feb 11
4 April 2	Handling and automation technology: Linear and articulated-arm robots, gating pickers, grippers, belt conveyors, control systems, production cells, industrial image processing Injection moulding and QM: Material testing, process control and monitoring, ERP systems	<i>Handling systems + robots</i> Tabular market survey	Hanover Fair April 19 - 23, Hanover VDI-K Medical April 28 - 29, Friedrichshafen Control May 4 - 7, Stuttgart	March 11
5 May 7	Injection moulding of medical engineering parts: Injection moulding machines, materials, mould engineering, high-precision injection moulding, clean-room technology Injection moulding of rubber parts: Injection moulding machines, mould engineering, materials	<i>K-REPORT SWITZERLAND</i>		April 15
6 June 4	Injection moulding in the packaging industry: Systems- and mould engineering for injection moulding of thin wall components, IML/IMD, PET-prefoms, Caps and closures, two-component technology, biopolymers Ancillary injection moulding equipment: Handling and automation technology, robots, material supply, temperature control devices, mills, measuring, control and testing equipment	<i>Material supply</i> Tabular market survey	Automatica June 8 - 11, Munich Proform June 8 - 11, Dortmund	May 13
7/8 August 6	New possibilities with injection moulding processes: Process combinations, multi-component technology, gas/water-assist, decorative technologies, insert technology, foam moulding, injection-compression moulding, powder injection moulding Mould engineering: Standard parts for moulds, hot-runner systems, RP/RT, simulation, wear protection, mould engineering, temperature control devices		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	July 15
9 Sep 10	K 2010 preview: Part 1 of the topical exhibition news from all areas	<i>Temperature control devices</i> Tabular market survey		Aug 13
10 Oct 15	K 2010 preview: Part 2 of the topical exhibition news from all areas		K 2010 October 27 - November 3, Düsseldorf Compamed November 17 - 19, Düsseldorf	Sep 10
11 Nov 19	K 2010 highlights in retrospect Mould engineering: Standard parts for moulds, hot-runner systems, RP/RT, simulation, wear protection, mould making, temperature control devices, variothermic processing EuroMold: Exhibition preview	<i>Mould engineering</i> Tabular market survey	EuroMold December 1 - 4, Frankfurt/Main	Oct 22
12 Dec 10	K 2010: Exhibition review A rich seam of information about novelties from all important areas			Nov 19