

MEDIA KIT 2009

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, new technology or new services?

Meet our publishing representatives on site:

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Our professional media for the industry is your key to a very successful advertising campaign:

K-ZEITUNG

The up-to-date newspaper of the plastics and rubber industry.
Frequency: 23 issues per year.
Circulation: 16,000 copies.

Kunststoff-Berater

The first special magazine focusing on the injection molding process.
Frequency: 10 issues per year.
Circulation: 6,000 copies.

K-EXTRA

The only daily updated official German-speaking trade show newspaper of the K show in Düsseldorf.
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 of the plastics and rubber industry. Comprehensive daily updated news with research options and newsletter service.





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Circulation:
Print run: 10,000 copies

Magazine size: 290 mm x 420 mm (width x height)
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 13 and 15, 2009
Closing date: September 28, 2009 for both issues
Closing date for classified ads: 1.10. for the first and 13.10. for the second.

Publishing house: Giesel Verlag GmbH
Address: Rehkamp 3, 30916 Isernhagen HB, Germany
Postal address: Postfach 120158, D-30907 Isernhagen, 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

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

Advertisement formats and rates: All rates are without VAT.

	(width x height in mm)		b/w	2c	3c	4c
Full Page Tabloid	265 x 385 (6 columns)	basic rate	4,500.00	5,400.00	6,300.00	6,750.00
		- 10 % discount	4,050.00	4,950.00	5,850.00	6,300.00
1/2 page	265 x 195 / 130 x 385	basic rate	2,360.00	2,832.00	3,304.00	3,540.00
		- 10 % discount	2,124.00	2,596.00	3,068.00	3,304.00
1/4 page	265 x 100	basic rate	1,215.00	1,458.00	1,701.00	1,822.50
		- 10 % discount	1,093.50	1,336.50	1,579.50	1,701.00
2/1 page	555 x 385	basic rate	8,360.00	10,032.00	11,704.00	12,540.00
		- 10 % discount	7,524.00	9,196.00	10,868.00	11,704.00
2/2 page	265 x 385 / 555 x 195	basic rate	4,500.00	5,400.00	6,300.00	6,750.00
		- 10 % discount	4,050.00	4,950.00	5,850.00	6,300.00
DIN-A4-Page	175 x 260 (4 columns)	basic rate	2,405.00	2,886.00	3,367.00	3,607.50
		- 10 % discount	2,164.50	2,645.50	3,126.50	3,367.00
1/2 page	175 x 130 / 85 x 260	basic rate	1,215.00	1,458.00	1,701.00	1,822.50
		- 10 % discount	1,093.50	1,336.50	1,579.50	1,701.00
1/4 page	175 x 65 / 85 x 130	basic rate	615.00	738.00	861.00	922.50
		- 10 % discount	553.50	676.50	799.50	861.00
1/8 page	175 x 35 / 85 x 65	basic rate	320.00	384.00	448.00	480.00
		- 10 % discount	288.00	352.00	416.00	448.00
2/1 page	375 x 260	basic rate	4,600.00	5,520.00	6,440.00	6,900.00
		- 10 % discount	4,140.00	5,060.00	5,980.00	6,440.00
2/2 page	375 x 130 / 195 x 260	basic rate	2,405.00	2,886.00	3,367.00	3,607.50
		- 10 % discount	2,164.50	2,645.50	3,126.50	3,367.00

Rate per mm, 1 column, 40 mm wide = EUR 2.55

Surcharges:
Colour surcharges (no discounts):
Euroscale: HKS 3, 27, 47 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:
Guaranteed positioning EUR 250.-
Format:
Island advertisements (surrounded by editorial) 50% of the basic rate
Advertisements beyond type area 10% of the basic rate

Classified advertisements (Minimum height 30 mm):
Job offers rate per mm, 1 column, 40 mm wide EUR 2.40
Seeking Employment rate per mm, 1 column, 40 mm wide EUR 2.00
Box number charge including postage paid on offers EUR 12.00

Special advertisements: width x height in mm
Cover (4c) top on the left 85 x 65 EUR 645.00
40 x 50 EUR 290.00
bottom on the left 40 x 65 EUR 370.00
bottom on the right 175 x 65 EUR 1,450.00

Discounts: Booking both issues 10% of the b/w basic rate

Bound inserts: Technical options and prices on request

Inserts (only 1. issue): maximum size on request
Up to 25 g of total weight EUR 2,300.-
Every additional 5 g EUR 350.-
Required print run 10,500 copies

Postal address:
L. N. Schaffrath Druck Medien GmbH & Co. KG, Marktweg 42-50,
47608 Geldern, Germany - Delivery for Fakuma express, Issue No. 1, free domicile