

If you want to attract the attention of visitors to the K 2010 exhibition effectively, and to highlight the latest innovations, new product development, new technology or new services, there is only one choice: **K-EXTRA!**

Your way to get noticed by  **2010 visitors**

The only official German-language tradeshow journal to be updated daily!



If you have any further queries, please do not hesitate to contact us.

Head office
Giesel Verlag GmbH
 Hans-Böckler-Allee 9, 30173 Hannover, Germany
 Phone +49(0)511/7304-145
 Fax +49(0)511/7304-157
 Email: anzeigen@giesel.de
 Internet: www.giesel-verlag.de
www.k-zeitung.de

Netherlands, Belgium, Luxembourg, France, Scandinavia incl. Denmark
Kenter & Co. Publishers' Representatives B.V.
 Spoorstraat 21 · NL - 7471 BV Goor
 Phone +31(0)547 / 275005
 Fax +31(0)547 / 271831
 Email: arthur@kenter.nl

Switzerland
JORDI PUBLIPRESS
 PO Box 154 · CH - 3427 Utzenstorf
 Phone +41(0)32 / 6663090
 Fax +41(0)32 / 6663099
 Email: info@jordipublipress.ch
 Internet: www.jordipublipress.ch

Austria
Verlagsbüro Michaela Wotawa
 Sonnenweg 83 · A - 1140 Wien
 Phone +43(0)1 / 9792971
 Fax +43(0)1 / 9792971
 Email: m.wotawa@aon.at

Italy
MEDIAPPOINT & COMMUNICATIONS SRL
 Corte Lambruschini – Corso Buenos Aires, 8
 V° Piano – Interno 7 · I - 16129 Genova
 Phone +39(0)10/5704948
 Fax +39(0)10/5530088
 Email: info@mediapointsrl.it
 Internet: www.mediapointsrl.it


USA, Canada
Collins AdSpace
 4217 Shannon Drive
 USA - Fort Worth, TX 76116
 Attn: Charles Collins
 Phone +1817735 - 9880
 Fax +1817735 - 8152
 Email: charleycollins@charter.net

Taiwan
Worldwide Services Co., Ltd.
 11F-B, No. 540, Sec. 1, Wen Hsin Rd., Taichung
 Phone +886 4 2325 1784
 Fax +886 4 2325 2967
 Email: stuart@wwstaiwan.com

Our professional business-to-business media are your key to a highly successful advertising campaign:

K-ZEITUNG
 The up-to-date newspaper serving the plastics and rubber industry. Presented with the "Trade Publication of the Year 2008" award in the "Industry/Technology" category.
 Frequency: 23 issues per year.
 Circulation: 16,000 copies.

Kunststoff-Berater
 The first specialist magazine to focus on the injection-molding business.
 Frequency: 10 issues per year.
 Circulation: 6,000 copies.

K-EXTRA
 The only official German-language tradeshow journal of the  in Düsseldorf, to be updated daily.
 Frequency: 8 issues during the tradeshow.
 Circulation: 16,000 copies.

express
 The only official Fakuma exhibition newspaper.
 Frequency: 2 issues during the tradeshow.
 Circulation: 10,000 copies.

K-ZEITUNG online
 The internet meeting point for the plastics and rubber industry. Comprehensive news, updated daily, complete with research options and newsletter service.



Reach your target group at the hotel breakfast table

or at the entrance to the show.

For many hotel guests staying in Düsseldorf or Neuss during the K exhibition, K-EXTRA is their preferred morning newspaper. Naturally, K-EXTRA is supplied at every exhibition entrance to focus visitors attention right from the start. Exhibitors, meanwhile, have "their" newspaper delivered to the booth.

Take advantage of our offer on any one day, on several days or, better still, for the entire exhibition period!



Here are the particulars:

Circulation:
Printrun: 16,000 copies

Newspaper format: 290 mm wide x 420 mm high
Type area: 265 mm wide x 385 mm high
6 columns per 40 mm width

Printing method, mechanicals:
Web-offset printing, no binding, up to 54 screen. When printing multicolour motifs, 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.

Dates:
Frequency: daily updates, comprising 8 issues in all
Dates of publication: October 27, 28, 29, 30, 31, November 1, 2, 3, 2010
Closing date for display ads: October 4, 2010
Closing date for classified ads: 12 am on the day before publication (for the 27th: deadline on October 12th)

Advertisement formats and rates:
All prices in EUR. All rates are stated exclusive of VAT.

Price per mm (per column), 40 mm wide = EUR 2.85

Newspaper size (width x height)	b/w	2c	3c	4c
1/1 page 265 x 385 mm (6 columns)	4,795.00	5,754.00	6,713.00	7,672.00
1/2 page 265 x 195 mm 130 x 385 mm	2,590.00	3,108.00	3,626.00	4,144.00
1/3 page 265 x 130 mm 85 x 385 mm	1,725.00	2,070.00	2,415.00	2,760.00
1/4 page 265 x 100 mm 130 x 195 mm	1,305.00	1,566.00	1,827.00	2,088.00
1/8 page 265 x 50 mm	660.00	792.00	924.00	1,056.00

Publishing house: Giesel Verlag GmbH
Address: Hans-Böckler-Allee 9, 30173 Hannover, Germany
Postal address: PO Box 5420, 30054 Hannover, Germany
URL: www.giesel-verlag.de
Scheduling of advertisements: 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 days 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



DIN-A4-Page (width x height)	b/w	2c	3c	4c
1/1 page 175 x 260 mm (4 columns)	2,590.00	3,108.00	3,626.00	4,144.00
1/2 page 175 x 130 mm 85 x 260 mm	1,305.00	1,566.00	1,827.00	2,088.00
1/3 page 175 x 85 mm 85 x 175 mm	895.00	1,074.00	1,253.00	1,432.00
1/4 page 175 x 65 mm 85 x 130 mm	685.00	822.00	959.00	1,096.00
1/8 page 175 x 35 mm 85 x 65 mm	375.00	450.00	525.00	600.00

Surcharges:
Colour (HKS 3, 27, 47)
Standard colour (Euroscale) 20% of b/w basic charge
Special colour (generated from colour scale) 30% of b/w basic charge
Placement (discounts available on bookings in all 8 issues only)
Mandatory placement request EUR 250.00
Formats (no discounts available)
Ads above band, print space or truncated 10% of b/w basic charge
Ads enclosed by text at all sides 50% of b/w basic charge

Classified ads (minimum height 30 mm):
Vacancies, standard classified ads price per mm, single-column, 40 mm wide EUR 2.50
Positions wanted price per mm, single-column, 40 mm wide EUR 2.00
Box fee, including postage EUR 8.00

Special positions:
Front page (4c) top right 85 x 95 mm width x height EUR 1,185.00
below K-EXTRA logo 85 x 75 mm EUR 935.00
down left side 40 x 80 mm EUR 500.00
down right side 175 x 130 mm EUR 3,220.00

Discounts:
Series: 2 ads 2%, 4 ads 5%, 6 ads 10%, 8 ads 15%

Loose inserts (no discounts available):
For more information and technical data, please call +49(0)511/7304149
Price up to 25 g overall weight EUR 3,250.-
Each additional 5 g EUR 420.-
Required delivery quantity 16,800 copies
Delivery address:
L. N. Schaffrath Druck Medien GmbH & Co. KG,
Marktweg 42-50, 47608 Geldern, Germany
Delivery for K-EXTRA, Issue No. . . . free domicile