

# MEDIA KIT 2020

print | online | digital



EXPERT MAGAZINES ON PLASTICS EXTRUSION!

VM VERLAG | Cologne/Germany

## About us

2020: Volume No. 26 · Place of publication: Cologne.

*Profile: The only technical magazine worldwide exclusively for the sectors: Material Preparation, Compounding, Extrusion, Recycling, Calendering, Thermoforming, Welding, Finishing of Plastics and Elastomers.*

In August of 1995, the first issue of Plastics No.One, a magazine for plastics processing industry professionals, saw the light of day. Fritz Vollmer and Günter Merkel were the ancestors of the project. This delicate young shoot of a new idea has soon become the reputable trade magazine in German and English named **EXTRUSION**, as we know it today. The modern magazine focuses on the European reader who is familiar with it.

In 1997, at will of readers and advertisers, World of Plastics Asia magazine in Mandarin and English appeared (today known as **EXTRUSION Asia Edition**). In 2004, it was followed by **EXTRUSION Russian Edition**, a Russian-language version of EXTRUSION magazine. EXTRUSION Russia is read today in Russia, Ukraine, Belarus, Kazakhstan, and Central Asia. Since 2014, **EXTRUSION International** magazine in English is available for the readers and advertisers. At large trade shows, a print version of Extrusion International is proposed as well.

Since 2019 we have been publishing **EXTRUSION International USA** (digital edition only). This is a version of our magazine Extrusion International supplemented for USA readership.

In 2016, the dedicated **Smart Extrusion** web portal ([www.extrusion-info.com](http://www.extrusion-info.com)) went online. In addition to online versions of our magazines, the portal collects and publishes news, articles, case studies, and videos on extrusion from around the world. All the information is given in German, English, Russian, and Chinese conveniently grouped by sub-topics (tags). The portal's subscribers get the updates in weekly e-mail newsletters.



## Our Alphabet

**A**utomation **B**low Moulding  
**C**ompounding **D**igitalization  
**E**xtrusion **F**air Reports  
**G**ranulation  
**H**igh performance machines  
**I**ndustry 4.0 **K**2020  
**M**aterials Handling  
**N**ew Technologies  
**Q**uality Control **P**eriphery  
**R**ecycling **S**crews & Barrels  
**T**hermoforming **T**ools & Equipment  
**W**PC

**All Editions available online!**

[www.smart-extrusion.com](http://www.smart-extrusion.com)

# Formats and Technical Specification

Trim Size: 210 width x 280 mm height. Type Space: 185 width x 250 mm height.  
plus 3 mm bleed surcharge.



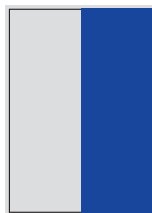
**1/1-Page:**  
Width: 185 mm  
Height: 250 mm



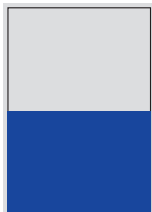
**2/3-Page height:**  
Width: 185 mm  
Height: 160 mm



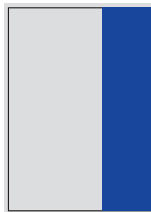
**Juniorpage:**  
Width: 122 mm  
Height: 180 mm



**1/2-Page height:**  
Width: 90 mm  
Height: 250 mm



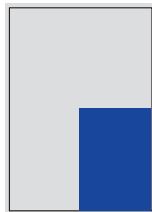
**1/2-Page width:**  
Width: 185 mm  
Height: 122mm



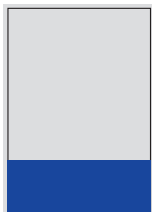
**1/3-Page height:**  
Width: 59 mm  
Height: 250 mm



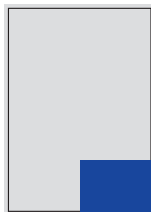
**1/3-Page width:**  
Width: 185 mm  
Height: 80 mm



**1/4-Page height:**  
Width: 90 mm  
Height: 122 mm



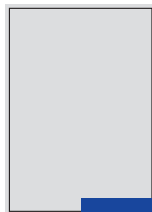
**1/4-Page width:**  
Width: 185 mm  
Height: 58 mm



**1/8-Page height:**  
Width: 90 mm  
Height: 58 mm



**1/8-Page width:**  
Width: 185 mm  
Height: 26 mm



**1/16-Page:**  
Width: 90 mm  
Height: 26 mm

## FILE FORMAT

PDF, TIFF or EPS. Advertisements containing graphics or scans are to be formatted in CMYK.  
The resolution in 300 dpi.

## LOOSE INSERTS

Rates: to 25 g. € 2.795,-  
to 50 g. € 3.150,- incl. postage.

Format and quantity:  
Maximum 205 mm width x 275 mm height;  
3.500 copies plus extra copies.

## BOUND INSERTS

1 pages € 3.600,-,  
2 pages € 4.200,-.

Paper weight up to 135 gr./m<sup>2</sup>.  
10% discount, if the bound insert will be print within  
the print run of the booked issue.

### Please note:

Trim size is smaller DIN A4, 280 mm height x 210 mm width

### Quantity:

3.500 inclusive overplus

Issue No.	close date	Fair & Conventions
<b>1</b>	Ed. close date 13.01.2020 Ad close date 27.01.2020 Public date 10.02.2020	Material Handling, Recycling and Compounding
<b>2</b>	Ed. close date 14.02.2020 Ad close date 28.02.2020 Public date 16.03.2020	Pipe and Profile Extrusion <b>SOLIDS</b> 01.-02.04.2020, Dortmund/Germany <b>WIRE DÜSSELDORF</b> 30.03.-03.04.2020
<b>3</b>	Ed. close date 27.03.2020 Ad close date 14.04.2020 Public date 04.05.2020	Smart Extrusion for Packaging <b>INTERPACK</b> 07.-13.05.2020
<b>4</b>	Ed. close date 15.05.2020 Ad close date 29.05.2020 Public date 15.06.2020	Recycling and Recourse Saving
<b>5</b>	Ed. close date 31.07.2020 Ad close date 14.08.2020 Public date 31.08.2020	Advanced Extrusion Peripherals
<b>6</b>	Ed. close date 21.08.2020 Ad close date 04.09.2020 Public date 18.09.2020	Extrusion of blown films <b>POWTECH</b> 29.09.-01.10.2020 <b>FAKUMA PREVIEW</b> 13.-17.10.2020
<b>7</b>	Ed. close date 11.09.2020 Ad close date 25.09.2020 Public date 05.10.2020	Quality Control & Laboratory and Test Equipment <b>FAKUMA</b> 13.-17.10.2020 <b>SPECIAL SHOW ISSUE</b>
<b>8</b>	Ed. close date 09.11.2020 Ad close date 23.11.2020 Public date 11.12.2020	Flat die Extrusion (film and sheet) and Thermoforming <b>FAKUMA REVIEW</b>

## AD BASIC RATES

Size	Basic 4c rates €
FRONT PAGE	4.950,-
1/1 page	3.520,-
2/3 page	2.580,-
1/2 page width/height	1.990,-
Junior page	2.700,-
1/3 page width/height	1.420,-
1/4 page width/height	1.100,-
1/8 page width/height	620,-
1/16 page	400,-

Classifieds € 6,- per mm  
single-column, width 90 mm

Rates for specified positions:

Second and back cover 25%

Other special positions 20%

**NO CHARGE FOR STANDARD COLOURS**

(Euro Scale) and bleed size!

SPECIAL COLOURS, per colour on request

Discounts: annual contract (year of insertion)

Frequency discounts:

2 x 3%, 3 x 5%, 4 x 10%, 6 x 15%, 8 x 20%.

No discount for FRONTPAGE and loose inserts.

COMBINATION DISCOUNT 5%

(granted if you advertise in two or more  
magazines of VM Verlag GmbH).

# EXTRUSION

2020: Volume No. 26.

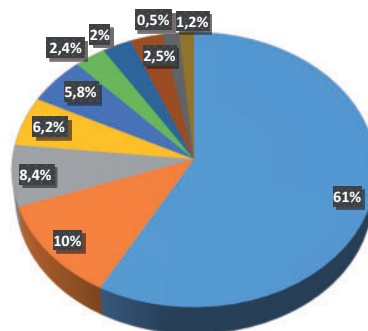
Language: German/English

Target readership: Europe.

Frequency of publication: 8 issues a year.

Circulation: 8.710 copies: print (3.100)

+ qualified digital readership (5.610)



### Representation of the total circulation

Distribution: %

Germany 61,0 %

Eastern Europe 10,0 %

Austria/Switzerland 8,4 %

Italy 6,2 %

Benelux countries 5,8 %

Scandinavia 2,4 %

Great Britain/Ireland 2,0 %

Other Europe 2,5 %

USA 0,5 %

Worldwide 1,2 %



Issue No.	close date	Fair & Conventions
<b>1</b>	Ed. close date 20.01.2020 Ad close date 03.02.2020 Public date 21.02.2020	Raw Materials and Material Handling <b>WIRE DÜSSELDORF</b> 30.03.-03.04.2020 <b>CHINAPLAS</b> 21.-24.04.2020
<b>2</b>	Ed. close date 16.03.2020 Ad close date 30.03.2020 Public date 20.04.2020	Recycling and Compounding <b>INTERPACK</b> 07.-13.05.2020 – <b>PLASTPOL</b> 19.-22.05.2020 <b>EQUIPLAST BARCELONA</b> 02.-06.06.2020
<b>3</b>	Ed. close date 25.05.2020 Ad close date 05.06.2020 Public date 26.06.2020	Smart Extrusion for Packaging <b>TAIPEI PLAS</b> 09.-13.09.2020
<b>4</b>	Ed. close date 07.08.2020 Ad close date 17.08.2020 Public date 01.09.2020	Advanced Extrusion Peripherals <b>INTERPLAS BIRMINGHAM</b> 29.09.-01.10.2020 <b>IPF JAPAN</b> 06.-10.10.2020
<b>5</b>	Ed. close date 11.09.2020 Ad close date 25.09.2020 Public date 05.10.2020	Processing and Recycling <b>FAKUMA</b> 13.-17.10.2020 <b>SPECIAL SHOW ISSUE</b> <b>PLASTIMAGEN</b> 10.-13.11.2020
<b>6</b>	Ed. close date 23.11.2020 Ad close date 04.12.2020 Public date 18.12.2020	Quality Control & Laboratory and Test Equipment <b>FAKUMA REVIEW</b> <b>INTERPLASTICA 2021</b> January <b>PLASTINDIA</b> 04.-09.02.2021

## AD BASIC RATES

Size	Basic 4c rates €
FRONT PAGE	3.800,-
1/1 page	2.640,-
2/3 page	1.900,-
1/2 page width/height	1.490,-
Junior page	2.050,-
1/3 page width/height	1.050,-
1/4 page width/height	840,-
1/8 page width/height	450,-
1/16 page	240,-

Classifieds € 6,- per mm  
single-column, width 90 mm

Rates for specified positions:

Second and back cover	25%
Other special positions	20%

**NO CHARGE FOR STANDARD COLOURS**  
(Euro Scale) and bleed size!

**SPECIAL COLOURS**, per colour on request

Discounts: annual contract (year of insertion)

Frequency discounts:

2 x 3%, 3 x 5%, 4 x 10%, 6 x 15%.

No discount for FRONTPAGE and loose inserts.

**COMBINATION DISCOUNT** 5%  
(granted if you advertise in two or more  
magazines of VM Verlag GmbH).

2020: Volume No. 7.

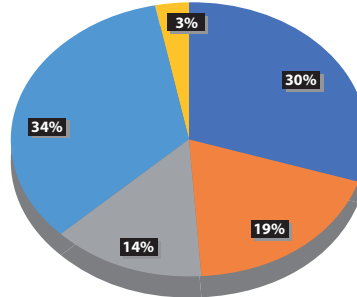
Language: English

Frequency of publication

6 issues a year

Circulation: 9.850 copies: print (1.200)

+ qualified digital readership (8.650;  
incl. the USA and Canada – 2.910)



Distribution:	%
USA and Canada	30,0 %
Latin America	19,0 %
Europe	14,0 %
Asia	34,0 %
Other	3,0 %

# EXTRUSION INTERNATIONAL

Since 2019 we have been publishing Extrusion International USA (digital edition only). This is a version of our magazine Extrusion International supplemented for USA readership.

We have been promoting this version specially for the U.S. on the web.

All the advertisement published in Extrusion International is duplicated in Extrusion International USA without any fee.



Issue No.	close date	Fair & Conventions
<b>1</b>	Ed. close date 31.12.2019 Ad close date 09.01.2020 Public date 23.01.2020	<b>EXTRUSION RUSSIA</b> 29.01.2020 <b>INTERPLASTICA</b> 28.-31.01.2020 <b>SPECIAL SHOW ISSUE</b>
<b>2</b>	Ed. close date 03.03.2020 Ad close date 10.03.2020 Public date 23.03.2020	Material Handling, Recycling and Compounding <b>INTERPLASTICA REVIEW</b>
<b>3</b>	Ed. close date 01.04.2020 Ad close date 08.04.2020 Public date 22.04.2020	Pipe and Profile Extrusion <b>IPTF</b> 28.-29.05.2020 <b>PREVIEW</b>
<b>4/5</b>	Ed. close date 31.08.2020 Ad close date 08.09.2020 Public date 22.09.2020	Recycling and Recourse Saving <b>FAKUMA</b> 13.-17.10.2020 <b>PREVIEW</b>
<b>6</b>	Ed. close date 02.11.2020 Ad close date 09.11.2020 Public date 23.11.2020	Extrusion of blown films <b>INTERPLASTICA PREVIEW</b>

Size	Basic 4c rates €
FRONT PAGE	4.000,-
1/1 page	2.850,-
2/3 page	2.000,-
1/2 page width/height	1.450,-
Junior page	1.800,-
1/3 page width/height	980,-
1/4 page width/height	760,-
1/8 page width/height	410,-
1/16 page	220,-

2020: Volume No. 17.

Language: Russian

Frequency of publication: 6 issues a year.

Circulation: 6.410 copies: print (1.700)

+ qualified digital readership (4.710)

<b>Distribution:</b>	%
Russia	47,0
Ukraine	21,0
Belarus	12,0
Kazakhstan	6,0
Uzbekistan	7,0
Baltic Countries	3,0
Other Countries	4,0
Total distribution:	100,0





Issue No.	close date	Fair & Conventions
<b>1</b>	Ed. close date 17.03.2020 Ad close date 26.03.2020 Public date 09.04.2020	Advanced Extrusion Peripherals <b>CHINAPLAS</b> 21.-24.04.2020
<b>2</b>	Ed. close date 26.10.2020 Ad close date 09.11.2020 Public date 23.11.2020	Recycling and Recourse Saving

## AD BASIC RATES

Size	Basic 4c rates €
FRONT PAGE	4.300,-
1/1 page	3.800,-
2/3 page	2.900,-
1/2 page width/height	2.000,-
Junior page	3.100,-
1/3 page width/height	1.350,-
1/4 page width/height	1.050,-
1/8 page width/height	570,-
1/16 page	330,-

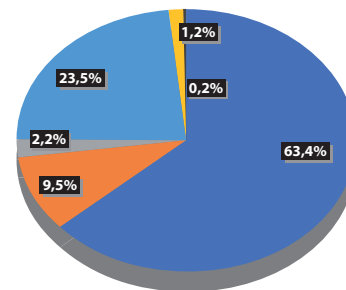
**NO CHARGE FOR STANDARD COLOURS**  
(Euro Scale) and bleed size!

Founded in: 1997, 2020: Volume no. 24.  
Frequency: 2 times a year.  
Language: Mandarin/English.  
Circulation: 7.720 Copies: print (2.700)  
+ qualified digital readership (5.020)  
The magazine for premium processors.  
The only plastics trade magazine for Asia,  
published from Germany.

Rates for specified positions:  
Second and back cover 25%  
Other special positions 20%

Discounts:  
annual contract (year of insertion)  
Frequency discounts: 2 x 3%, 3 x 5%.

COMBINATION DISCOUNT 5%  
(granted if you advertise in two or more  
magazines of VM Verlag GmbH).



Distribution: %

- China 63,4 %
- Hong Kong 9,5 %
- Malaysia 2,2 %
- Taiwan 23,5 %
- Singapore 1,2 %
- Other 0,2 %



18TH INTERNATIONAL CONFERENCE  
**Extrusion Russia** 2020

**29. January 2020, Expocentre Moscow**

**[extrus.extrusion-info.com](http://extrus.extrusion-info.com)**

Extrusion Russia is an annual conference traditionally held within the framework of the Interplastica show in Moscow.

In 2020 it will be held for the 18th time as an extrusion-oriented event embracing technologies, raw materials, periphery, downstream. Over 130 specialists attended it in 2019. The conference is organized by VM Verlag GmbH and Plastiks Magazine.



**The 8th International Polymer Technology Forum**  
**28.-29. May 2020, Saint Petersburg, Azimut Hotel**  
**[iptf.extrusion-info.com](http://iptf.extrusion-info.com)**

IPTF is a well-known annual technological polymer forum tending to extrusion profile. The event is held in Saint-Petersburg, an industrial metropolis with 5,5 million inhabitants located in the North-West Russia.

About 240 specialists representing the leading companies dealing with extrusion, such as Waterfall Pro, Klöckner Pentaplast Rus, Artplast, Taurus-Plast, Tiko-Plastic, Ikaplast, Yuzhny Trubny Zavod, National Packaging Confederation etc. attended IPTF 2019.

The forum is organized by VM Verlag GmbH, BUDMIX.ORG and Stanislav Chernenko, Plastiks Magazine. Now we welcome guests to visit the 8th issue of the event in 2020.

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## A. Through-type banners

These banners are displayed at every page of the website. Maximum rotation is 5 customers per spot.

	Size, px	3 months	6 months	12 months
A1	1146 x 100	€ 1800	€ 3000	€ 4800
A2	368 x 420	€ 1350	€ 2250	€ 3600
A3	368 x 120	€ 600	€ 1000	€ 1600
A4	1146 x 60	€ 750	€ 1250	€ 2000

## B. News banners

These banners are displayed at the homepage and at the pages of "News" section only. Maximum rotation is 5 customers per spot.

	Size, px	3 months	6 months	12 months
B1	746 x 90	€ 1350	€ 2250	€ 3600
B2	242 x 60	€ 550	€ 900	€ 1400
B3	746 x 90	€ 900	€ 1500	€ 2400

## C. Through-type banners

There could be several banners C1, one below the other displayed at every page of the website. Maximum rotation is 5 customers per spot.

	Size, px	3 months	6 months	12 months
C1	368 x 250	€ 1350	€ 2250	€ 3600

## D. Sponsorship package

- A banner 368 x 250 px in weekly e-mail newsletter.
- Placement of all sponsor's press releases on the website.
- Contacts (phone, e-mail) of sponsor's specialists in text materials.
- Active hyperlinks to internal pages of the sponsor's site by keywords.

Position	3 months	6 months	12 months
Sponsorship package	€ 2050	€ 3400	€ 5400

## E. Advertorial

It is a newsletter top announcement leading to an article or press release on [www.smart-extrusion.com](http://www.smart-extrusion.com) with contacts and hyperlinks to the company webpage.

Position	1 newsletter	4 newsletters
Advertorial	€ 300	€ 800

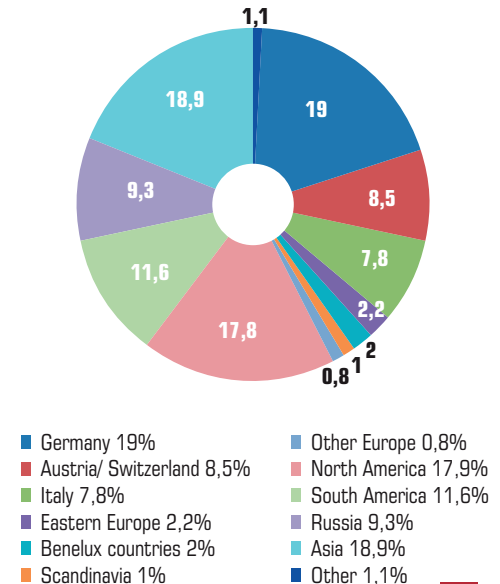
The screenshot shows the homepage of smart-extrusion.com. At the top is a navigation bar with 'A1' and 'EXTRUSION' branding. Below is a 'MATERIALS BY TYPE' section. The main content area is divided into several sections: 'TOP STORIES' with articles like 'Austria's New Dual-Flow Air-Blog' and 'New packaging group' (labeled B1); 'SMARTER' section with articles like 'New machines ALPET' and 'SMARTER - The New Concept of Packaging Film Extrusion Lines' (labeled B2, B3); 'NEW NEWS' section with articles like 'At the K. Trade Fair Selected Systems' and 'FTI Announces Collaboration for Major Plant Expansion' (labeled A3); and 'ARTICLES' section with articles like 'Quality assurance during the extrusion of big films' and 'Expanded' (labeled A4). A large banner 'C1' is visible on the left side. The footer contains contact information for 'Vötsch Extrusion'.

# smart-extrusion.com

## A specialized web portal

- News about relevant products and events
- Detailed reviews of various smart technologies
- Case studies from processors
- Video clips demonstrating smart equipment in live action
- Latest magazines available for reading and downloading
- English, German, Russian and Chinese
- Weekly e-mail newsletters

34,600+ average monthly visits



## CONTACT PUBLISHING HOUSE



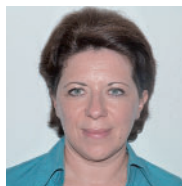
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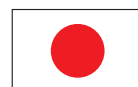
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