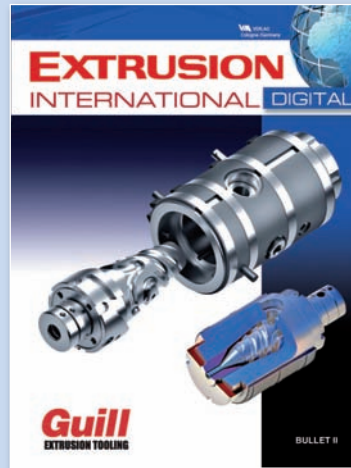


MEDIA KIT 2019

print | online | digital



EXPERT MAGAZINES ON PLASTICS EXTRUSION!

About us

2019: Volume No. 25 · 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.

In 2016, the dedicated **Smart Extrusion** web portal (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

Automation **B**low Moulding
Compounding **D**igitalization
Extrusion **F**air Reports
Granulation
High performance machines
Industry 4.0 **K**2019
Materials Handling
New Technologies
Quality Control **P**eriphery
Recycling **S**crews & Barrels
Thermoforming **T**ools & Equipment
WPC

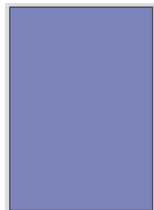
**All Editions
available online!**



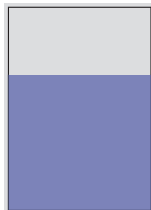
www.smart-extrusion.com

Formats and Technical Specification

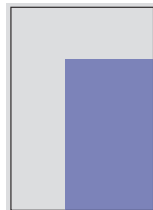
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plus 3 mm bleed surcharge.



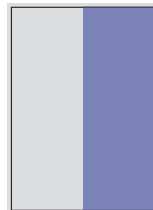
1/1-Page:
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Height: 250 mm



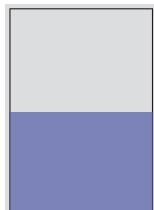
2/3-Page high:
Width: 185 mm
Height: 160 mm



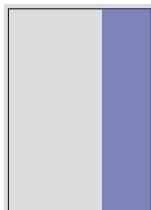
Juniorpage:
Width: 122 mm
Height: 180 mm



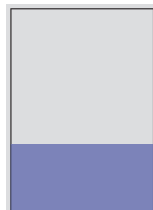
1/2-Page high:
Width: 90 mm
Height: 250 mm



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



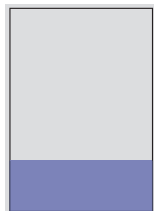
1/3-Page high:
Width: 59 mm
Height: 250 mm



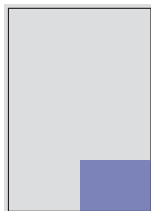
1/3-Page width:
Width: 185 mm
Height: 80 mm



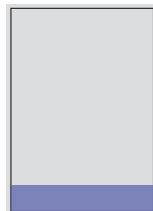
1/4-Page high:
Width: 90 mm
Height: 122 mm



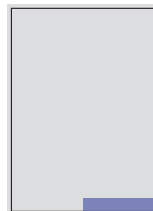
1/4-Page width:
Width: 185 mm
Height: 58 mm



1/8-Page high:
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./m².
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
1	Ed. close date 15.01.2019 Ad close date 29.01.2019 Public date 12.02.2019	Material Handling, Recycling
2	Ed. close date 09.02.2019 Ad close date 22.02.2019 Public date 08.03.2019	Advanced Extrusion Peripherals ICE EUROPE 12.-14.03.2019
3	Ed. close date 08.04.2019 Ad close date 22.04.2019 Public date 04.05.2019	Pipe and Profile Extrusion
4	Ed. close date 27.05.2019 Ad close date 10.06.2019 Public date 24.06.2019	Recycling and Recourse Saving
5	Ed. close date 24.06.2019 Ad close date 07.07.2019 Public date 22.07.2019	K 2019 16.-23.10.2019 1st PREVIEW
6	Ed. close date 16.08.2019 Ad close date 30.08.2019 Public date 13.09.2019	K 2019 2nd PREVIEW
7	Ed. close date 09.09.2019 Ad close date 23.09.2019 Public date 07.10.2019	K 2019 SPECIAL SHOW ISSUE
8	Ed. close date 16.11.2019 Ad close date 30.11.2019 Public date 14.12.2019	K 2019 REVIEW

AD BASIC RATES

Size	Basic 4c rates €
FRONT PAGE	4.850,-
1/1 page	3.450,-
2/3 page	2.530,-
1/2 page width/height	1.950,-
Junior page	2.650,-
1/3 page width/height	1.390,-
1/4 page width/height	1.080,-
1/8 page width/height	600,-
1/16 page	390,-

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%

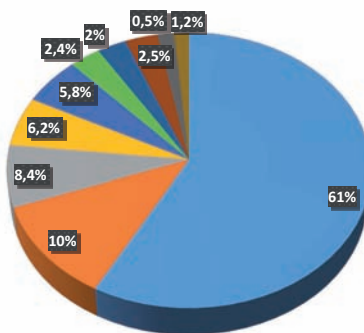
(granted if you advertise in two or more
magazines of VM Verlag GmbH).

2019: Volume No. 24.

Language: German/English

Frequency of publication: 8 issues a year.

Circulation: 5.940 copies: print (3.500)
+ qualified digital readership (2.440)



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 %

EXTRUSION

Geographical Circulation:

Market:	%	Copies
Domestic:	61,0%	2.135
Foreign countries:	39,0%	1.365
Total distribution:	100%	3.500

International distribution:

	%	Copies
Benelux countries	13,8	188
Great Britain and Ireland	5,3	72
Italy	14,7	201
Austria and Switzerland	20,2	284
Scandinavia	6,8	93
Eastern Europe	24,9	340
Other Europe	7,8	106
USA	2,9	40
Worldwide	3,0	41
	100,0	1.365



Editor-in-Chief:

[Bettina Jopp-Witt M.A.](#)

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E-Mail: b.jopp-witt@vm-verlag.com

PLANNING CALENDAR 2019

Issue No.	close date	Fair & Conventions	
1	Ed. close date 21.01.2019 Ad close date 01.02.2019 Public date 18.02.2019	Material Handling, Recycling ICE EUROPE 12.-14.03.2019 CHINAPLAS 21.-24.05.2019 PLASTIMAGEN 02.-05.04.2019 PLASTPOL 28.-31.05.2019 / IPTF 04.-05.06.2019	PRINT
2	Ed. close date 21.04.2019 Ad close date 28.04.2019 Public date 14.05.2019	Advanced Extrusion Peripherals	
3	Ed. close date 27.05.2019 Ad close date 07.06.2019 Public date 18.06.2019	Pipe and Profile Extrusion Quality Control and Test Equipment T-PLAS BANGKOK 18.-21.09.2019	
4	Ed. close date 22.08.2019 Ad close date 05.09.2019 Public date 12.09.2019	Film Extrusion and Thermoforming K 2019 16.-23.10.2019	PRINT
5	Ed. close date 02.09.2019 Ad close date 16.09.2019 Public date 30.09.2019	K 2019 SPECIAL SHOW ISSUE	PRINT
6	Ed. close date 22.11.2019 Ad close date 29.11.2019 Public date 27.12.2019	Recycling and Resource saving K 2019 REVIEW / INTERPLASTICA 2020 January / EXTRUSION RUSSIA CONFERENCE 2020 January	PRINT

AD BASIC RATES

Size	Basic 4c rates €
FRONT PAGE	3.460,-
1/1 page	2.400,-
2/3 page	1.730,-
1/2 page width/height	1.350,-
Junior page	1.850,-
1/3 page width/height	950,-
1/4 page width/height	760,-
1/8 page width/height	410,-
1/16 page	220,-

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).

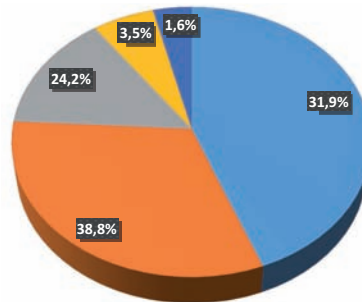
2019: Volume No. 15.

Language: English

Frequency of publication

6 issues a year

Send to a qualified readership of 6.900



Distribution:	%
■ Asia	31,9 %
■ America	38,8 %
■ Europe	24,2 %
■ Africa	3,5 %
■ Australia	1,6 %

EXTRUSION INTERNATIONAL

Editor-in-Chief

Dr. Ing. Yury Kravets

Phone: +49 2233 979 2976,

redaktion@vm-verlag.com

y.kravets@vm-verlag.com



Issue No.	close date	Fair issue on occasion of
1	Ed. close date 01.02.2019 Ad close date 12.02.2019 Public date 28.02.2019	
2	Ed. close date 01.04.2019 Ad close date 08.04.2019 Public date 30.04.2019	INTERPLASTICA REVIEW PLASTPOL 28.-31.05.2019 IPTF 04.-05.06.2019
3	Ed. close date 27.06.2019 Ad close date 08.07.2019 Public date 22.07.2019	Pipe and Profile Extrusion
4/5	Ed. close date 27.08.2019 Ad close date 10.09.2019 Public date 24.09.2019	Quality Control and Test Equipment K 2019 16.-23.10.2019 SPECIAL SHOW ISSUE
6	Ed. close date 04.11.2019 Ad close date 13.11.2019 Public date 08.12.2019	Recycling and Resource Saving K 2019 REVIEW INTERPLASTICA 2020 PREVIEW

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,-

2019: Volume No. 16.

Language: Russian

Frequency of publication: 6 issues a year.

Circulation: 5.860 copies: print (1.800)

+ qualified digital readership (4.060)

Geographical circulation:

Market:	%	Copies
Domestic:	5,3%	100
Foreign countries:	94,5%	1.700
Total distribution:	100%	1.800

International distribution:

	%	Copies
Russia	86,0	1.462
Ukraine	5,6	95
Belarus	2,3	39
Kazakhstan	0,3	5
EU	5,7	97
Other Countries	0,1	2
Total distribution:	100,0	1.700

Editor:

Bettina Jopp-Witt M.A.

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E-Mail: b.jopp-witt@vm-verlag.com

Issue No.	close date	Fair issue on occasion of
1	Ed. close date 11.04.2019 Ad close date 25.04.2019 Public date 07.05.2019	CHINAPLAS 21.-24.05.2019
2	Ed. close date 27.08.2019 Ad close date 10.09.2019 Public date 24.09.2019	K 2019 PREVIEW

AD BASIC RATES

Size	Basic 4c rates €
FRONT PAGE	4.200,-
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, 2019: Volume no. 23.
Frequency: 2 times a year.

Language: Mandarin/English.

Circulation: 7,635 Copies: print (2.900)
+ qualified digital readership (4.735)

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).

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Representative in P.R. China:

Henry Xiao · Matchexpo

Phone: +86 21-31231568

henry.xiao@matchexpo.com

Distribution: %

■ China 63,4 %

■ Hong Kong 9,5 %

■ Malaysia 2,2 %

■ Taiwan 23,5 %

■ Singapore 1,5 %

■ Other 0,2 %



The 7th International Polymer Technology Forum 04.-05. June 2019, Saint Petersburg, Azimut Hotel

IPTF is a well-known annual technological polymer forum tending to extrusion profile.

About 190 specialists representing the leading companies dealing with extrusion, such as Waterfall Pro, Klöckner Pentaplast Rus, Artplast, Tauras-Plast, Tiko-Plastic, Ikaplast, Yuzhny Trubny Zavod, National Packaging Confederation etc. attended IPTF 2018.

The forum is organized by VM Verlag GmbH, Plastiks Magazine and FPR Ltd. Now we welcome guests to visit the 7th issue of the event in 2019.



17TH INTERNATIONAL CONFERENCE
Extrusion Russia 2019

29. January 2019, Expocentre Moscow

Extrusion Russia (earlier known as Specplast-RePlast, 3R-Plast) is an annual conference traditionally held within the framework of the Interplastica show in Moscow.

In 2019 it will be held for the 17th time as an extrusion-oriented event embracing technologies, raw materials, periphery, downstream. The conference is organized by VM Verlag GmbH and Plastiks Magazine.

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E-Mail: a.kravets@vm-verlag.com

A. Through-type banners

These banners are shown 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 shown at the homepage and at the pages of "News" section only. These are the most popular pages. 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 shown 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

Sponsorship package includes:

- A banner 368 x 250 px in weekly e-mail newsletter.
- Placement of all sponsor's press releases on the website.
- Assignment of the sponsor's press releases at "Most read" for 2 weeks.
- 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

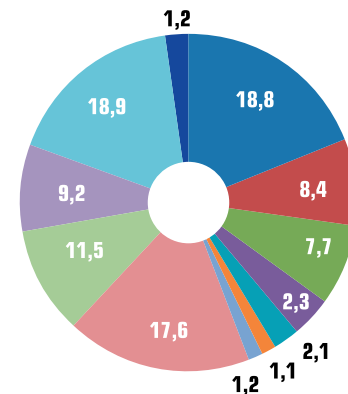
The screenshot shows the homepage of smart-extrusion.com. At the top, there is a navigation bar with 'A1' and 'EXTRUSION' branding. Below the navigation, there are several sections: 'MATERIALS BY TYPE', 'TOP NEWS', and 'NEWS'. The 'TOP NEWS' section features several articles with images and titles, such as 'New Range Available in Extrusion' and 'SMARTTEK - The New Series of Packaging Film Extrusion Lines'. The 'NEWS' section includes articles like 'COLINES will exhibit several machines at K2016' and 'EMR announces its developments at 2016'. At the bottom, there are more articles under 'ARTICLES' and 'SPONSORS'. The website layout is clean and professional, with a focus on industry news and product information.

SMART EXTRUSION

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

33,700+ average monthly visits



- Germany 18,8%
- Austria/ Switzerland 8,4%
- North America 17,6%
- Italy 7,7%
- Eastern Europe 2,3%
- Russia 9,2%
- Benelux countries 2,1%
- Asia 18,9%
- Scandinavia 1,1%
- Other Europe 1,2%

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