EXTRUSION

MEDIA KIT 2027

MAGAZINE • DIGITAL MEDIA • NEWSLETTER • E-BLAST • SOCIAL MEDIA

Technical Media for Plastics Processing

www.extrusion-info.com



NEW WEBSITE
NEW EXPERIENCE
Launching November 2026

VM Verlag GmbH

ABOUT Us



32 Years of Expertise in Plastics Extrusion

Since 1995, EXTRUSION has been providing professionals in the plastics processing industry with technical information, industry news and market insights.

Today, our publications serve the extrusion industry across Europe, Asia, the USA and international markets – in print and digital formats.

Focused. Technical. International.

We cover the technologies shaping plastics processing – from extrusion and compounding to recycling, automation and digitalization.

Your source for extrusion technology.

EXTRUSION MEDIA

EXTRUSION
German · volume 33

EXTRUSION INTERNATIONAL
English · volume 14

EXTRUSION INTERNATIONAL USA
English · volume 9

挤塑 EXTRUSION ASIA EDITION
Mandarin / English · volume 31

OUR EXPERTISE

- Automation
- Blow Molding
- Compounding
- Digitalization
- Extrusion
- Fair Reports
- Granulation
- High Performance
- Industry 4.0
- Material Handling
- New Technologies
- Periphery
- Quality Control
- Recycling
- Screws & Barrels
- Thermoforming
- Tools & Equipment
- WPC

YOUR BRAND IN FRONT OF THE RIGHT PEOPLE

Six channels to reach professionals in extrusion and plastics processing.



Tell us your goal. We'll help you choose the right media mix.

ADVERTISING FORMATS

PRINT ADVERTISING · PRODUCTION DETAILS

MAGAZINE FORMAT	210 × 297 mm (DIN A4)	**TYPE AREA**	175 × 253 mm
FILE FORMAT	PDF · TIFF · EPS | CMYK | 300 dpi	**BLEED**	3 mm on open sides

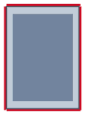
AVAILABLE AD SIZES · DIMENSIONS IN MM

Front Page



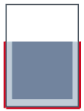
S: 190 × 220

1/1 Page



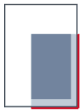
S: 175 × 253
A: 210 × 297
B: 216 × 303

2/3 Page



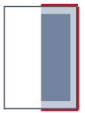
S: 175 × 167
A: 210 × 189
B: 216 × 192

Junior Page



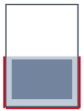
S: 115 × 189
A: 133 × 211
B: 136 × 214

1/2 Vertical



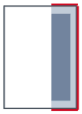
S: 85 × 253
A: 103 × 297
B: 106 × 303

1/2 Horizontal



S: 175 × 115
A: 210 × 146
B: 216 × 149

1/3 Vertical



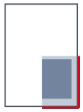
S: 55 × 253
A: 73 × 297
B: 76 × 303

1/3 Horizontal



S: 175 × 81
A: 210 × 103
B: 216 × 106

1/4 Vertical



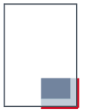
S: 85 × 115
A: 103 × 146
B: 106 × 149

1/4 Horizontal



S: 175 × 60
A: 210 × 82
B: 216 × 85

1/8 Horizontal A



S: 85 × 60
A: 103 × 82
B: 106 × 85

1/8 Horizontal B



S: 175 × 28
A: 210 × 50
B: 216 × 53

■ S: Type area ■ A: Document trim ■ B: Full bleed

For bleed ads, allow an extra 3 mm on open edges. Sizes are shown as width × height.

EXTRUSION

REPRESENTATION OF THE TOTAL CIRCULATION



Germany	62,0%
Austria/Switzerland	10,7%
Eastern Europe	7,1%
Italy	7,2%
Benelux countries	5,9%
Scandinavia	2,8%
Great Britain/Ireland	1,1%
Other	3,2%

Target Audience: Europe
Publication Frequency: 8 issues per year
Total Reach: 10,100 readers per issue.

The print run may vary depending on the availability and number of relevant trade fairs, conferences, and other distribution opportunities. The print edition is strategically distributed at selected industry events and through relevant distribution channels.

PUBLICATION SCHEDULE 2027

	Editorial	Ad close	Publication	Topics	Events
1	22.01.2027	10.02.2027	19.02.2027	Film Extrusion; Converting; Thermoforming	**ICE Europe** 09.–11.03.2027
2	22.02.2027	02.03.2027	19.03.2027	Material Handling; Recycling & Compounding; Measuring Technology; Quality Control	—
3	22.03.2027	02.04.2027	23.04.2027	Advanced Extrusion Peripherals	**KUTENO / KPA** 01.–03.06.2027
4	07.05.2027	21.05.2027	08.06.2027	Material Handling; Recycling & Compounding; Pipe + Profile Extrusion	—
5	24.06.2027	06.07.2027	22.07.2027	Smart Extrusion for Packaging; Measuring Technology; Quality Control	—
6	17.08.2027	02.09.2027	17.09.2027	Material Handling; Circular Economy	**Fakuma Preview** 11.–15.10.2027
7	06.09.2027	17.09.2027	01.10.2027	Measuring Technology; Quality Control	**Fakuma Special Show Issue** 11.–15.10.2027 **SOLIDS & RECYCLING-TECHNIK** 01.–02.12.2027
8	01.11.2027	16.11.2027	03.12.2027	Recycling & Resource Saving	**Fakuma Review** 11.–15.10.2027

ADVERTISING RATES 2027

Front page	**€4,900**
1/1	**€3,800**
2/3	**€2,700**
1/2	**€2,100**
Junior	**€2,750**
1/3	**€1,550**
1/4	**€1,175**
1/8	**€750**

DISCOUNTS & POSITIONS

Frequency Discounts

2 Issues:	**3%**
3 Issues:	**5%**
4 Issues:	**10%**
6 Issues:	**15%**
Combination Discount	**5%**
Second and Back Cover	**25%**
Other Special Positions	**20%**

Combination Discount granted if you advertise in two or more magazines of VM Verlag GmbH.

Special colors on request.

Discounts: annual contract (year of insertion).

EXTRUSION INTERNATIONAL

REPRESENTATION OF THE TOTAL CIRCULATION



USA and Canada	34,5%
Asia	25,3%
Europe	20,6%
Latin America	15,8%
Other	3,8%

Target Audience: Europe
Publication Frequency: 6 issues per year
Total Reach: 11,230 readers per issue

The print run may vary depending on the availability and number of relevant trade fairs, conferences, and other distribution opportunities. The print edition is strategically distributed at selected industry events and through relevant distribution channels.

PUBLICATION SCHEDULE 2027

	Editorial	Ad close	Publication	Topics	Events
1	19.01.2027	05.02.2027	19.02.2027	Film Extrusion; Converting; Thermoforming; Measuring Technology; Quality Control	**Chinaplas** 13.–16.04.2027
2	16.03.2027	30.03.2027	16.04.2027	Material Handling; Recycling & Compounding	**NPE2027** 03.–07.05.2027 **Plastpol** 18.–21.05.2027
3	07.05.2027	19.05.2027	28.05.2027	Advanced Extrusion Peripherals; Measuring Technology; Quality Control	**PRS – Plastics Recycling Show Europe** 29.–30.06.2027
4	30.07.2027	06.08.2027	24.08.2027	Smart Extrusion for Packaging; Pipe + Profile Extrusion	—
5	10.09.2027	21.09.2027	05.10.2027	Material Handling; Circular Economy	**Fakuma** 11.–15.10.2027 **Expo Plásticos 2027** 13.–15.10.2027
6	01.11.2027	20.11.2027	06.12.2027	Measuring Technology; Quality Control	**Fakuma Review** 11.–15.10.2027

ADVERTISING RATES 2027

Front page	€4,750
1/1	€3,400
2/3	€2,370
1/2	€1,850
Junior	€2,550
1/3	€1,350
1/4	€1,050
1/8	€555

DISCOUNTS & POSITIONS

Frequency Discounts

2 Issues:	3%
3 Issues:	5%
4 Issues:	10%
6 Issues:	15%
Combination Discount	5%
Second and Back Cover	25%
Other Special Positions	20%

Combination Discount granted if you advertise in two or more magazines of VM Verlag GmbH.

Special colors on request.

Discounts: annual contract (year of insertion).

EXTRUSION INTERNATIONAL USA

Your gateway to the North American extrusion market

Extrusion International connects global extrusion expertise with the North American plastics industry. The USA edition delivers technical knowledge, industry developments, market insights and practical solutions for professionals in extrusion, compounding, recycling, materials and processing technology. With a dedicated digital presence for the USA and Canada, the magazine provides an effective platform for companies looking to reach decision-makers, strengthen their market presence and showcase their technologies and solutions. Global expertise. North American reach. Industry-focused communication.

USA / CANADA
4,400
readers · digital edition

International advertisements also appear in the USA digital edition at no extra charge.

挤塑 EXTRUSION ASIA EDITION

REPRESENTATION OF THE TOTAL CIRCULATION



China	65.2%
Taiwan	24.5%
Hong Kong	7.4%
Malaysia	1.6%
Singapore	1.2%
Other	0.1%

Mandarin / English · 1 issue/year · volume 31 · **5,700** qualified readers

PUBLICATION SCHEDULE 2027

Issue	Editorial	Ad close	Publication	Topics	Exhibition
1	01.03.2027	15.03.2027	01.04.2027	Measuring Technology Circular Economy Film and Sheet Material Handling Recycling and Compounding Pipe and Profile Extrusion	**Chinaplas** 13.-16.04.2027 Chinaplas 2027

Combination Discount	5%
Second and Back Cover	25%
Other Special Positions	20%

Combination Discount granted if you advertise in two or more magazines of VM Verlag GmbH.

Special colors on request.

Discounts: annual contract (year of insertion).

ASIA ADVERTISING RATES

Front page	€ 4,750
1/1 page	€ 3,800
2/3 page	€ 2,700
1/2 page	€ 2,100
Junior	€ 2,750
1/3 page	€ 1,550
1/4 page	€ 1,175
1/8 page	€ 750

DIGITAL ADVERTISING



WEBSITE BANNER FORMATS & RATES

BANNER PLACEMENTS

Size	Desktop px	Mobile px	3 months	6 months	12 months
A1	1146×100	360×100	€2,250	€3,750	€6,060
B1	746×90	360×100	€1,725	€2,850	€4,560
B2	746×90	360×100	€1,140	€2,100	€3,700
C1	368×250	360×250	€1,687	€2,771	€4,439
D1	368×420	—	€1,725	€2,850	€4,560
F1	120×600	—	€2,250	€4,200	€7,800

F1 · Expandable Skyscraper: 120×600 px closed → 400×600 px expanded.

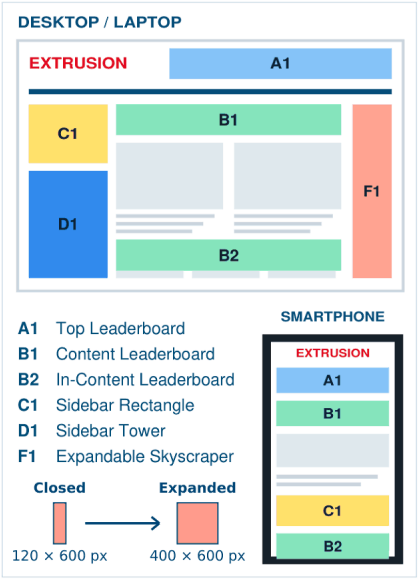
Delivery: two separate creatives or an interactive HTML5 ad, as agreed before production.

Expansion trigger and close button: to be agreed.

All dimensions: width × height. Maximum rotation: 3 customers per banner spot.

49,200+ average monthly visits **German · English · Spanish**

BANNER POSITION OVERVIEW





Website Relaunch

What's New

- A redesigned, modern website with optimised banner display
- A Spanish-language website for Spanish-speaking markets
- A job market section for the plastics industry
- Social media integration with direct links
- Video interviews on our social media channels
- Additional features

NEWSLETTER

DISTRIBUTION	
English edition	9,100
German edition	5,800
Spain edition	5,000

Reach qualified readers with our English, German and Spanish newsletters.
Place your message beside relevant industry news.

ENGLISH + GERMAN + SPANISH · Industry-focused audience

BANNER RATES · TOP BANNER

	3 Months	6 Months	12 Months	
English	€2,400	€4,500	€8,400	
German	€1,950	€3,600	€6,600	
Spanish	€1,680	€3,060	€5,880	New

BANNER RATES · MIDDLE BANNER

	3 Months	6 Months	12 Months	
English	€2,100	€3,900	€7,200	
German	€1,710	€3,300	€6,360	
Spanish	€1,470	€2,820	€5,400	New

BANNER RATES · LOWER SPOTS 3A, 3B, 3C

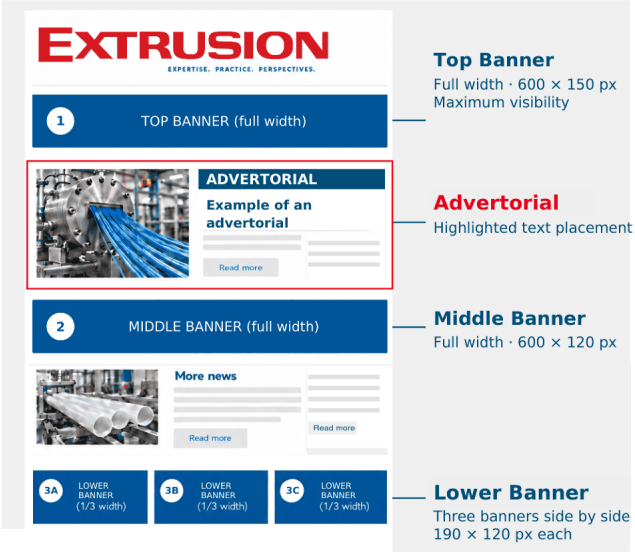
	3 Months	6 Months	12 Months	
English	€1,770	€3,360	€6,360	
German	€1,290	€2,400	€4,440	
Spanish	€870	€1,620	€3,000	New

DISTRIBUTION

German: every Monday · English: every Tuesday · Spanish: monthly

JPG, PNG or GIF · RGB · max. 300 KB · Supply a clickable URL with the artwork.
Placement and issue date by agreement. Desktop and responsive mobile display.

A newsletter top announcement links to your article on www.extrusion.info.com.
Includes company contacts and links to your website.
Word/PDF · 1,500-3,000 characters · 1-4 images



ADVERTORIAL RATES

	1x	4x	
English	€500	€1,800	
German	€350	€1,200	
Spanish	€300	€1,000	New

ADVERTORIAL · TECHNICAL SPECIFICATIONS

Headline: max. 60-80 characters
Text: max. 1,500-3,000 characters incl. spaces
Main image: 600 × 600 px recommended
Image / logo: JPG or PNG; high-resolution logo
Destination: 1 website or landing-page URL
Supply text, images, logo and URL separately.
Editorial layout adapted to the newsletter.
Optimized for responsive mobile display.

E-BLAST

Put your message directly in front of industry professionals.

Send your product news, company updates or campaign message directly to a targeted audience in the plastics processing industry.

YOUR E-BLAST CAN INCLUDE

- Your own subject line
- Text and images
- Direct links to your website
- Graphics / campaign elements
- Performance reporting

E-BLAST RATES

English	**€ 2,150**	9,100 e-mails	
German	**€ 1,500**	5,800 e-mails	
Spanish	**€ 1,380**	5,150 e-mails	NEW

PERFORMANCE REPORTING

After distribution: a report covering sent, delivered and opened emails.



DIGITAL REACH & PROMOTION

LinkedIn CONTENT & PROMOTION

01 COMPANY NEWS

Your latest company news presented in a professionally designed editorial format.

- Up to 1,000 characters
- 2–3 images

€ 390

02 ANIMATED CONTENT

A dynamic visual format combining key messages, images and your company logo.

- Up to 300 characters (slogan and key messages)
- 3–4 images
- Logo in PNG format

€ 490

03 PROMOTIONAL VIDEO

Publication of video content created and provided by your company.

- MP4 · 1920 × 1080 px
- Destination URL

€ 590

04 COMPANY FEATURE

An in-depth editorial feature presenting your company, brand, products or services.

- Up to 3,500 characters
- 1–4 images

€ 690

NEW: SPANISH MARKET PACKAGE



Our New Advertising Opportunity

We are expanding our digital presence and are pleased to offer our clients a new opportunity to showcase their products, brands and innovations to the Spanish-speaking plastics market.

The new Spanish Market Package combines several digital communication channels to create additional visibility and reach across the following regions:

Spain · México · Latin America

YOUR PACKAGE INCLUDES

- Company or product feature on our website
- Placement in our Spanish-language newsletter
- Promotion across our social media channels
- Digital banner placement
- Direct link to your website
- Editorial support in preparing and adapting your content

IDEAL FOR

Product launches · Trade fair campaigns · Company news · International marketing campaigns

LAUNCH OFFER

€ 1,500

VIDEO CONTENT & PROMOTION

Your Company. Your Expertise. Your Story.

Reach our international industry audience - during and beyond the event.

01 CLIENT VIDEO PROMOTION

Supply your existing video. We publish and promote it across our media channels to give your company, products and technologies greater visibility among our international industry audience.

€ 1,200

- Supplied video
- 6 months in our media library

02 VIDEO PROMOTION WITH EDITORIAL SUPPORT

We publish and promote your supplied video with an engaging editorial text presenting your company, product, technology or the content featured in the video.

€ 1,500

- Supplied video + editorial text
- 6 months in our media library

03 INTERVIEW VIDEO PACKAGE

Connect with our international industry audience through a video interview with your company representative at a trade fair, industry event or another relevant occasion. We edit and distribute the interview across our media channels.

€ 2,370

- On-site interview + video editing
- 12 months in our media library

INCLUDED IN ALL PACKAGES

- Publication on our website
- Promotion across our social media channels
- Inclusion in our international newsletter
- International exposure within our industry audience

FLEXIBLE PUBLICATION PERIODS | PACKAGES 1 & 2

Publication periods can be adjusted by agreement to suit your requirements. For package 2, this applies to both our media library and website.

CAMPAIGN PACKAGES

Your goal. The right channels. A coordinated campaign.

01 EXPERTISE STARTER

Show your expertise with a focused entry-level campaign.

4 newsletter advertorials + 1 LinkedIn Company Feature
1 LinkedIn Animated Content + 1 Company News

4x Newsletter · 1x Feature · 1x Animation · 1x News

1,600 €

02 DIGITAL PRODUCT LAUNCH

Introduce a new product through repeated digital exposure.

Website banner B1: 3 months + 4 newsletter advertorials
1 LinkedIn Animated Content + 1 Company News

3 mo. Banner · 4x Newsletter · 1x Animation · 1x News

3,200 €

03 EDITORIAL PRESENCE

Share your expertise. Keep your company in the conversation.

Website banner B1: 3 months + 4 newsletter advertorials
2 LinkedIn Company Features + 3 LinkedIn Company News

3 mo. Banner · 4x Newsletter · 2x Feature · 3x News

3,990 €

04 TECHNOLOGY IN FOCUS

Explain your technology through video and editorial content.

Video Promotion with Editorial Support: 6 months in our media library
Website banner B1: 6 months + 1 LinkedIn Company Feature

6 mo. Video · 6 mo. Banner · 1x Feature

4,490 €

05 INTERNATIONAL REACH

Connect with international audiences.

3 E-Blasts
Website banner B2: 6 months

3x E-Blast · 6 mo. Banner

6,590 €

06 YEAR-ROUND BRAND VISIBILITY

Build a sustained presence throughout the year.

Website Top Leaderboard A1: 12 months + newsletter Top Spot: 12 months
Video Promotion with Editorial Support: 6 months in our media library

12 mo. Banner · 12 mo. Top Spot · 6 mo. Video

9,990 €

Package proposals. Final scope, timing and availability by agreement. Package and frequency discounts cannot be combined.

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