



ZKZ 302871 Einzelpreis: 16,- €



**KUNSTSTOFF  
MAGAZIN**

[www.kunststoff-magazin.de](http://www.kunststoff-magazin.de)

MEDIA GUIDE  
**2024**



**Produktion**  
Materialzerkleinerung  
für den Kreislauf

**Werkstoffe**  
Große Kunst  
mit Kunststoff

**Special**  
Fakuma-Preview

Print | Digital | Events | Services



Bild: Itsanan/Shutterstock.com





Use KUNSTSTOFF MAGAZIN for your market communication.

### Your advantages:

- a credible environment
- high reach
- high utility value for the target groups

**With the media brand KUNSTSTOFF MAGAZIN as a neutral authority, the plastics industry is always well informed.**

KUNSTSTOFF MAGAZIN is the trade medium for the plastics processing industry. Monthly as a print and e-paper magazine and daily updated on all digital media channels, KUNSTSTOFF MAGAZIN reports on the topics of machines, plants, automation, peripheral technology, tool and mould making as well as materials and materials development. Topic-focused events round off the range.

### “High target group affinity”

People who make investment decisions in industry every day meetings, are oriented towards KUNSTSTOFF MAGAZIN:

- **77% of the recipients are in a managerial position (owner/co-owner, management, plant manager, division or department manager)**  
(recipient file evaluation publisher information)

### Your successful media brand for the plastics industry at a glance...

- Total monthly circulation **42,495** copies  
(Source IVW, average values Q1-Q2/2023)
- **142,901** Page impressions monthly average  
(Source: IVW-Online 8/2022 – 7/2023)
- 2 newsletters per week to over **30,000** newsletter subscribers  
(publisher's information 8/2023)
- Over **12,000** followers on the relevant social media channels  
(publisher's information 8/2023)

“KUNSTSTOFF MAGAZIN, the media brand for your successful B2B communication!”

With KUNSTSTOFF MAGAZIN, you can reach the plastics industry in a cross-media and networked way via the print magazine, the digital offering in the form of website, newsletter, Matchmaker+, social media as well as events.

“With KUNSTSTOFF MAGAZIN you directly reach the decision-makers of the plastics industry in a high-quality editorial environment”

Total monthly circulation 42,495 copies  
(Source IVW)

“Around the clock -  
With kunststoff-magazin.de and the relevant social media channels!”

Around 1.7 million page views per year (8/2022 to 7/2023, (IVW-Online) and around 12,000 followers on XING, LinkedIn, Twitter, Facebook and Instagram: KUNSTSTOFF MAGAZIN for your successful online communication in the plastics industry.

“KUNSTSTOFF MAGAZIN Events in presence and digital.”

The KUNSTSTOFF MAGAZIN digital networking days, the KUNSTSTOFF MAGAZIN product of the year award ceremony, the webinar theme days and in-house workshops are events for decision-makers and users in the plastics industry.

“KUNSTSTOFF MAGAZIN Matchmaker+ – Your guide to the plastics industry”

Generate new leads, attract new employees and present your products and services, job offers, webinars, whitepapers, videos, webshop, e-paper and much more in the perfect environment. job offers, webinars, whitepapers, event tips, videos, webshop, e-paper and much more in the perfect environment.

# Title Portrait



<b>1. Titel</b>	<b>KUNSTSTOFF MAGAZIN</b>
<b>2. Short characteristic</b>	The media brand KUNSTSTOFF MAGAZIN reaches across all media and networks the plastics industry via the print magazine, the digital offering in the form of website, newsletter, social media as well as topic-focused events. KUNSTSTOFF MAGAZIN offers outstanding industry penetration: Engineers, designers, executives and investment decision makers from technical departments. Technical reports from the plastics processing industry on innovative machines, systems, peripheral technology and mould making, on the use of new materials and other topics form the targeted editorial spectrum.
<b>3. Target group</b>	Readers are the executives and investment decision-makers in plastics processing companies.
<b>4. Publication frequency</b>	10 issues per year
<b>5. Size</b>	DIN A4
<b>6. Volume</b>	62th Volume 2024
<b>7. Subscription price</b>	Annual subscription print domestic 92,00 €, thereof 62,60 € booklet, 29,40 € shipping Annual subscription print abroad 102,20 €, thereof 62,60 € magazine, 39,60 € shipping Single issue print 16,00 € incl. the current VAT, plus 3,00 € shipping Annual purchase of digital e-paper (domestic/foreign) 32,00 €, incl. the current VAT, without shipping costs Single edition digital e-paper (domestic/foreign) 7,99 €, incl. the current VAT without shipping costs
<b>8. Circulation</b>	42,495 copies
<b>9. Membership / Participation</b>	IVW, IVW-Online
<b>10. Publisher</b>	<b>WEKA Business Medien GmbH</b> Richard-Reitzner-Allee 2, 85540 Haar Phone +49 89 25556-1900 www.kunststoff-magazin.de, www.weka-businessmedien.de
<b>11. Publisher</b>	WEKA Business Medien GmbH
<b>12. Advertisements</b>	<b>Janette Brandenburger</b> Media Consultant Phone +49 89 25556-1914 jbrandenburger@weka-businessmedien.de
<b>13. Editorial office</b>	<b>Annina Schopen</b> Editor-in-Chief Phone +49 89 25556-1915 redaktion@kunststoff-magazin.de <b>Daniel Schilling</b> Editor Phone +49 89 25556-1918 redaktion@kunststoff-magazin.de

# Circulation / Distribution

## Total distribution of KUNSTSTOFF MAGAZIN

**11,698** + **30,797** = **42,495**

Circulation print

Circulation Digital  
(extended e-paper)

Circulation total

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website [www.kunststoff-magazin.de](http://www.kunststoff-magazin.de).  
(IVW, average values Q1-Q2/2023)

## Trade journal circulation and distribution analysis

### 1. Print run control



2. Edition analysis	Copies per issue on average in the 1st half of 2022*
Print run:	12,050
Total circulation	11,698 / thereof abroad: 118
Paid circulation	13 / thereof abroad: 3
Subscribed edition	13 / thereof abroad: 3
Other sales	0
Free pieces	11,686
Residual, voucher and archive copies	353

\*(01.01.2023 – 30.06.2023)

### 3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	Copies
<b>Germany</b>	99.0	11,580
<b>Abroad</b>	1.0	118
<b>Total circulation</b>	100.0	11,698

### 3.1. Distribution by postal code

Postal code area 2  
739 copies

Postal code area 4  
1,387 copies

Postal code area 3  
1,486 copies

Postal code area 5  
1,682 copies

Postal code area 6  
956 copies

Postal code area 7  
1,779 copies



Postal code area 1  
325 copies

Postal code area 0  
704 copies

Postal code area 9  
1,347 copies

Postal code area 8  
1,174 copies

# High-Class Target Group

## Sectors/Industries

Recipient groups (according to classification of the economic sectors)	Share of total circulation	
	%	copies
Production of chemical products	2.8	328
Production of rubber and plastic goods	56.4	6,598
Production of motor vehicles/vehicle construction	20.8	2,433
Mechanical Engineering	13.6	1,591
Metal production/processing	1.1	129
Production of metal products	1.2	140
Production of measuring/control instruments and devices	0.6	70
Production of plastic processing machines	3.1	363
Industry not yet surveyed/not known	0.4	46
Total circulation	100.0	11,698

## Size of the business entity

	Share of total circulation	
	%	copies
1–19 Employees	10.8	1,263
20–49 Employees	21.3	2,492
50–99 Employees	14.4	1,685
100–199 Employees	17.3	2,024
200–499 Employees	12.2	1,427
500–999 Employees	9.1	1,065
More than 1.000 Employees	10.0	1,170
Number of employees not yet collected/ not known	4.9	572
Total circulation	100.0	11,698

## Responsibilities

	Share of total circulation	
	%	copies
Corporate Governance	37.3	4,363
Technical operation	9.1	1,064
Research and development	5.8	678
Construction	8.7	1,018
Production/Manufacturing/Assembly	12.8	1,497
Materials Management/Purchasing/Logistics	8.9	1,041
Marketing	4.1	481
IT	8.6	1,006
Function not yet collected/not known	4.7	550
Total circulation	100.0	11,698

## Position

	Share of total circulation	
	%	copies
Owner/Co-Owner	8.5	994
Management Board	29.4	3,439
Factory / Plant/Operations Management	4.7	550
Division management	15.9	1,860
Head of Department	18.7	2,188
Group leader/Master	5.5	643
Clerk/Specialist	9.4	1,100
Research Assistant	1.0	117
Position not yet collected/not known	6.9	807
Total circulation	100.0	11,698

# Topic Matrix

## Advertising in the editorial environment

Topics	Issue (Month)
3D Printing	1-2, 5, 6, 9, 10, 11
Additive	3, 5, 6, 7-8, 9, 10
Additive processes	1-2, 5, 6, 9, 10, 11
Education and training	1-2, 11
Automation	3, 4, 6, 7-8, 10, 11, 12
Printing, Coating	1-2, 6, 9, 10, 12
Bio-plastics	1-2, 3, 6, 9, 10, 12
Blow moulding	1-2, 4, 6, 10, 11, 12
CAD-CAM	1-2, 5, 9, 10, 12
Composites	3, 5, 7-8, 9, 10
Compounding, granulating	1-2, 4, 6, 9, 10
Thermosets, SMC	4, 9, 10
Elastomers	3, 6, 10, 12
Energy Management	1-2, 5, 10, 11
Extrusion	1-2, 4, 6, 7-8, 10, 11, 12
Colours	3, 5, 6, 7-8, 9, 10
Films	1-2, 4, 6, 10, 11
Mould making	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12
Conveying, drying, mixing, dosing	1-2, 4, 5, 7-8, 10, 11
FvK materials	3, 5, 7-8, 9, 10, 12
Generative processes	1-2, 5, 6, 9, 10, 11
Glass fibre reinforced plastics	3, 5, 7-8, 10, 12
"Green" plastics	1-2, 3, 6, 9, 10, 12
Hot runner	1-2, 4, 5, 6, 7-8, 10, 12
High-performance plastics	1-2, 4, 7-8, 10, 11, 12
Marking	1-2, 6, 9, 10, 12
Carbon fibre reinforced plastics	3, 5, 7-8, 10, 12
Lightweight construction	3, 7-8, 10, 11

# Topic Matrix

Topics	Issue (Month)
Masterbatches	3, 6, 5, 7-8, 10, 11
Assembly technology	3, 7-8, 10
Standards	3, 5, 7-8, 9, 10, 12
Surface technology	1-2, 6, 9, 10, 12
Presses	3, 7-8, 10
Product design and construction	1-2, 5, 9, 10, 12
Testing and measuring technology	3, 5, 6, 9, 10, 12
PUR processing	4, 7-8, 10, 11
PVC applications	1-2, 5, 10, 12
Production control	5, 6, 10, 11
Quality assurance	3, 5, 6, 9, 10, 12
Recycling	1-2, 3, 4, 6, 9, 10, 11
Clean room applications	7-8, 10, 12
Robots	3, 4, 6, 7-8, 10, 11, 12
Foaming, sealing	4, 7-8, 10, 11
Sensors	3, 5, 10, 12
Silicones	3, 6, 10, 12
Special compounds	3, 5, 6, 9, 10
Injection moulding	1-2, 3, 4, 5, 7-8, 9, 10, 11, 12
Engineering Plastics	1-2, 4, 7-8, 10, 11, 12
Tempering	3, 5, 6, 9, 10, 12
Thermoforming	3, 7-8, 10, 12
Thermoplastics	3, 6, 9, 10, 12
TPE	3, 6, 9, 10, 12
Composites	3, 5, 7-8, 9, 10, 12
Packaging technology	1-2, 4, 6, 10, 11
Toolmaking	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12
Crushing, grinding	1-2, 3, 4, 6, 9, 10



# Topics / Dates 2024

extended  
E-Paper

	Print-Issue with extended e-paper	Production, Automation	Materials, Materials Development	Toolmaking and Construction	Special	Trade Fairs
January – February	1/2 PD: 02.02.24 AD: 19.01.24 ED: 05.01.24	Injection Moulding Extrusion Lines and Peripherals Blow Moulding Conveying, Mixing, Dosing, Drying Compounding, Granulating Size reduction, Grinding Recycling Energy Management 3D Printing	Films and Packaging Technology PVC Applications Green Plastics Materials for 3D Printing High Performance Plastics	CAD-CAM Product Design and Construction Coating Tools for Extrusion Hot Runner	Education and Training	KPA, Ulm 28.-29.02.2024
March	3 PD: 01.03.24 AD: 16.02.24 ED: 02.02.24	Lightweight Construction Injection Moulding of Reinforced Materials Pressing Automation, Robotics Assembly Technology Quality Assurance Testing and Measurement Thermoforming	Composites Additives, Colours Masterbatches Special Compounds Thermoplastics Silicones / Elastomers	Large Tools Temperature Control Sensors Standards Recycling Materials	Processing and Recycling	JEC World, Paris 05.-07.03.2024
April	4 PD: 02.04.24 AD: 18.03.24 ED: 04.03.24	Injection Moulding of Large Parts PUR Applications, Foaming, Sealing Conveying, Mixing, Dosing, Drying Recycling Extrusion Blow Moulding Compounding, Granulating Size reduction, Grinding	Engineering Plastics High-Performance Plastics Thermosets, SMC Films and Packaging Technology	Hot Runner Multicomponent Tools	Automation and Production 4.0	Hannover Messe, Hannover 22.-26.04.2024 Control, Stuttgart 23.-26.04.2024 Chinaplas, Shanghai, China 23.-26.04.2024
<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p><b>PD: 22.-26.04.24</b> <b>AD: 27.03.24</b></p> </div> <div style="text-align: center;"> <p><b>HANNOVER MESSE DAILY</b> The only official trade fair daily newspaper for Hannover Messe 2024 with extended E-Paper. For dates and separate price list, see page 17.</p> </div> <div style="border: 1px solid white; border-radius: 50%; padding: 5px; text-align: center;"> <p>extended E-Paper</p> </div> </div>						
May	5 PD: 02.05.24 AD: 18.04.24 ED: 04.04.24	Multi-Component Injection Moulding Production Control Quality Assurance Test and Measurement 3D Printing Energy Management Conveying, Mixing, Dosing, Drying	PVC Applications Special Compounds Additives, Colours Materials for 3D Printing Composites Masterbatches	CAD-CAM Product Design and Construction Sensors Temperature Control Standards	Tool and Mould Making	Kuteno, Rheda-Wiedenbrück 14.-16.05.2024 Rapid.Tech 3D, Erfurt 14.-16.05.2024 Plastpol, Kielce, Polen 21.-24.05.2024
June	6 PD: 04.06.24 AD: 21.05.24 ED: 07.05.24	Automation, Robotics Surface Finishing Recycling Extrusion Blow Moulding Compounding, Granulating Size reduction, Grinding Production Control	Masterbatches Films and Packaging Technology Green Plastics Special Compounds Thermoplastics Silicones / Elastomers Additives, Colours	Mould Making as a Service Hot Runner 3D Printing in Mould Making Temperature Control	Quality Assurance	Plastics in Automotive Engineering - PIAE, Mannheim 19. - 20.06.2024 Plastics Recycling Show Europe, Amsterdam, Niederlande 19.-20.06.2024 Interplas, Birmingham, Großbritannien 29.06.-01.07.2024

Subject to alterations.

# Topics / Dates 2024

extended  
E-Paper

	Print-Issue with extended e-paper	Production, Automation	Materials, Materials Development	Toolmaking and Construction	Special	Trade Fairs	
July – August	7-8 PD: 04.07.24 AD: 20.06.24 ED: 06.06.24	Automation, Robotics Injection Moulding of Elastomers Multi-Component Injection Moulding Thermoforming Conveying, Mixing, Dosing, Drying Pressing Assembly Technology Clean Room	PUR Applications Composites Lightweight Construction High-Performance Plastics	Multicomponent Tools Moulds for Extrusion Hot Runner Standards	Additive, Colours		
September	9 PD: 03.09.24 AD: 20.08.24 ED: 06.08.24	FvK Processing Injection Moulding of Reinforced Materials Quality Assurance Test and Measurement 3D Printing Recycling Compounding, Granulating Size reduction, Grinding	Thermosets, SMC Additives, Colours Green Plastics Fibre Reinforced Materials Special Compounds Thermoplastics	Tempering CAD-CAM Product Design and Construction Standards Coating	Mixing, Dosing, Conveying and Fakuma Preview	Plastics Recycling World Expo, Brüssel, Belgien 11.-12.09.2024 Fachpack, Nürnberg 24.-26.09.2024	
October	10 PD: 08.10.24 AD: 24.09.24 ED: 10.09.24	<b>Trade fair edition for Fakuma 2024</b>				<p>Reports and news from all areas of machine and plant technology, the materials scene, science and research are presented in a structured manner. Reports on innovations at the trade fair, supplemented with hall and stand numbers, facilitate trade fair planning.</p> <p><b>Fakuma Planner: Trade Fair Guide with exhibitor portraits and hall plans. It is distributed at the trade fair and as a digital edition.</b></p> 	<p>Recycling-Technik, Dortmund 09.-10.10.2024 Fakuma, Friedrichshafen 15. - 19.10.24</p>
November	11 PD: 06.11.24 AD: 23.10.24 ED: 09.10.24	Injection Moulding Extrusion Blow Moulding Recycling Production Control Conveying, Mixing, Dosing, Drying Energy Management Automation, Robotics	Films and Packaging Technology PUR Applications High Performance Plastics Masterbatches Lightweight Construction	Mould Making as a Service News from Universities and Institutes	Additive Manufacturing and 3D Printing	Formnext, Frankfurt 12.-15.11.2024	
December	12 PD: 03.12.24 AD: 19.11.24 ED: 05.11.24	Micro Injection Moulding Clean Room Quality Assurance Test and Measurement Thermoforming Blow Moulding Extrusion Automation, Robotics	Plastics in Medical Technology Silicones / Elastomers Green Materials PVC Applications Thermoplastics Composites	CAD-CAM Product Design and Construction Sensors Temperature Control Hot Runner Tools for Extrusion Standards Coating	The K-Industry in Austria KUNSTSTOFF MAGAZIN Products of the Year 2025 		

Subject to alterations.

PD: Publication date, AD: Advertising deadline, ED: Editorial deadline

# Advertising Formats and Rates in EUR

## Advertising rates and formats

Advertising Rate Card No. 58, valid from 01.01.2024

Size	Width x Height in mm	Rate 4c
1/1 page	180 x 252	€ 6,700
Juniorpage	135 x 190	€ 4,540
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 3,820
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 3,060
1/4 page	180 x 60 horizontal 88 x 124 corner	€ 2,230
1/6 page	56 x 124 vertical 88 x 80 corner	€ 1,830
1/8 page	180 x 29 horizontal 88 x 60 corner	€ 1,520
Cover page	190 x 200	€ 7,450
2nd + 4th Coverpage	210 x 297	€ 7,320
3rd Cover page	210 x 297	€ 7,170

## Discounts

Acceptance within one insertion year.

(Start with the publication of the first advertisement)

Frequency discount		Volume discount	
3 or more insertions	5%	2 or more pages	5 %
6 or more insertions	10%	4 or more pages	10 %
9 or more insertions	15%	6 or more pages	15 %
12 or more insertions	20%	9 or more pages	20 %
		12 or more pages	25 %

No discount on ad specials, inserts or technical costs.

Combined discounts for cross-media campaigns on request.

## Surcharges

Placement	Binding placement regulations possible from 1/3 page, surcharge 10%.
Color	Prices listed are for Euroscale, Surcharge for special colors on request
Size	Surcharges for bleed and waistband printing are not charged

## Extended e-paper

extended e-paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

## Categories

Job offers	25 % discount on the basic advertising price
Job applications	50 % discount on the basic advertising price
Sources of supply	Annual entry print € 1,200
	Annual entry online see Matchmaker+ on page 19

## Special forms of advertising

Prices for banderole, gate folder, flap, pincer banderole, altar fold display (only in connection with title), Cover Gate Folder, glued Advertising material etc. on request



## Terms of payment

Direct debit with 2% discount, 10 days net

**Bank details:** HypoVereinsbank, München  
**IBAN:** EN 54 700 20 27 0001 002 1500  
**BIC:** HYVEDEMMXXX

# Bleed Formats

Size specifications width x height in mm



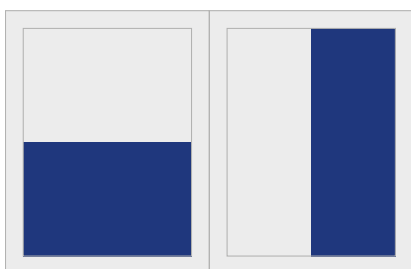
**1/1 page**

S: 180 x 252 mm  
A: 210 x 297 mm



**Junior Page**

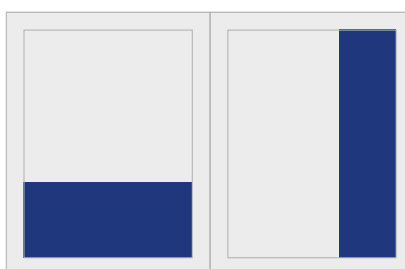
S: 135 x 190 mm  
A: 150 x 213 mm



**1/2 page  
horizontal**

**1/2 page  
vertical**

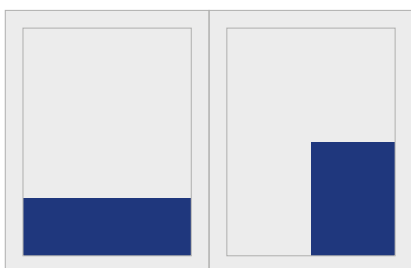
S: 180 x 124 mm    S: 88 x 252 mm  
A: 210 x 147 mm    A: 103 x 297 mm



**1/3 page  
horizontal**

**1/3 page  
vertical**

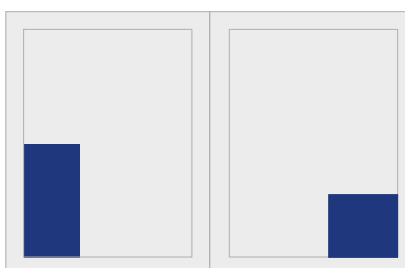
S: 180 x 80 mm    S: 56 x 252 mm  
A: 210 x 103 mm    A: 71 x 297 mm



**1/4 page  
horizontal**

**1/4 page  
vertical**

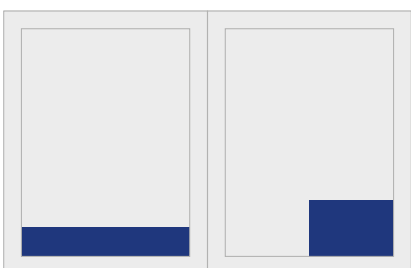
S: 180 x 60 mm    S: 88 x 124 mm  
A: 210 x 83 mm    A: 103 x 147 mm



**1/6 page  
vertical**

**1/6 page**

S: 56 x 124 mm    S: 88 x 80 mm  
A: 71 x 147 mm    A: 103 x 103 mm



**1/8 page  
horizontal**

**1/8 page**

S: 180 x 29 mm    S: 88 x 60 mm  
A: 210 x 52 mm    A: 103 x 83 mm

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleed

Bleed allowance: 3 mm on the open sides



**Print advertising  
material please send  
an e-mail to:**

druckunterlagen@weka-  
businessmedien.de

# Special Forms of Advertising



The cover package includes: Cover photo plus two-page cover story!

**Front page**

**Size:** 190 mm x 200 mm  
 The content of the front page and cover story is coordinated with the editorial team. Achieve maximum presence for your products and products and solutions.

**Price: € 7,450**



**Content Package**      **Cross Media Package**

**1/1 page Advertorial**

plus 4 weeks presence of your advertorial under the corresponding section on the website plus a social media posting.

**Price: € 3,890**  
 (not discountable)

**Price: € 5,160**  
 (not discountable)



**Bound inserts**

	80 - 135 g/m <sup>2</sup>
2 sheets = 4 pages	€ 7,340
3 sheets = 6 pages	€ 9,670

Required delivery quantity: 12,400 copies

**i** For your individual advertising presence we offer numerous Special forms of advertising - talk to us.



**Inserts**

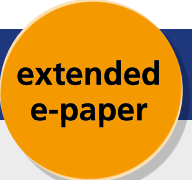
Inserts over 25 g/piece	on request
Partial occupancy by postcode or Nielsen areas	
Full edition Price (up to 25g, incl. postage)	€ 3,360 (not discountable)

**Shipping address Special advertising formats**

**Delivery note:**  
 For magazine KUNSTSTOFF MAGAZIN, issue (No.)  
 Vogel Druck, Leibnizstr. 5  
 97204 Höchberg



# Extended e-paper with Interactive Elements



Get even more attention and reach for your advertising

Use the interactive possibilities of our extended e-paper:

Supplement your advertisement booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. In this way, you can bring your advertised products and solutions to life and offer users considerable added value.

**KM KUNSTSTOFF MAGAZIN**  
www.kunststoff-magazin.de

Produktion  
Materialerleichterung  
für den Kreislauf

Werkstoffe  
Große Kunst  
mit Kunststoff

Special  
Fakuma-Preview

Schwerpunkt | Vernetzte Produktion

Mögen die Daten mit dir sein...

Security by Design  
ist ein essentielles Thema

In 1 bis 2 Tagen zum Dashboard

3 Schritte um legen die Basis

substep

ANZEIGE

**Produktivitätssteigerung mit IIoT-Plattformen:**  
„Wir müssen weg von Bauchgefühl  
und Interpretationsspielraum.“

Das Industrial Internet of Things (IIoT) gilt als die Schlüsseltechnologie im Zuge der digitalen Transformation und der Industrie 4.0. Eine IIoT-Plattform macht die Vorteile umsetzbar und nutzbar. Sie dient unter anderem dazu, physische und virtuelle Systeme zu vernetzen, sie miteinander kommunizieren und zusammenarbeiten zu lassen. Außerdem bildet sie die Basis für Analysen, spezielle Anwendungen und automatisierte Prozesse. Daraus resultierende Effekte sind zum Beispiel höhere Produktivität, reduzierte Effizienz, Transparenz, reduzierte Ausschuss, höhere Prozess- und niedrige Kosten bei industriellen Prozessen.

Reden wir über IIoT - E...

Mirko K  
Head of Field Engineering

Mirko K., Head of Field Engineering bei thyssenkrupp Materials IoT GmbH

Aber wie funktioniert eigentlich das Erheben von Daten in der Produktion? Und inwieweit entstehen dadurch

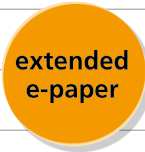
**XPlanar®: Schwebend, kontaktlos, intelligent!**  
Freie 2D-Produktbewegung mit bis zu 6 Freiheitsgraden

XPlanar® von Beckhoff ...

**Extended e-paper**

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500



XPlanar eröffnet neue Freiheitsgrade in der Produktbearbeitung: Freie schwebende Planarbewegung bewegen sich über individuell angeordneten Planarkacheln auf beliebig programmierbaren Fahrwegen.


- Individueller 2D-Transport mit bis zu 2 m/s
- Bearbeitung mit bis zu 6 Freiheitsgraden
- Transport und Bearbeitung in einem System
- verschiebbar, hydraulisch und leicht zu reinigen
- Bellebige Systemaufbau durch freie Anordnung der Planarkacheln
- Multi-Mover-Control für paralleles und individuelles Produkthandling
- Voll integriert in das leistungsstarke PC-basierte Beckhoff Steuerungssystem (Beckhoff PLC C6131, Motion, Measurement, Machine Learning, Kiosk, Communication, HMI)
- Standortübergreifend einsetzbar: Montage, Lebensmittel, Pharma, Labors, Entertainment

HANNOVER Messe  
Halle 9, Stand F06

New Automation Technology **BECKHOFF**

# Print – Technical Data

## Technical data / Processing

Printing Process	Processing
Journal format	trimmed format 210 mm wide x 297 mm high plus 3 mm trim on all open pages 
Type area	180 mm wide x 252 mm high 4 columns of 42 mm width
Printing process	Cover: Sheetfed offset Content: Web Offset
Colors	Printing colors (CMYK) according to ISO 12647-2 (PSO). Spot colors on the cover are in arrangement possible. Minor tonal value deviations are with- in the tolerance range of web offset printing justified. Black full tone surfaces should be printed with 40 % halftone in cyan can be underlaid.
Data Formats	Printable closed PDF files. Please one PDF file per single page. relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi
Proof	Color-accurate proof according to "Media Standard Print" (bvdM). Digital proofs with- out FOGRA media wedges are as not color binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L). The corresponding profiles are stored under www.eci.org is available for download.
Data transmission	Please send the data (up to 10 MB) to druckunterlagen@weka-businessmedien.de
Data archiving	Data is archived, unchanged repetitions are therefore usually possible. A data guarantee is however is not taken over.
Warranty	For delays and failures, the can be caused by incorrect data, can we assume no liability.
Contact	Edith Vollhardt Phone: +49 89 25556-1912 evollhardt@weka-businessmedien.de

## Inserts / Bound inserts / Stickers / CDs

Inserts	
Minimum format	105 mm width x 148 mm height
Maximum format	in height and width 10 mm each smaller than the carrier product

Inserts must be trimmed and folded as finished end products be delivered. Folded products have to be closed towards the bundle and be suitable for machine processing.

Bound inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Bleed	Booklet format: head trim 6 mm, front and foot trim min. 3 mm, add. + 3 mm milled edge in collar

Bound inserts must be delivered untrimmed and folded. Multi-sheet bound-in inserts must be closed towards the binding and folded for be suitable for machine processing.

The type and design of bound inserts must be such that additional preparation and processing is not required. Complications and additional folding and gluing work are handled separately. will be invoiced.

Before acceptance and confirmation of order is a binding sample, if necessary, a dummy sample with size and weight information.

Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be published with the prior consent of the publisher and be accepted by the post office.



### Shipping address

#### Delivery note:

For journal KUNSTSTOFF MAGAZIN, issue (No.)  
Vogel Druck, Leibnizstr. 5  
97204 Höchberg



### Terms of payment

Direct debit with 2% discount, 10 days net

**Bank Account:** HypoVereinsbank, Munich  
**IBAN:** EN 54 700 20 27 0001 002 1500  
**BIC:** HYVEDEMMXXX

Our general terms and conditions apply  
([www.kunststoff-magazin.de/AGB](http://www.kunststoff-magazin.de/AGB))

# HANNOVER MESSE DAILY 2024

## HANNOVER MESSE DAILY 2024

HANNOVER MESSE DAILY 2024  
The only official trade fair daily for HANNOVER MESSE 2024: 3 specialist editorial departments, 5 daily issues for a targeted approach to visitors to the fair.

### THE ONLY OFFICIAL

The only official daily newspaper for **HANNOVER MESSE 2024**, published by by **INDUSTRIAL Production**, **KUNSTSTOFF MAGAZIN** and **materialfluss** in with **Computer&Automation**, **Elektronik**, **Markt&Technik** and **connect** professional is published exclusively in cooperation with the organiser of **HANNOVER MESSE - DEUTSCHE MESSE AG**.

### 80,000 COPIES - EXCLUSIVELY DISTRIBUTED

Only **HANNOVER MESSE DAILY** is distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds. The optional additional distribution in hotels, train stations and at the airport ensures the best possible distribution of **80,000** copies hot off the press.

### 200,000 NEWSLETTER RECIPIENTS

Each issue is distributed via stand-alone newsletters to the newsletter recipients of **WEKA Business Medien & WEKA Fachmedien**. In addition, the e-paper edition is distributed via the channels of **HANNOVER MESSE** and the social media channels of **WEKA Business Medien** and **WEKA Fachmedien**.

### INTERACTIVE E-PAPER

The only official daily newspaper for **HANNOVER MESSE** is published as an e-paper on **industrial-production.de**, **kunststoff-magazin.de** and **materialfluss.de**. The interactive format allows readers to be redirected from your ad directly to website and even be inspired by your multimedia content on day 1. content to inspire them.

### DAILY UPDATED CONTENTS

With independent editions on all five days of the fair **HANNOVER MESSE DAILY** provides daily up-to-the-minute reporting directly from **HANNOVER MESSE**.

### INTERNATIONAL VISITOR APPROACH

In order to also inform the international trade visitors about the fair news **HANNOVER MESSE DAILY** reports in German and English.

### CHANGING MOTIVES

Use the only official daily newspaper for your campaign and use each of the five days of publication with a different advertising motif.

### WITH JOB MARKET

**HANNOVER MESSE DAILY**, the ideal platform for finding qualified professionals without wastage at the international industry meeting place.

**USE THE POTENTIAL OF HANNOVER MESSE DAILY AND SECURE YOUR PLACEMENT!**



**Publication date:** 22. – 26. April 2024  
**Advertising deadline:** 27. März 2024 (for all five issues)  
**Printing material deadline:** 27. März 2024 (for all five issues)

### Prices (package price for all 5 days)

Size	4c	Type area in mm	Bleed-format in mm
1/1	26,000 €	210 x 270	230 x 300
9/16 (junior)	14,700 €	156 x 210	167 x 227
1/2 vertical	13,230 €	102 x 270	112 x 300
1/2 horizontal	13,230 €	210 x 132	230 x 147
1/3 vertical	8,970 €	66 x 270	76 x 300
1/3 horizontal	8,970 €	210 x 86	230 x 100
1/4 vertical	6,670 €	48 x 270	58 x 300
1/4 horizontal	6,670 €	210 x 63	230 x 77
1/4 2-column	6,670 €	102 x 132	112 x 147
1/8 horizontal	3,360 €	102 x 63	112 x 77

### Special forms of advertising

Flap	41,800 €	115 x 300
Island ad title	16,850 €	
Island ad	11,550 €	48 x 75
Centre insert 4-page	24,360 €	
Inserts	Price on demand	
Millimeter Price	16.00 €	

### Prices for media integration integration (for day 1)

Video-, GIF-Integration, Logoanimation per 300 €

For technical reasons, only all five issues can be occupied. (exception: inserts). Delivery address on request.



# Banner Formats Website



## (1) Superbanner

€ 220 / 1,000 Ad Impressions  
(728 x 90 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (2) Billboard Ad

€ 380 / 1,000 Ad Impressions, (800 x 250 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (2) Billboard Video Ad

€ 520 / 1,000 Ad Impressions

## (3) Skyscraper

€ 230 left side / 1,000 Ad Impressions  
€ 260 right side sticky / 1.000 Ad Impressions  
(120 x 600 Pixel or 160 x 600 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (4) Halfpage Ad

€ 330 / 1,000 Ad Impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel

## (5) Medium Rectangle

€ 260 / 1,000 Ad Impressions, (300 x 250 Pixel)

## (5) Medium Rectangle Video Ad

€ 360 / 1.000 Ad Impressions

## (6) Baseboard Ad

€ 360 / 1,000 Ad Impressions  
(728 x 90 Pixel or 940 x 90 Pixel)  
\* Mobile: 6:1 / 300 x 50 Pixel

## (7) Fullsize

€ 190 / 1,000 Ad Impressions  
(468 x 60 Pixel)

## (8) Halfsize

€ 150 / 1,000 Ad Impressions, (234 x 60 Pixel)

## (9) Landscape Video Ad

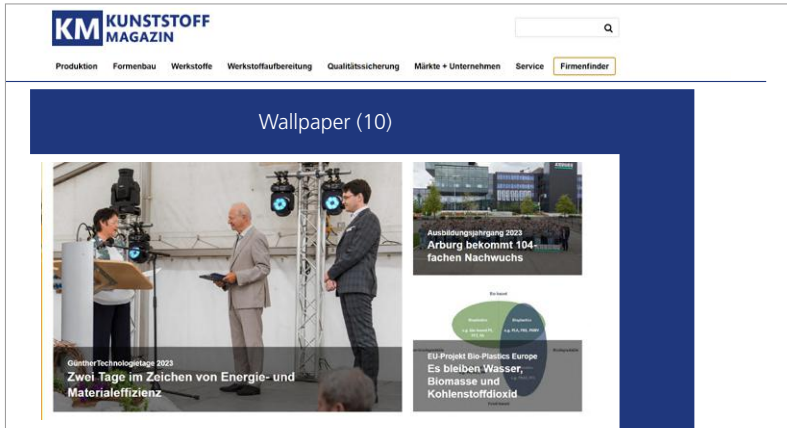
€ 530 / 1,000 Ad Impressions



Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB, Prices = thousand contact price  
Data delivery: 5 working days before start of campaign  
Specifications Video Ad: see page 18

# Special Formats & Banner Overview Mobile

## Special formats

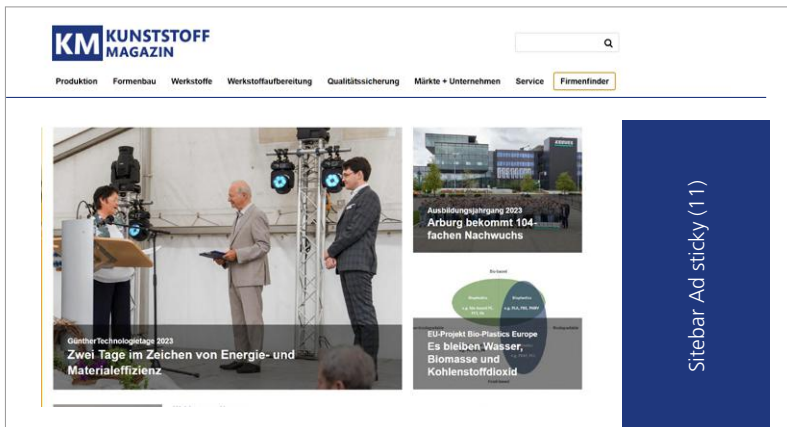


### (10) Wallpaper

€ 340 / 1,000 Ad Impressions  
 (728 x 90 Pixel / above,  
 120 x 600 Pixel / right side, or  
 160 x 600 Pixel / right side)  
 \* Mobile: 2:1 / 300 x 150 Pixel

### (11) Sitebar Ad (sticky)

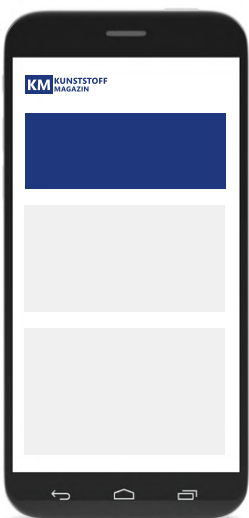
€ 340 / 1,000 Ad Impressions  
 (300 x 600 Pixel)  
 \* Mobile: 2:1 / 300 x 150 Pixel



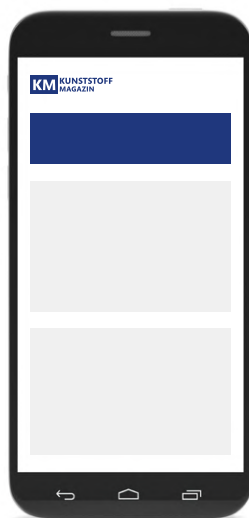
Possible file formats: GIF, JPEG, HTML5,  
 file size: max. 80 KB,  
 Prices = thousand contact price  
 Data delivery: 5 working days before start of  
 campaign

To ensure that your banner can also be delivered on mobile devices,  
 please also send us the appropriate banner format too.

## Banner overview Mobile



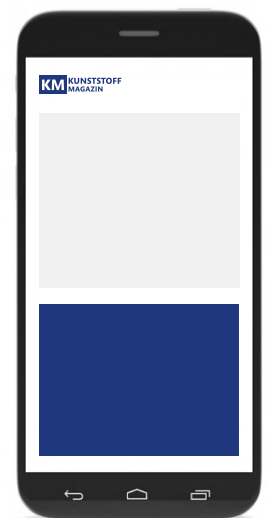
**Mobile Content Ad 4:1**  
 300 x 75 Pixel  
 max. 50 KB



**Mobile Content Ad 6:1**  
 300 x 50 Pixel  
 max. 50 KB



**Mobile Content Ad 6:1**  
 300 x 50 Pixel  
 max. 50 KB



**Mobile Content Ad 2:1**  
 300 x 150 Pixel  
 max. 50 KB

# Banner Formats Website Video Ads



## New Product: Video Ads

- Integration of video ads on our specialist portals

### Placements:

- Billboard Video Ad
  - Medium Rectangle Video Ad
  - Landscape Video Ad (large format)
- (Can be booked individually or as a video rotation package).

### Features:

- Video starts automatically without sound, audio can be activated by user interaction.
- Full-responsiveness: can also be played on mobile devices
- Video ad is clickable and can be linked to a target page
- Full tracking: Als, clicks, CTR

### Playout:

- On all home, classified and article sites

### Data delivery:

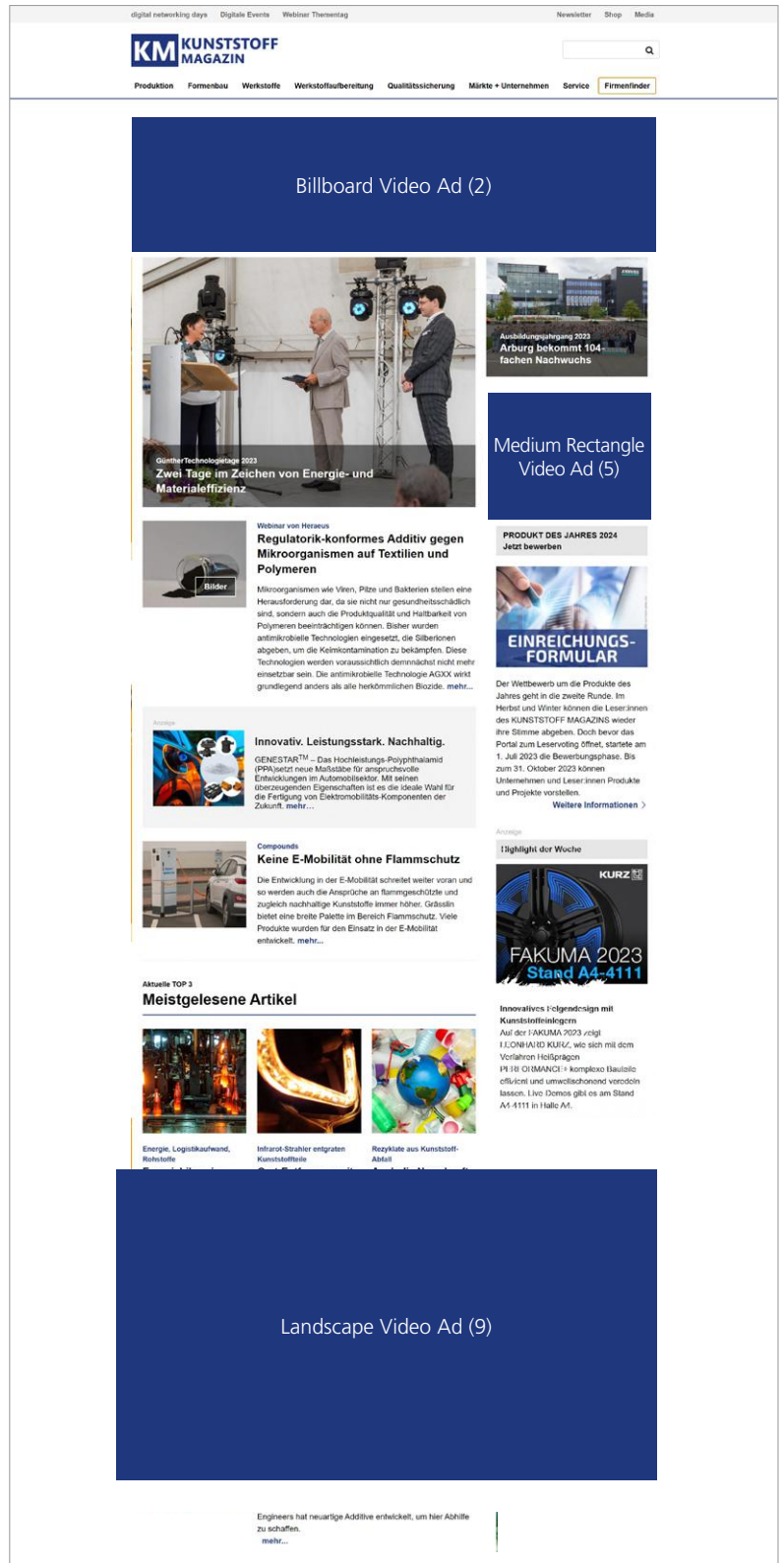
- Convenient delivery of only one video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

### 3GPP / MPEG-4

Resolution	Target bitrate for video files	Target bitrate for Audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

### MP4 / H.264 / AAC

Resolution	Target bitrate for video files	Target bitrate for Audio files
1920 x 1080	4.000 kBit/s	128 kBit/s
1280 x 720	3.000 kBit/s	128 kBit/s
1280 x 720	2.000 kBit/s	128 kBit/s
854 x 480	1.500 kBit/s	128 kBit/s
854 x 480	1.000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s



! Possible file formats: GIF, JPEG, HTML5, file size: max. 80 KB, Prices = thousand contact price  
Data delivery: 5 working days before start of campaign

## KUNSTSTOFF MAGAZIN Matchmaker+ – Your guide to the plastics industry

KUNSTSTOFF MAGAZIN Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, webshop, e-paper and much more.

# Matchmaker+



Topic specials



Videos



Market overviews



Events



E-Paper



Webshop



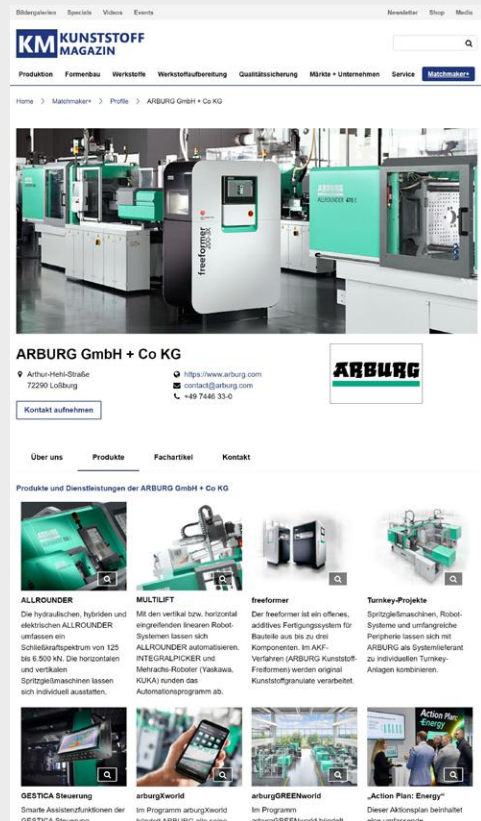
Webinars



Whitepaper

### Your advantages:

- Premium profile: Your business card
- Multimedia contents
- Listing of professional articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial articles
- Keyword advertising
- Inclusion in newsletter
- Social media postings



### Example

	Starter	Premium	Professional
• Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product classification	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of professional articles in the company profile	✓	✓	✓
• <b>Job offers</b>	✓	✓	✓
• Individual contact information incl. Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo insertion incl. linking in all editorial article pages	✓	✓	✓
• Multimedia content such as videos, interactive e-papers, browseable catalogues, etc.		✓	✓
• White papers, brochures, catalogues, other documents (PDFs)		✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x a year)		✓ (6x/year)	✓ (12x/year)
• Keyword advertising on KUNSTSTOFF MAGAZIN: 4 keywords with direct link to the premium profile		✓	✓
• Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)			✓
<b>Price</b>	<b>2,990 €</b>	<b>4,990 €</b>	<b>6,190 €</b>

12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a notice period of one month. We will gladly setup and maintenance of your profile (setup € 499 one-time, maintenance € 99 monthly)

# Lead Generation

## Lead-Generierung – Vermitteln Sie Ihr Know-how an die Zielgruppe



- Your whitepaper will be published on [www.kunststoff-magazin.de](http://www.kunststoff-magazin.de) and promoted with flanking online advertising media.
  - Banner advertising in at least two KUNSTSTOFF MAGAZIN newsletters.
  - At least two posts on KUNSTSTOFF MAGAZIN's social media channels
  - Presentation of your white paper in the teaser area of [kunststoff-magazin.de](http://kunststoff-magazin.de) for two months
- Linking to a landing page created by us with input fields for download request (DSGVO-compliant).
- You generate high visibility on our channels and receive valuable leads after the valuable leads after completion of the campaign.
- We will be happy to provide you with an individual offer and support you in the creation of the whitepaper as well as the advertising material.

## Lead campaign with whitepaper

Period: 2 months

**Price: € 3,600 plus € 70 je lead**

Optionally also bookable with a customised newsletter.

**Price: € 5,200 plus € 70 je lead**

## Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal promotional format. In a webinar you communicate your new products and innovations and actively involve customers live via chat questions. Use a webinar to underline the benefits of your products and, at the same time, your thematic competence and company awareness.

### Services

- Advance announcement of the webinar in at least three KUNSTSTOFF MAGAZIN newsletters as well as at least two posts on the KUNSTSTOFF MAGAZIN social media channels
- Display Ad to promote your webinar on [kunststoff-magazin.de](http://kunststoff-magazin.de) for one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast incl. start and end moderation
- Passing on of registration data (company, first name, surname, e-mail)
- The webinar is then available for four weeks as an on-demand webinar for download.
- On-demand webinar available for download from the media brand website for four weeks



Bild: fizkes / stock.adobe.com



**Price: € 4,690**

Optionally also bookable with a full-page announcement of the webinar in KUNSTSTOFF MAGAZIN.

(layout is done by the publisher)

**Price: € 6,890**



Possible file formats: GIF, JPEG, HTML, PNG, IFRAME.  
Redirect specifications correspond to recommended file size, max. 1 MB possible



# Native Advertising

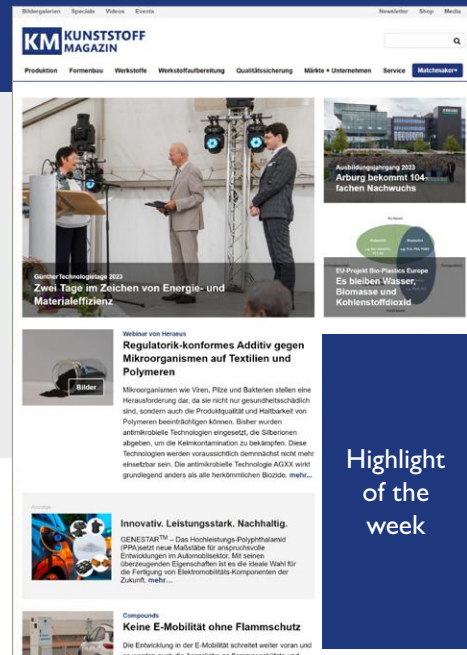
Native advertising – Your information in the look & feel of the editorial articles

The online advertorial is perfectly suited to discuss complex topics about to present to the readers for a longer period of time. Online advertorials are designed in such a way that the user perceives it as an editorial contribution become. In this way, your content will gain a high degree of credibility. Combine the Social Media Plus package for this native communication solution and simultaneously increase your social media reach!



## Highlight of the week also including newsletter

- Present your product, webinar or event one week on our website
- Headline: 40 characters including spaces, text: 250 characters incl. spaces, image: 300 x 250 pixels
- Link to your website or one of our designed microsite with your contributions

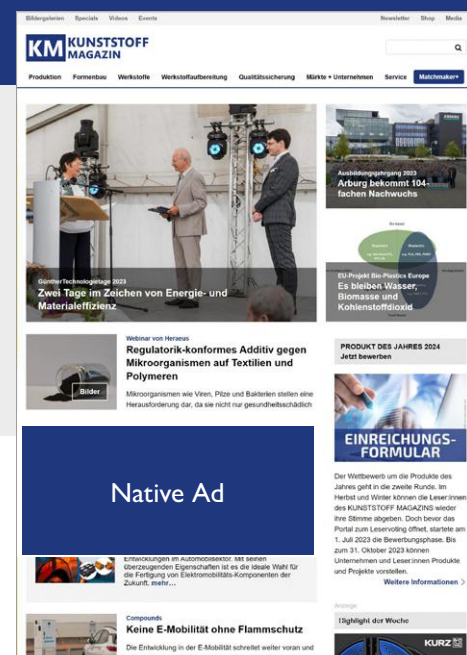


Highlight of the week

- € Highlight of the week **Price: € 650**
- € Highlight of the week combi **Price: € 2,330**  
(including a text ad / native ad in the newsletter, specifications see newsletter page)

## Native Ad of the week also including newsletter and Social Media Plus

- Native Ad in the look & feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- Link to your website or one of our designed microsite with your contributions



Native Ad

- € Native Ad of the week **Price: € 870**
- € Native ad combination **Price: € 2,550**  
(including a text ad / native ad in the newsletter, specifications see newsletter page)
- € Native ad combination Social Plus **Price: € 3,170**  
(additional publication on our social media channels)

# Social Media Posting

Social media posting – share content successfully through our channels

Supplement your market communication and achieve more attention for your products, solutions, videos, webinars and services via our social media channels.

Choose your desired date and use the independent topic environment of Kunststoff Magazin and the reach of an interactive target group as a synergy effect.

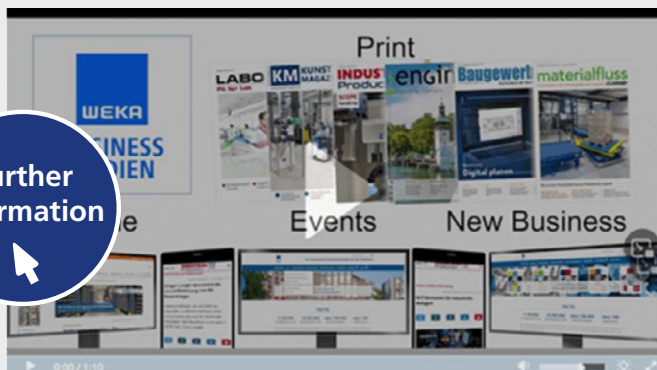


Bild: Production Perig/stock.adobe.com

## Your advantages

- News in real time
- Increase brand awareness
- Smart content for the right target group
- Interactive social media community

Further information



**Price: € 630**  
(not discountable)

**Followers: around 12,000**  
(publisher's information, Stand: August 2023)



# Customized Newsletter

## Customized Newsletter – Exclusively your news to the target group

Send your customized information exclusively to KUNSTSTOFF MAGAZIN's newsletter address pool.

### One message per customized newsletter

**Size:** 1 image + 1 message + 1 logo

**Text:** max. 1,500 characters (incl. spaces)

**Image width:** 630 pixels, maximum image height: 300 pixels

**Subject line:** max. 100 characters (incl. spaces)

**Links:** max. 5

**Sender:** KUNSTSTOFF MAGAZIN and advertiser

*Dates on request*

#### Your advantages:

- Exclusive newsletter for your information
- High attention for your company and your offer
- Individual scheduling
- Maximum 1 customized newsletter per week per company



**Price: € 7,830**  
(not discountable)

**Special configurations on request**

**KM KUNSTSTOFF MAGAZIN** 17.5.2023 | 09:00

**JETZT KOSTENLOSES WHITEPAPER SICHERN!**

**INOEX** Erleben Sie einzigartige Produktlösungen, individuelle Anwendungsfälle und die Einführung des neuen WARP GAUGE!

#### INOEX Fokuswoche Industrial Packaging

Vom 08.-12. Mai 2023 fand die INOEX Fokuswoche Industrial Packaging statt. Neben einer Vielzahl von Informationen und Anwendungsbeispielen wurde der Produktlaunch des WARP GAUGE verkündet sowie ein exklusives Whitepaper veröffentlicht.

Der Oberbegriff Industrial Packaging vereint verschiedenste Anwendungen (wie z. B. Fässer, Liner, IBC Container, Kanister) und Herstellungsverfahren (wie das Blasformen, das Rotomolding und die Extrusion). Nachhaltigkeit, reduzierter Materialverbrauch, steigende Qualitätsansprüche und weitestgehende Prozessautomatisierung sind hier entscheidende Kriterien, die von den Herstellern einzuhalten sind.

Modernste Radartechnologie von INOEX ist die Lösung zur Hebung Ihres Materialersparpotenzials und zur Reduzierung zerstörender Qualitätssicherungsschritte. Im Laufe der KW 19 wurden Anwendungsfälle, Kundenreferenzen und brandneues Videomaterial veröffentlicht.

Das INOEX Whitepaper, welches zum Ende der Fokuswoche erschienen ist, enthält u. a. Anwendungsbeispiele, Technologien, Best Practices, Herausforderungen und Lösungen für die unterschiedlichen Industrial Packaging-Anwendungen.

Die Kundenreferenzen zeigen Ihnen, wie Sie dieses Thema in der Praxis umsetzen können. Das neu eingeführte WARP GAUGE wurde speziell für hierfür entwickelt.

Spannende Einblicke in die neuesten Entwicklungen und Innovationen der Messtechnologie von INOEX können Sie auf unserem LinkedIn-Account verfolgen.

Laden Sie sich auch unser Whitepaper herunter.

**www.kunststoff-magazin.de**

Newsletter: [Abmelden](#) | [Unsubscribe](#)

Dieser Newsletter wurde an [hhedmann@weka-businessmedien.de](mailto:hhedmann@weka-businessmedien.de) verschickt und ist für Sie als Bezieher kostenfrei und jederzeit kündbar, ohne dass Ihnen dafür andere als die Übermittlungskosten nach den Basistarifen entstehen. Ihre Daten werden nicht an Dritte weitergegeben.

[Impressum](#) | [Datenschutz](#) | [AGB](#)

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Example



# Webinar Theme Days

## KUNSTSTOFF MAGAZIN theme days

The KUNSTSTOFF MAGAZIN theme days focus on a specific topic and provide detailed information about it on one day. A maximum of 4 webinars take place on a theme day. The webinars start at 10 a.m., 11 a.m., 1 p.m. and 2 p.m. and last 45 minutes each.

### Benefits:

- Banner for advertising in at least two KUNSTSTOFF MAGAZIN newsletters
- At least two posts on KUNSTSTOFF MAGAZIN's social media channels
- Display Ad to advertise your webinar on kunststoff-magazin.de for one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast incl. start and end moderation
- Transfer of leads/registration data (company, first name, last name, e-mail)
- Provision of the webinar as an on-demand webcast requiring registration for download

Price: € 4,490



Optionally also bookable  
with a Customised newsletter.

Price: € 6,890

The screenshot shows the website interface for 'Technologietag Digitale Kunststoffkompetenz'. The header includes navigation links like 'Bildergalerien', 'Specials', 'digital networking days', 'Newsletter', 'Shop', and 'Media'. The main navigation bar lists categories: 'Produktion', 'Formenbau', 'Werkstoffe', 'Werkstoffaufbereitung', 'Qualitätssicherung', 'Märkte + Unternehmen', 'Service', and 'Kompass'. The main content area features a large image of a person working at a computer with two monitors displaying 3D models. Below the image is the title 'Technologietag Digitale Kunststoffkompetenz' and a sub-headline 'Materialdaten & Simulation im Produktlebenszyklus'. The text describes the importance of digital transformation and sustainability in the plastics industry. A 'Webinare' section lists three specific webinar topics: 'Digitalisierung für die Kunststoff Wertschöpfungskette', 'Schwindung und Verzug optimieren', and 'Wie Sie mit integrativer Simulation das Beste aus technischen Kunststoffen...'. Each webinar entry includes a title, a brief description, a list of bullet points, the speaker's name and title, and a 'Jetzt Stream ansehen!' button.

# Banner Formats Newsletter


**Premium placement**  
**Leaderboard (1)**



**Lösungen suchen ...**

... statt Werkstoffe wählen. So könnte man den Tenor unseres Interviews beschreiben, das einen Einblick in die Vielfalt der Werkstoffentwicklung und der Werkstoffdistribution bringt. Lösungen verlangt natürlich auch der Bereich Medizintechnik mit seinen vielfältigen Anforderungen, mit denen sich weitere Meldungen unseres Newsletters beschäftigen.

**Ihre Annina Schopen**  
Redakteurin



**Position 1**  
**below editorials**  
**(2)**

**Position 2**  
**Inside the editorial messages**  
**(2)**

**Position 3**  
**At the end of the editorial messages**  
**(2)**

**Small Rectangle**  
**(3)**

**Small Rectangle**  
**(3)**

SEPT  
**24**

**Appointment entry**

Headline for a long title news article over two lines and with a lot text.

More ▶

Advert

**Text Ad / Native Ad**

5G in Industrie & Logistik

Megatrends wie Industrie 4.0 und autonome Fahrzeuge prägen die Gesellschaft. Diese Anwendungsfelder sind jedoch auf einen schnellen und jederzeit verfügbaren Echtzeit-Datenaustausch angewiesen. Mit 5G wird im Jahr 2020 die neueste Mobilfunkgeneration live gehen und die mobile Datenkommunikation auf ein neues Level heben. Die maximale Datenrate wird sich von 100 Mbit/s (LTE) auf 20 Gbit/s steigern.

Jetzt mehr erfahren...

More ▶

Advert

**Headline for you advert**

OT meets IT

Wer auf Dauer erfolgreich sein möchte, kann sich der digitalen Transformation nicht entziehen. Die Digitalisierung und die damit einhergehende Vernetzung ziehen sich wie ein roter Faden durch alle Branchen und Lebensbereiche. Auch in der Produktion ist der Trend angekommen und das beeinflusst die Industrie über alle Ebenen der Produktionspyramide hinweg.

Jetzt mehr erfahren...

More ▶

**Exclusive newsletter**

KUNSTSTOFF MAGAZIN sends out its newsletter twice a week. This way, your customers receive tailor-made news, product reports and specialist articles. The KUNSTSTOFF MAGAZIN newsletter is the ideal advertising medium for product presentations and company or seminar events.

\*Status August 2023 (publisher's information)

over **30.000\***  
recipients

## (1) Leaderboard

**€ 2,530**

(630 x 90 Pixel, max. 200 KB),

## (2) Text Ad / Native Ad / Video Ad / Billboard

**€ 1,990**

**Possible advertising forms**

Text Ad / Native Ad / Video Ad /

Billboard (630 x 200 Pixel, max. 200 KB)

## (3) Small Rectangle

**€ 570**

(291 x 156 Pixel, max. 200 KB),

An image to be supplied by the customer (logo or logo with textual content)

## Appointment entry

**€ 590**

Text: 130 characters including spaces and ad URL (max. 1 link)

## Text Ad / Native Ad

Visualization like articles

Header + text + image und target-URL (max. 1 link), Image: 225 x 127 Pixel, max. 200 KB, Headline: max. 40 characters, Text: max. 300 characters incl. space

## Video Ad

The video opens in a separate window with a click. Linking to videos on YouTube or Vimeo possible.

## Exclusive newsletter

**€ 5,900**

4 insertions forms (Leaderboard and 3 Text Ads/Billboard)

+ 2 editorial messages

+ Mention within subject heading (no discounts)

The editorial staff of kunststoff-magazin.de reserves the right to edit the articles in corporation with the customer.



All newsletter advertising forms are optimized for mobile devices.



**File format:** PNG, JPEG, GIF\* (\*GIF only without animation)  
**Data delivery:** 5 working days before the start of the campaign

# Topics / Dates Newsletter

	CW	Date	Topic
January	1	Thursday, 04 January	Top 10 December 2023
	2	Tuesday, 09 January	News from the Plastics Industry
	2	Thursday, 11 January	News from the Plastics Industry
	3	Tuesday, 16 January	News from the Plastics Industry
	3	Thursday, 18 January	News from the Plastics Industry
	4	Tuesday, 23 January	News from the Plastics Industry
	4	Thursday, 25 January	News of the Plastics Industry
	5	Tuesday, 30 January	E-Paper 1-2/2024
	5	Thursday, 01 February	Top 10 January 2024
February	6	Tuesday, 06 February	News from the Plastics Industry
	6	Thursday, 08 February	<b>Topic Special Training and Further Education</b>
	7	Tuesday, 13 February	News from the Plastics Industry
	7	Thursday, 15 February	<b>Trade Fair Special KPA Ulm</b>
	8	Tuesday, 20 February	News from the Plastics Industry
	8	Thursday, 22 February	<b>Trade Fair Special JEC World Paris</b>
	9	Tuesday, 27 February	News from the Plastics Industry
	9	Thursday, 29 February	E-Paper 3/2024
	10	Tuesday, 05 March	Top 10 February 2024
March	10	Thursday, 07 March	News from the Plastics Industry
	11	Tuesday, 12 March	<b>Topic Special Processing and Recycling</b>
	11	Thursday, 14 March	News from the Plastics Industry
	12	Tuesday, 19 March	News from the Plastics Industry
	12	Thursday, 21 March	News from the Plastics Industry
	13	Tuesday, 26 March	News from the Plastics Industry
	13	Thursday, 28 March	E-Paper 4/2024
	14	Tuesday, 02 April	Top 10 March 2024
	14	Thursday, 04 April	News from the Plastics Industry
April	15	Tuesday, 09 April	<b>Topic Special Automation and Production 4.0</b>
	15	Thursday, 11 April	<b>Trade Fair Special Chinaplas</b>
	16	Tuesday, 16 April	News from the Plastics Industry
	16	Thursday, 18 April	News from the Plastics Industry
	17	Tuesday, 23 April	<b>Trade Fair Special Rapid.Tech 3D</b>
	17	Thursday, 25 April	<b>Trade Fair Special Kuteno</b>
	18	Tuesday, 30 April	E-Paper 5/2024
	18	Thursday, 02 May	Top 10 April 2024
	19	Tuesday, 07 May	News from the Plastics Industry
May	19	Friday, 10 May	<b>Trade Fair Special Plastpol</b>
	20	Tuesday, 14 May	News from the Plastics Industry
	20	Thursday, 16 May	<b>Topic Special Tool and Mould Making</b>
	21	Tuesday, 21 May	News from the Plastics Industry
	21	Thursday, 23 May	News from the Plastics Industry
	22	Tuesday, 28 May	News from the Plastics Industry
	22	Friday, 31 May	E-Paper 6/2024
	23	Tuesday, 04 June	Top 10 May 2024
	23	Thursday, 06 June	News from the Plastics Industry
June	24	Tuesday, 11 June	<b>Topic Special Quality Assurance</b>
	24	Thursday, 13 June	News from the Plastics Industry
	25	Tuesday, 18 June	<b>Trade Fair Special Interplas</b>
	25	Thursday, 20 June	News from the Plastics Industry
	26	Tuesday, 25 June	News from the Plastics Industry
	26	Thursday, 27 June	News from the Plastics Industry

	CW	Date	Topic
July	27	Tuesday, 02 July	E-Paper 7-8/2024
	27	Thursday, 04 July	Top 10 June 2024
	28	Tuesday, 09 July	News from the Plastics Industry
	28	Thursday, 11 July	News from the Plastics Industry
	29	Tuesday, 16 July	<b>Topic Special Additives and Colours</b>
	29	Thursday, 18 July	News from the Plastics Industry
	30	Tuesday, 23 July	News from the Plastics Industry
	30	Thursday, 25 July	News from the Plastics Industry
	31	Tuesday, 30 July	News from the Plastics Industry
August	31	Thursday, 01 August	Top 10 July 2024
	32	Tuesday, 06 August	News from the Plastics Industry
	32	Thursday, 08 August	News from the Plastics Industry
	33	Tuesday, 13 August	News from the Plastics Industry
	33	Thursday, 15 August	News from the Plastics Industry
	34	Tuesday, 20 August	News from the Plastics Industry
	34	Thursday, 22 August	News from the Plastics Industry
	35	Tuesday, 27 August	News from the Plastics Industry
	35	Thursday, 29 August	E-Paper 9/2024
September	36	Tuesday, 03 September	Top 10 August 2024
	36	Thursday, 05 September	News from the Plastics Industry
	37	Tuesday, 10 September	<b>Trade Fair Special Fachpack</b>
	37	Thursday, 12 September	<b>Topic Special Mixing, Dosing, Conveying</b>
	38	Tuesday, 17 September	<b>Trade Fair Special Fachpack</b>
	38	Thursday, 19 September	News from the Plastics Industry
	39	Tuesday, 24 September	News from the Plastics Industry
	39	Thursday, 26 September	<b>Trade Fair Special Fakuma</b>
	40	Tuesday, 01 October	Top 10 September 2024
October	40	Friday, 04 October	E-Paper 10/2024
	41	Tuesday, 08 October	<b>Trade Fair Special Fakuma</b>
	41	Thursday, 10 October	<b>Trade Fair Special Fakuma</b>
	42	Tuesday, 15 October	<b>Trade Fair Special Fakuma</b>
	42	Thursday, 17 October	News from the Plastics Industry
	43	Tuesday, 22 October	<b>Trade Fair Special Fakuma Review</b>
	43	Thursday, 24 October	News from the Plastics Industry
	44	Tuesday, 29 October	News from the Plastics Industry
	44	Thursday, 31 October	<b>Trade Fair Special Formnext</b>
November	45	Tuesday, 05 November	E-Paper 11/2024
	45	Thursday, 07 November	Top 10 October 2024
	46	Tuesday, 12 November	News from the Plastics Industry
	46	Thursday, 14 November	<b>Topic Special Additive Manufacturing and 3D Printing</b>
	47	Tuesday, 19 November	News from the Plastics Industry
	47	Thursday, 21 November	News from the Plastics Industry
	48	Tuesday, 26 November	News from the Plastics Industry
	48	Thursday, 28 November	E-Paper 12/2024
	49	Tuesday, 03 December	<b>KUNSTSTOFF MAGAZIN Products of the Year</b>
December	49	Thursday, 05 December	Top 10 November 2024
	50	Tuesday, 10 December	News of the Plastics Industry
	50	Thursday, 12 December	<b>Topic-Special K-Industry in Austria</b>
	51	Tuesday, 17 December	News from the Plastics Industry
51	Thursday, 19 December	Review of the year 2024	

# Terms and Conditions

## General Terms and Conditions for Advertisements and Promotion of WEKA Business Medien GmbH

(State 2019)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of WEKA Business Medien GmbH (hereinafter referred to as "WBM"), which applies to the use of the services of WBM.

For a service requiring registration with WBM, you must give your consent to the service in accordance with the applicable terms of use. To do so, please click on the "Agree" field or check the box in the opt-in procedure to give your consent. Through the Clicking on the "Agree" box or checking the box you declare that you have read the terms and conditions and agree with them. You can also print or download the terms and conditions.

**1. Scope of application:** The GTC shall apply to all services offered to the user on the WBM website especially for the paid content & services, for the lotteries as well as the marketplace and community area. Deviations from these Terms and Conditions or special terms of use for individual services shall only be deemed as agreed if they have been expressly confirmed in writing by WBM. In particular the mere omission of an objection on the part of WBM to other general terms and conditions does not mean that these are to be considered shall apply as agreed. WBM shall be entitled to amend these General Terms and Conditions at any time. WBM shall inform the user in good time about the change of the terms and conditions applicable to him. The change shall be deemed to have been approved by the user, if he does not object to the change within one month after receipt of the change notification or terminates the contract. In the event of an objection, WBM shall be entitled to terminate the agreement in due time. WBM in the notification of the changes to the possibilities of objection and termination, the period and the legal consequences, especially with regard to an omitted objection. Within the scope of the amendment of the General Terms and Conditions, WBM is in particular entitled, in the event of the invalidity of a condition to supplement or replace them with effect for existing contracts, in the event of a change in a legal regulation or supreme court jurisdiction, if one or more conditions are changed by this amendment of the contractual relationship, to adapt the affected conditions in such a way as to achieve the purpose of the changed legal situation, provided that the user is not affected by the new or changed conditions is worse than after the original condition. Any change including the updated version the GTC will be sent to the user by e-mail. WBM is not responsible for the information provided by third parties. Internet services that WBM links to from its pages or that WBM mediates. For these offers the terms of use of the respective providers apply. This applies in particular to cooperation partners on WBM. The offers of the cooperation partners on WBM merely represent a sales platform of the respective partner of WBM. When using the services offered by cooperation partners an independent legal relationship is established between the user and the cooperation partner, which is independent of the subject to any legal relationship between WBM and the user. The legal relationship between partner and user is exclusively based on the terms and conditions and operating processes of the cooperation partners. WBM assumes no liability or warranty for this.

**2. right of access and participation:** In principle, all users are entitled to access and participate. The following minimum information is required for competitions. Eligible to participate are all persons who have reached the age of 18, have completed their studies or can provide proof of a declaration of consent from a parent or guardian. Everyone By participating in the game, participants in the competition agree to this in the print edition, to be published on the website with name and photo, as well as in further rights of use for advertising and to consent to distribution purposes. Participation in competitions is open to employees of WEKA Business Medien GmbH, as well as for persons who were involved in the event of the game, are excluded. This also applies to their relatives. Furthermore, WBM reserves the right to amend the regulations of competitions at any time. to change or correct. WBM concludes contracts for paid content and for the mediation of Internet access only with persons over 18 years of age or with the express consent of the legal representative. In all other respects the Internet pages are not directed to persons in countries which do not allow the provision or the call of the contents placed there. Each user is responsible for obtaining information about any restrictions before accessing these websites and to comply with them.

**3. availability:** The services of WBM are offered to the user subject to availability. WBM shall endeavor to ensure that the services of WBM are available to the user without interruption. stand. Due to maintenance work and/or further development and/or other malfunctions, the usage possibilities are restricted and/or temporarily interrupted. Thereby it can under certain circumstances can also lead to data loss. This does not give rise to any compensation claims by the affected users. Furthermore, WBM shall be entitled at any time and at its own discretion to without notice or to change or discontinue.

**4. contractual relationship:** The contractual relationship for the use of chargeable contents of WBM comes by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by WBM. The acceptance by WBM takes place at the latest when access to the paid content is opened. About the use of services of third parties that WBM advertises on its pages or to which WBM provides access via its pages, contractual relationships are established exclusively between the user and the offering third party. WBM assumes no liability or warranty for this.

**5. opening of a user account:** For certain services on the pages of WBM, the user must or can open a user account. The user affirms that the information provided by him in the context of a registration or in the context of opening a user account on the pages of WBM personal data, in particular his first name, surname and postal address as well as date of birth and the e-mail address are true and correct, and that, if the information given there is WBM will be immediately notified of any changes to the data.

**6. payment transactions:** The fees for chargeable content shall be confirmed with a payment system provider to be chosen by the user. The terms of use apply exclusively, of the payment system provider selected by the user in each case, to which reference is made at the given point and appropriate assistance can be given. The remuneration claims are to be settled in accordance with the The customer shall settle the respective terms of use with the selected payment system provider. If the user does not meet his payment obligations or does not carry out payment transactions or such are redebited, WBM shall be entitled, subject to further claims, to deny access of the user. If the blocking is due to outstanding claims and the user balances these claims, the off, the access is unlocked again. WBM reserves the right to involve third parties in the execution of the debt collection to be commissioned.

**7. user's obligations:** The user undertakes not to use the services of WBM for any purpose other than that for which they are violate applicable legal regulations and any contractual provisions. He undertakes in particular to ensure that any content distributed by him does not infringe any rights of third parties (e.g. copyrights, patent and trademark rights). trademark rights) violate that the applicable criminal laws and regulations for the protection of minors are observed and that no racist, Holocaust denying, grossly offensive, pornographic or sexual, endangering young people, extremism, glorifying or trivializing violence, glorifying war promoting a terrorist or extremist political group, inciting it to commit a crime, defamatory statement, insulting or unsuitable for minors or other criminal contents are distributed. The user further undertakes, for the protection of the data, to use the recognized principles of data security and the obligations of the data protection regulations to check e-mails and queries sent to WBM for viruses with the greatest possible care, legal, official and technical regulations, his possible user name and password and to keep the identification and password secret, not to pass them on, not to tolerate any knowledge or and to take the necessary measures to ensure confidentiality, and in case of any misuse or loss of this information or any suspicion of such misuse or loss will be reported to WBM immediately to be displayed. Indications of misuse of the contents of WBM or the payment system are WBM shall also be notified immediately. The user shall indemnify WBM against any claims of third parties that may against WBM due to violation of their rights by this user. This includes also the costs of appropriate legal prosecution and defence. WBM reserves the right to reasonable suspicion of misuse of the services of WBM or the payment systems of this to block users from accessing their content and any existing user account, and to involve investigating authorities. The user may only assert claims against WBM with undisputed or legally binding claims. The user is only entitled to rights of retention due to claims from the individual, concrete contractual relationship, of which these GTC are a part.

**8. Liability:** WBM and its representatives or vicarious agents shall not be liable for damages, in particular due to delay, non-performance, poor performance or tortious act exists only in case of infringement essential contractual obligations, the fulfillment of which could be relied upon to a special degree. The exclusion of liability does not apply to intent and gross negligence. Any further liability of WBM is excluded, unless there are mandatory legal regulations. WBM is only liable for foreseeable damages. The Liability for indirect damages, especially consequential damages, unforeseeable damages or untypical Damages as well as loss of profit are excluded. The same applies to the consequences of industrial disputes, accidental damages and force majeure. WBM provides its own information and data as well as information from other providers by means of hyperlinks (Internet links) on the Internet and on mobile devices. This information and data are for information purposes only, without the user having to rely on the topicality, correctness or completeness of the information can be invoked or left. In this respect WBM does not assume any warranty or liability, in particular not for direct or indirect damages caused by the use of the information or data that can be found on the WBM websites. WBM assumes in particular no responsibility for contents or the functionality, accuracy or legality of websites third parties that are referred to by links from the WBM websites. WBM offers discussion forums and Chats on. The contents and information exchanged by users in these forums are not subject to any Control by WBM. For this reason, WBM does not assume any liability for the information posted in the forums. Content and information. The responsibility for the contents published by the user on the pages of WBM, lies exclusively with the user. WBM excludes any liability due to technical or other Interference off. WBM assumes no liability for any damage or loss, in particular during shipment. of the prizes to be handed over in the context of a lottery. The above limitations of liability apply to all contractual and non-contractual claims.

**9. Liability for defects:** If paid contents are not used due to incomplete or defective services of WBM by the user, the user shall be liable to pay the costs of the service provided by the The complaints will be handled either by WBM or the payment provider immediately after becoming aware of it. WBM shall be liable for justified and timely complaints, WBM shall deliver in the case of incomplete performance and in the case of defective performance according to your choice to repair or replace. The user can demand a reduction of the fees if attempts at rectification or replacement delivery are refused by WBM, are impossible or in any other way fail. There is no right of withdrawal in favour of the user.

**10. copyright:** All content, information, pictures, videos published on the pages of WBM and databases and computer programs (e.g. widgets) are protected by copyright. The use is only permitted for private personal use. Any use beyond this, in particular the private and commercial duplication, modification, distribution or storage of information or Data, in particular texts, parts of texts, images and film material, require the prior express consent of the author. Consent of WBM. This also applies to the inclusion in electronic databases and duplication on CD-ROM, DVD etc. Private and/or commercial duplication, modification, distribution, reproduction, modification, distribution or use of the or other misuse of computer programs. The user acquires by downloading or the sending of the source code of a computer program does not entitle you to any property rights. There will be no copyrights or other ancillary copyrights. If the service and/or the performances are discontinued, the user is obliged to immediately delete the source code provided. For the rest the legal limits that arise from copyright law and other applicable statutory provisions apply. regulations.

**11. contents sent in by the user:** The user who (e.g. in the context of competitions, reader actions, Internet competitions) to WBM (e.g. videos, photos, photo series, texts, etc.), declares itself to be in agreement with By sending in the application, you agree that the submitted content may be used free of charge on the Internet and in print copied, distributed and publicly reproduced. The user further declares that all copyright and other rights to the submitted content and that the graphic design of the submitted content (e.g. videos, photos, photo series), which are not only ancillary to a location or are part of depicted meetings, elevators or similar events, agree to the publication are. For persons under 18 years of age, the consent of the legal guardian is required. On the Contributions sent by post cannot be returned to the participant. The users commit no content with illegal, grossly offensive, pornographic or sexual content, content harmful to minors, extremist, glorifying or trivializing violence, glorifying war, advocating a terrorist or extremist political association, inciting to commit a crime, insulting statement or other punishable contents to WBM. Likewise the users not to send content that contains advertising or commercial content. WBM reserves the right to does not intend to publish submitted content. The user shall indemnify WBM in full against all claims of third parties free, which arise from the fact that the user violates his obligations under these terms or - contrary to this declaration - the user does not own all rights to the submitted content or does not have all rights to the persons do not agree with the publication. The submitted contents are personal statements made by users and do not represent the opinion of WBM. The user has no legal claim to Publication of the submitted content.

**12. Right of revocation:** The user is entitled to revoke his declaration of intent to conclude the contract within two weeks to revoke. The period begins at the earliest with receipt of this instruction. To the period preservation the timely dispatch of the declaration of revocation is sufficient. It must be made in writing without giving reasons and to address to: WEKA Business Medien GmbH, Richard-Reitzner-Allee 2, 85540 Haar In the event of an effective revocation, the services received by both parties are to be returned and, if applicable to publish the use made of it. If the user is able to return the received services in whole or in part or only in a deteriorated condition, compensation must be paid. However, the right of revocation shall not apply if WBM has expressly agreed to the execution of the service with the consent of the user has begun before the end of the revocation period or the user himself has started this execution has caused (e.g. by download etc.).

**13. Termination:** Each party reserves the right to terminate the contract for good cause. An important reason shall be deemed to exist in particular if the user continues to violate essential provisions of this Terms and Conditions and/or the user commits a misconduct directed against third parties by using the offer used by WBM for illegal purposes or for purposes that are a nuisance to third parties. All cancellations in accordance with these GTC must be made by written notification to the address mentioned in point 12. With If the termination becomes effective, access to the services of WBM shall be blocked.

**14 Place of performance/place of jurisdiction:** The place of performance shall be the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law is not permitted in the case of legal actions Place of jurisdiction is the registered office of the provider. As far as claims of the provider are not asserted in the dunning procedure the place of jurisdiction for non-merchants shall be determined by their place of residence. German law applies. If the domicile or habitual residence of the client, also for non-traders, is legal action unknown or has the client after conclusion of the contract his domicile or usual residence. If the customer moves his place of residence outside the scope of the law, the place of jurisdiction is the registered office of the provider, if the contract was concluded in writing.

**15. Final provisions:** In connection with the participation in lotteries legal action is excluded. Should individual provisions of these GTC including these regulations in whole or in part be invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective legal regulations.

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