

## Media kit

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## Frequency of publication

News: every trading day  
Commodity exchange: 24/7

## Launched

1996

## Web address (URL)

[www.kunststoffweb.de](http://www.kunststoffweb.de)  
[www.k-aktuell.de](http://www.k-aktuell.de)  
(The trend platform K-AKTUELL.de is  
an offering from KunststoffWeb.)

## Publisher

KunststoffWeb GmbH

## Publishing house

KunststoffWeb GmbH  
Saalburgstrasse 157  
61350 Bad Homburg, Germany  
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## You can find our terms and conditions at

[www.kunststoffweb.de/agb](http://www.kunststoffweb.de/agb)

## Subscription rate

The use of all content and commodity exchange offers as well as the subscription to our newsletter are free of charge for users.

## Target groups

Managerial and skilled staff in the plastics processing industry, producers, compounders, traders and recyclers of raw materials as well as service providers.

## Reach

The website records up to 398,116 page impressions and 193,312 visits per month (in March 2023) according to IVW.

The newsletters reach over 6,500 net recipients per daily mailing (Monday to Friday) with an open rate of up to 30%.

## Brief description

Since 1996 KunststoffWeb has been providing specialists and managerial staff in the plastics industry with daily market and corporate news, the latest product reports and trade news, sources of reference for purchasing as well as service information.

KunststoffWeb operates the largest and most frequently used job market for the German-speaking plastics industry. KunststoffWeb commodity exchange is the ideal place to purchase and sell plastics, such as virgin material, recycle, scrap as well as offering promotions or residual quantities. All services are completely free of charge. Furthermore, KunststoffWeb offers its visitors the latest industry, technology and polymer price news, an events calendar and a video section with plastics-related film clips.

## Homepage

The main page KunststoffWeb visitors view, with the most important news from the industry as well as key topics and sections.

## News

### Industry

Every trading day, the latest relevant news as well as market, corporate and technical information in partnership with KI – **Kunststoff Information** including a large news archive with over 26,000 articles.

### Technology

Day-to-day news as well as news from the fields of extrusion, downstream processes, injection moulding, elastomer processing, materials, other processing methods and more.

### Polymer prices

Current price reports and brief reports on price movements for standard and engineering thermoplastics.

### Insolvencies

The latest insolvency reports from the plastics industry at a glance.

## Job opportunities

Largest and most used job market specifically for the German-speaking plastics industry! It includes current job offers and the option to place ads for job vacancies free of charge.

## Databases and listings

### Material databases

The databases offer over 187,000 technical data sheets for plastics additives and materials worldwide. KunststoffWeb provides access to the SpecialChem's Universal Selector™.

### Suppliers guide

The large reference directory for raw materials and additives, plants and machinery as well as semi-finished products. Entries and usage are free of charge.

### Events

The events calendar contains trade fairs, conferences, seminars and advanced training offers.

### Associations

Contact information of European associations and institutions are listed here.

### Trade names

A trade name directory in partnership with PRO-plast.

### Videos

Videos from the plastics industry covering companies, trends and events.

# 5 Banner advertisement / Sizes

## Billboard (B1)

Placement: between header and content



Sizes: B1: 1290 x 150 pixels,

Max. file size: 250 kB

Note: On smartphones, the billboard banner may appear smaller.

## Rectangle (R1, R2, R3, R4)

Placement: right-hand column



Sizes:

R1: 300 x 500 pixels, R2: 300 x 300 pixels

R3: 300 x 200 pixels, R4: 300 x 150 pixels

Max. file size: 250 kB

Note: On smartphones, the rectangle may appear below the content area.

## Content breaker (C1)

Placement: within the content and at the end of the section



Sizes: 960 x 100 pixels

Max. file size: 250 kB

Note: On smartphones, content breakers may appear smaller.

## Superbanner (S1, S2)

Placement: at the end before the bottom of the page



Sizes:

S1: 1290 x 150 pixels, S2: 1290 x 250 pixels

Note: On smartphones, the super banner may appear below the content area.



**S** Homepage  
News  
Job opportunities  
Technology  
Polymer prices  
Plastics exchange

**N** News  
Industry  
Technology  
Polymer prices  
Insolvencies

**K** Job opportunities  
All subpages  
Except offer detail pages

**D** Database  
Material database  
Suppliers guide  
Events  
Associations  
Trade names  
Videos

# 6 Price list / Specifications banner

	Billboard B1 1290 x 150	Rectangle R1 300 x 500	Rectangle R2 300 x 300	Rectangle R3 300 x 200	Rectangle R4 300 x 150
	Top-of-page position	right-hand column	right-hand column	right-hand column	right-hand column
<b>Start page</b>					
Header area	1,600,-				
News		1,600,-	1,200,-	900,-	600,-
Job opportunities			1,200,-	850,-	550,-
Technology				800,-	500,-
Polymer prices				700,-	450,-
Plastics exchange				720,-	500,-
Bottom of page					
<b>News</b>	2,600,-	2,600,-	1,950,-	1,500,-	1,000,-
<b>Job opportunities</b>	2,300,-	2,300,-	1,700,-	1,300,-	850,-
<b>Databases</b>	1,200,-	1,200,-	850,-	650,-	450,-

	Content B. C1 960 x 100	Content B. C1 960 x 100	Superban. S1 1290 x 150	Superban. S2 1290 x 250
	within main content	after main content	End-of-page position	End-of-page position
<b>Start page</b>				
Header area				
Latest news	1,400,-	1,400,-		
Job opportunities		1,300,-		
Technology news		1,200,-		
Polymer prices		1,100,-		
Plastics exchange				
Bottom of page			800,-	1,000,-
<b>News</b>	2,300,-		1,300,-	1,650,-
<b>Job opportunities</b>	2,000,-		1,200,-	1,400,-
<b>Databases</b>			600,-	700,-

## Submitting files / File formats

At least 7 working days before start of publishing, files can be submitted to: [marketing@kunststoffweb.de](mailto:marketing@kunststoffweb.de). Format: GIF, JPEG, PNG or HTML5 banner or AdServer-Include. MP4 video on request. Flash/SWF advertising materials are not recommended. Fallback graphics at extra charge. Target page link: indicate separately with GIF/JPG/PNG/MP4, integrated into the advertising material (click tracking not possible) with HTML5/SWF.

## Ordering and advertisement periods

Ordering of all banner positions is possible by the month, with other periods available on request. The minimum advertising period per banner is one month. This information applies exclusively to advertising on the website.

## Payment

All prices are in EUR for an advertisement period of one month and are subject to VAT. Invoicing is done in advance at the start of the advertisement period, payment is 30 days net. Agencies receive 15% commission.

**Your contact person**  
Katharina Feit  
Director Sales & Marketing  
+49 (0) 6172 / 9606-21  
[katharina.feit@ki.de](mailto:katharina.feit@ki.de)

## Newsletter

### Achieve maximum impact with just one placement:

Daily (Mon - Fri) and weekly (Mon) newsletter of KunststoffWeb. Your booking automatically includes placement in both newsletters for the booked period, which means that with a single booking your banner will appear in 6 mailings.

### Exklusiv-Sponsoring (S1)

Placement: above the header  
(no further advertising in the newsletter)

Size: 600 x 250 pixels

Max. file size: 150 kB

**EUR 1,100,- / per week**

### Sponsoring (S2)

Placement: above the header

Size: 600 x 250 pixels

Max. file size: 150 kB

**EUR 850,- / per week**

### Content breaker as banner (C)

Placement: within the content

Size: 600 x 150 pixels

Max. file size: 150 kB

**EUR 450,- / per week**

### Content breaker as image / advertisement text (C)

Placement: within the content

Size: max. 80 characters headline,  
max. 400 characters running text, one image  
(600 x 100 pixels), one target link

**EUR 520,- / per week**

### End of page position (A)

Placement: at the end of the newsletter

Size: 600 x 200 pixels



Max. file size: 150 kB

**EUR 400,- / per week**

## E-mail blast

Individualised e-mail marketing of the advertisement to subscribers of the daily and weekly KunststoffWeb newsletter only with your content and on the date, you wish, max. width 600 pixels.

### Standard issue

Max. 3 images and 1 web link, single column layout, continuous text only

**EUR 2,700,- / per e-mailing**

### Superior issue:

Max. 6 images and 5 web links, with intermediate titles and lists

**EUR 3,200,- / per e-mailing**

## Submitting files / File formats

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## Payment

All prices are in EUR for an advertisement period of one month and are subject to VAT. Invoicing is done in advance at the start of the advertisement period, payment is 30 days net. Agencies receive 15% commission.

Note: GIF animations are in Outlook (since version 2007) not animated. Instead, only the first frame / slide appears.

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## Advertising in the editorial section

Your information will be directly integrated into the editorial section – attracting more attention for your company and your products.

- Individually designed topics page (width 1290 pixels, height max. 2000 pixels)
- Promotion teaser on the start page of KunststoffWeb, in the current news and in the daily and weekly KunststoffWeb newsletters, as well as a campaign banner
- Link to your homepage and the possibility to incorporate interactive elements, for example product videos
- If desired, production and design of the page by KunststoffWeb

**Creation of an advertorial** (finished site is supplied by the customer) incl. integration in KunststoffWeb and a campaign banner (start page, right-hand column 300 x 150 pixels)  
**EUR 1,100,- / per week**

**Creation of an advertorial by KunststoffWeb** (content such as text and photos are supplied by the customer) including integration in KunststoffWeb and a campaign banner (start page, right-hand column 300 x 150 pixels)  
**EUR 1,400,- / per week**

The screenshot shows a web page for 'Polyglobe' on the KunststoffWeb platform. The page features a navigation bar with links like 'Nachrichten', 'Stellenmarkt', and 'Rohstoffbörse'. The main content area includes a large image of a man in a blue shirt, a headline 'Die neue Dimension der Markttransparenz.', and a sub-headline 'Wie groß ist die PE-Produktion in den nächsten 5 Jahren?'. Below this is a section titled 'Was ist Polyglobe?' which describes an 'Online-Datenbank' for polymer products and capacities. A list of features is provided, including 'Tagesaktuelle Online-Datenbank', 'Produkte: Vorprodukte und Polymere', and 'Kapazitäten: aktuelle und projektierte, Marktanteile, Rankings'. A diagram on the right shows a triangle with 'Produkt' at the top, 'Hersteller' at the bottom left, and 'Standort' at the bottom right, with 'Kapazität' and 'Verfügbarkeit' in the center. A green button 'Ich möchte mehr wissen!' is visible at the bottom of the article content.

### Submitting files / File formats

At least 14 working days before start of publishing, files can be submitted to: marketing@kunststoffweb.de Finished Page: HTML, CSS + graphics (GIF, JPG, PNG), Size 1290 x max. 2000 pixels or Design templates: PDF (unlocked), Word document

### Ordering & advertisement periods

Ordering of all advertorials is possible by the week, with other periods available on request. The minimum advertising period per banner is one week.

### Payment

All prices for an advertorial are in EUR and are subject to VAT. Invoicing is done in advance, at the start of the advertisement period, payment is 30 days net. Agencies receive 15% commission.

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KunststoffWeb's job opportunities section is the most frequently used career portal for the German-speaking plastics industry. With the special combination of online advertising and a job link in the printed supplement to the leading industry newsletter KI – **Kunststoff Information**, you will be in contact with an extensive target group. All ads will also appear on other affiliate websites.

## Advertising packages

### Professional pack

#### Job market advertisement

- Immediate publication within one working day
- Full technical processing and web design
- 60-day period
- E-mail alerts to potential candidates
- Daily and weekly job newsletters
- Advertisement as a job link in the printed edition of KI – **Kunststoff Information**
- Extension of the advertisement period free of charge if the customer so wishes

**EUR 590,- for 2 months**

### Premium pack

#### Job market advertisement including "Top Job" placement

In addition to the professional package services, you receive

- Positioning as a „Top Job“ over the entire advertisement period
- Refresh option every 7 days
- Advertisement as job link including „Top Job“ marking with optical emphasis and company logo in the monthly print supplement to KI – **Kunststoff Information**
- Priority presentation throughout KunststoffWeb and in every weekly newsletter over the entire advertisement period

**EUR 890,- for 2 months**

#### Extension of running time

30-day extension with the remaining placement: free of charge  
60-day extension with an updated placement: EUR 279.00

#### Multiple listings

Are you interested in posting several job vacancies? We are happy to work with you to find a solution tailored to your needs. Get in touch with us: [karriere@kunststoffweb.de](mailto:karriere@kunststoffweb.de)

#### Submitting files / File formats

Please send your advertising files to: [karriere@kunststoffweb.de](mailto:karriere@kunststoffweb.de)  
Text file, Word document, PDF (unlocked), HTML files with graphics as GIF/JPEG/PNG files. We can also convert an existing advert to HTML format.

#### Payment

All prices for a job posting period of two month are in EUR and are subjected to VAT. Invoicing is done in advance at the start of the job posting period, payment is 30 days net. Agencies receive 15% commission.

*New customers receive a discount of 30% when they first switch to the Professional and Premium package. Agencies receive a commission of 15% on the respective advertisement package.*

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