

PU Magazine International is published bimonthly specifically for the global polyurethane industry. It reports on technical and application orientated topics relevant to PU processors and their suppliers. The magazine covers scientific and technical papers and features concerning raw materials, application, measurement, and control techniques. It also provides market reports and coverage of industry events. It is distributed worldwide to more than 5,000 readers.

Advertisement

Advertisement format (width x height)	Full colour
Front cover page 145 x 165 mm*	3,650 EUR
Cover page 2, 3, 4 210 x 297 mm*	4,900 EUR
1/1 page 185 x 265 mm / 210 x 297 mm*	4,900 EUR
2/3 page 185 x 175 mm / 120 x 265 mm 130 x 297 mm*	3,600 EUR
1/2 page 185 x 130 mm / 92 x 265 mm 210 x 148 mm* / 102 x 297 mm*	2,950 EUR
1/3 page 185 x 85 mm / 58 x 265 mm 210 x 96 mm* / 68 x 297 mm*	2,300 EUR
1/4 page 185 x 63 mm / 92 x 130 mm 45 x 265 mm	1,950 EUR
1/8 page 185 x 30 mm / 92 x 63 mm 45 x 130 mm	1,450 EUR
* + 3 mm bleed; formats without * = type area	
Special colours	on enquiry
Discount during one year:	
2 ads same size	10 %
4 ads same size	15 %
6 ads same size	20 %
All advertisement prices are net prices.	

Suppliers list		
Per issue	43 x 1 mm	1.60 EUR
Inserts (no discount)		
Per 1,000 copies		490 EUR
plus postage, maximum size 200 x 290 mm		
Fixed inserts (no discount)		
1 sheet		3,400 EUR
plus 135 EUR insertion charges/1,000 copies, size 210 x 297 mm + 3 mm bleed, paper quality up to 170 g/m ²		
More than 1 sheet		on enquiry
Employment wanted (no discount), size as situations vacant		on enquiry
Occasional advertisements / situations vacant on 4-column-line pages (no discount)		
1 column-line 43.25 x 1 mm	2 EUR	2 column-lines 90.50 x 1 mm 4 EUR
3 column-lines 137.75 x 1 mm	6 EUR	4 column-lines 185.00 x 1 mm 8 EUR
Online job advertisements in cooperation with www.plasticker.de		
		450 EUR
In combination with print, the online job advertisement price is reduced to		
		400 EUR
Box number charges incl. postage home/abroad		10 EUR
Right of withdrawal	Only by special agreement! In case of cancellation of cover pages and preferential placements a 20 % cancellation fee of the agreed price will be charged. In case of withdrawal discounts will be recalculated.	
Data	Please send your data as PDF-X3 (CMYK, min. 300 dpi, fonts embedded).	
On request, we will be pleased to prepare an individual offer for designing advertisements or creating special reprints.		

All about online advertising opportunities at www.pu-magazine.com

Contact:	Advertising sales operations	Subscriptions	Editorial assistant
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Frequency of publication	6 issues/year
Print run	5,000 copies
Subscription prices	
Germany, incl. VAT (currently 7 %)	120 EUR
Abroad	120 EUR
Single issue	35 EUR
Access to the e-magazine (only in combination with print)	5 EUR
Subscription price e-magazine only	120 EUR
Cancellation possible until 6 weeks before end of the calendar year.	
Terms of payment	
Net 14 days after invoice date	
3 % discount for direct debiting authorisation	
Precharging reserved	
No discount on occasional advertisements, box number charges, postage	
Additional conditions	
In case of changes in price the new conditions will be binding for all orders including running orders, unless other agreements have been made.	
The general terms and conditions for advertisements, supplements and online advertising are binding. They are available on request.	
Misprints and errors excepted!	

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Preliminary Event Overview 2017

Effective: 07 July 2017 Updates at www.pu-magazine.com

Note: The thematic focus is a reference point in regard of the content. In principle, editorial contributions about raw materials, additives and nanomaterials, processing and quality assurance will be published in every issue.

 magazine INTERNATIONAL	PU Magazine 1 February	PU Magazine 2 April	PU Magazine 3 June
Focus	Transportation and CASE	Furniture and Flexible Foam	Construction and Rigid Foam
Ad closing date	20 January 2017	03 March 2017	19 May 2017
Publication date	21 February 2017	04 April 2017	19 June 2017
Events	28 February–02 March Foam Expo Novi, MI, USA	Stand 16–19 May Chinaplas Guangzhou, China	Stand 27–29 June PSE Europe 2017 Munich, Germany
	Stand 08–10 March PU Tech 2017 New Delhi, India	16–19 May Interzum Cologne, Germany	Stand 11–12 July PU Tech Asia 2017 + Mattress Tech Asia 2017 Bangkok, Thailand
	14–16 March JEC World 2017 Paris, France	23–26 May Plastpol Kielce, Poland	
	28–31 March Interzum Guangzhou Guangzhou, China	07–08 June Europur and Euro-Moulders Annual Conference 2017 Milano, Italy	
	29–30 March Plastics in Automotive Engineering Mannheim, Germany	20–22 June Global Automotive Components and Suppliers Expo 2017 Stuttgart, Germany	
	04–06 April European Coatings Show Nuremberg, Germany		
	04–06 April UTECH Las Americas Mexico City, Mexico		

 magazine INTERNATIONAL	PU Magazine 4 August	PU Magazine 5 October	PU Magazine 6 December
Focus	Raw Materials	Processing	Spray Foam
Ad closing date	29 July 2017	29 September 2017	20 November 2017
Publication date	29 August 2017	30 October 2017	19 December 2017
Events	11–14 September CAMX Orlando, FL, USA	07–10 November Plastimagen 2017 Mexico City, Mexico	19–21 January 2018 TSA Expo 2018 Chennai, India
	13–15 September FEICA 2017 Conference and Expo Sardinia, Italy	Stand 09–11 November PUTECH Eurasia Istanbul, Turkey	23–26 January 2018 Interplastica 2018 Moscow, Russia
	19–21 September Composites Europe Stuttgart, Germany	13–15 November PDA Europe Annual Conference London 2017 London, UK	29 January–01 February 2018 SPFA SprayFoam Convention & Expo 2018 Mobile, AL, USA
	Stand 02–04 October CPI Polyurethanes Technical Conference New Orleans, LA, USA		27 February–01 March 2018 Polyurethanex 2018 Moscow, Russia
	09–10 October SPE Foams 2017 Bayreuth, Germany		
	17–21 October Fakuma Friedrichshafen, Germany		
	01–03 November JEC Asia Seoul, South Korea		

■ At these events PU Magazine International will be distributed.