

Media Kit 2018

RFP *Rubber*
FIBRES
Plastics
International

25 years



1993 – 2018

Dr. Gupta Verlag
Am Stadion 3b
40878 Ratingen/Germany
www.gupta-verlag.com

Welcome to Dr. Gupta Verlag



With our magazines, we primarily provide technical knowledge and market information. We publish and sell specialist books and offer our expertise as an extra service.

Humanity, trust and mutual respect build the foundation of our company and are reflected by the relationship between Dr. Gupta Verlag and its customers and business partners. Therefore, we cooperate closely with industry associations, research institutes and universities and provide space for innovations.

Furthermore, we present our magazines at internationally important industry trade shows and conferences.

We are worldwide the only specialist publisher who produces German as well as international editions of rubber and polyurethane magazines. We further publish the worldwide only magazine dedicated exclusively to thermoplastic elastomers. Our magazines are read in over 95 countries.

We are looking forward to meet you and talk about your innovative ideas for a bright future!

Since 2006, **RFP Rubber Fibres Plastics** provides information for the rubber and plastics producing and processing industries. Key topics of the technical articles from research centers, universities and the industry are new developments in materials, processing technologies, measuring and test methodology as well as machinery and equipment engineering. Current reports on economic developments as well as coverage from conferences and trade fairs complete our comprehensive offer of information.


The magazine addresses decision makers as well as technical staff of processing industries such as automotive & tyres, E & E, consumer, industrial, medical & food, household appliances, building & construction and many more.

RFP Rubber Fibres Plastics is released four times a year and has a worldwide distribution.

With kind regards,
Dr. Gupta Verlag


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4 x




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**Your contact
for subscriptions**

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Tel. +49 2102 9345-18
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E-mail service@gupta-verlag.de

January	February	March	April	May	June
01 Mon	01 Thu	01 Thu	01 Sun	01 Tue	01 Fri
02 Tue	02 Fri	02 Fri	02 Mon	02 Wed	02 Sat
03 Wed	03 Sat	03 Sat	03 Tue 	03 Thu	03 Sun
04 Thu	04 Sun	04 Sun	04 Wed	04 Fri	04 Mon
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06 Sat	06 Tue	06 Tue JEC World	06 Fri	06 Sun	06 Wed
07 Sun	07 Wed	07 Wed	07 Sat	07 Mon NPE	07 Thu
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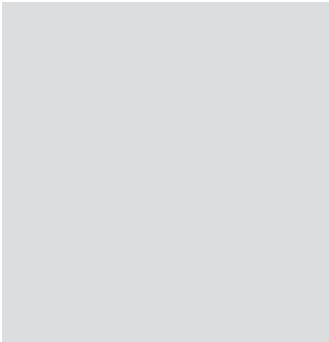
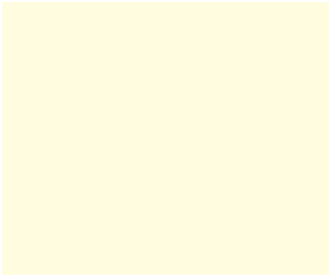
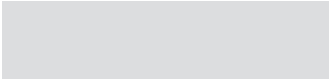

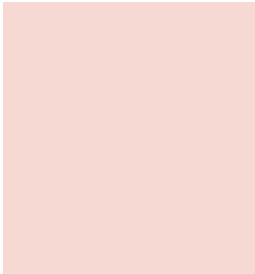
* Deadline for advertisements and editorial content

July	August	September	October	November	December
01 Sun 25 Years 	01 Wed	01 Sat	01 Mon	01 Thu	01 Sat
02 Mon German Rubber Conference	02 Thu	02 Sun	02 Tue	02 Fri	02 Sun
03 Tue	03 Fri	03 Mon	03 Wed	03 Sat	03 Mon
04 Wed	04 Sat	04 Tue International Rubber Conference	04 Thu	04 Sun	04 Tue
05 Thu	05 Sun	05 Wed SPE Automotive Composites Conference & Exhibition (ACCE)	05 Fri	05 Mon	05 Wed
06 Fri	06 Mon	06 Thu	06 Sat	06 Tue 13 th Fall Rubber Colloquium	06 Thu
07 Sat	07 Tue	07 Fri	07 Sun	07 Wed	07 Fri
08 Sun	08 Wed	08 Sat	08 Mon	08 Thu	08 Sat
09 Mon	09 Thu	09 Sun	09 Tue International Elastomer Conference, ACS	09 Fri	09 Sun
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26 Thu	26 Sun	26 Wed	26 Fri	26 Mon	26 Wed
27 Fri	27 Mon Deadline* RFP 4	27 Thu	27 Sat	27 Tue	27 Thu
28 Sat	28 Tue	28 Fri	28 Sun	28 Wed	28 Fri
29 Sun	29 Wed	29 Sat	29 Mon	29 Thu	29 Sat
30 Mon	30 Thu	30 Sun	30 Tue	30 Fri	30 Sun
31 Tue	31 Fri		31 Wed		31 Mon

Effective August 2017

Suppliers list

Add your company in one or more categories of the suppliers list of RFP Rubber Fibres Plastics and additionally receive a free entry in the online-suppliers list at:
www.gupta-verlag.com/supplierslist/rubber

Suppliers list			
1 Raw materials and additives			
1.1 Polymeric raw materials	1.2 Fillers	1.3 Plasticisers, dispersing agents	1.4 Crosslinking agents, promoters, vulcanising agents
	 	<p>This could be your advertisement!</p>  <p>This size (50 mm) for EUR 80 per issue.</p>	

The width of your entry is fixed to 43 mm (column width), depending on the height the price will be calculated with the following formula:

$$\text{Height (mm)} \times \text{number of listings} \times \text{EUR 1.60} = \text{price per issue}$$

Job offers/applications

Find your new employee / your new employer with a job advertisement in RFP Rubber Fibres Plastics and/or our online-portal in cooperation with plasticker.

Job advertisement print

Advertisement width in mm	Price per mm height
43.25 (1 column-line)	EUR 2
90.50 (2 column-lines)	EUR 4
137.75 (3 column-lines)	EUR 6
185.00 (4 column-lines)	EUR 8

Box number charges EUR 10
incl. postage

Job advertisement online

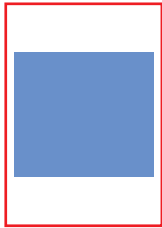
Price per advertisement	EUR 450
Standard duration	2 months
Placement	www.plasticker.de www.gupta-verlag.com/jobs

Save with our bundle for job advertisements

Online **only EUR 400** instead of ~~EUR 450~~ + price for "Job advertisement print"

Advertisement

Increase the visibility of your company by booking an advertisement in RFP Rubber Fibres Plastics



Front cover page

185 x 165 mm

EUR 4,200



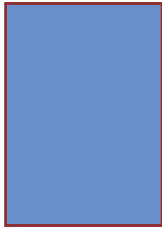
Cover pages 2, 3, 4

210 x 297 mm*

EUR 4,750

Advertisement format (width x height)

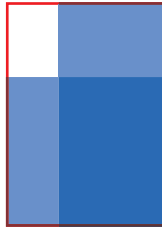
Formats with* + 3 mm bleed



1/1 page

210 x 297 mm*

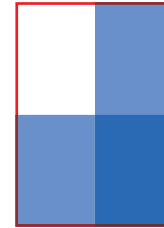
EUR 4,750



2/3 page

210 x 195 mm*
130 x 297 mm*

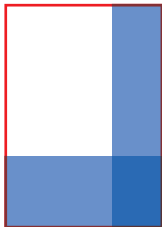
EUR 3,600



1/2 page

210 x 148 mm*
102 x 297 mm*

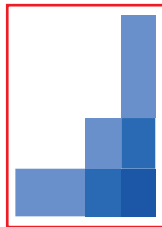
EUR 2,900



1/3 page

210 x 96 mm*
68 x 297 mm*

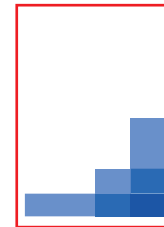
EUR 1,990



1/4 page

185 x 63 mm
92 x 130 mm
45 x 265 mm

EUR 1,650



1/8 page

185 x 30 mm
92 x 63 mm
45 x 130 mm

EUR 1,040

Save money with multiple bookings

with 2 advertisements*

10 % discount

with 4 advertisements*

20 % discount

*when purchased during one year

Special colours and special finishings are available on request

Please send your data as PDF-X3 (CMYK, at least 300 dpi, fonts embedded).

Inserts/fixed inserts

Inserts

Per 1,000 copies
plus postage and handling charges,
maximum size 200 x 290 mm

EUR 490

Fixed inserts

Per 1,000 copies
plus postage, handling and insertion charges,
maximum size 210 x 297 mm

EUR 490

Print run 5,000 copies

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.



Your contact for advertisements

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E-mail j.baeumer@gupta-verlag.de

Advertise online with us

1. Dr. Gupta Verlag Home

You want to reach all of our website visitors?
Then place a banner on our German
or international homepage.

Format	Specification	Price/Month
Superbanner	728 x 90 px	EUR 1,000
Skyscraper	120 x 600 px	EUR 800
Full banner	468 x 60 px	EUR 600
Medium rectangle	300 x 250 px	EUR 550
Half banner	234 x 60 px	EUR 500

Home page banners are bookable exclusively only.

2. News section

You would like to reach specific visitors from the
rubber, polyurethane or TPE industry?
Then place your banner in the news section
of the corresponding categories.

Format	Specification	Price/Month
Superbanner	728 x 90 px	EUR 900
Skyscraper	120 x 600 px	EUR 700
Full banner*	468 x 60 px	EUR 500
Medium rectangle*	300 x 250 px	EUR 450
Half banner*	234 x 60 px	EUR 400

Banners on news pages are bookable multiple times
(max. 3 interchanging banners possible).

* Will not appear in the news overview section!

About 15,000 visits per month

Cross months bookings possible; discounts upon request

File formats: *.jpg, *.gif, *.png, *.svg, *.swf; File size: < 200 kB (larger files on request)

Editorial information

Our team of experienced editors is looking forward to your submissions to RFP Rubber Fibres Plastics print and/or online.

Please send your short articles and company news to: info@gupta-verlag.de



**Your contact for
technical contributions**

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The general terms and conditions for advertisements, supplements and online advertising are binding.

They are available at: www.gupta-verlag.com/terms-and-conditions

The data privacy policy is available at: www.gupta-verlag.com/privacy-policy