

 RFP International 1 February	RFP International 2 April	RFP International 3 September	RFP International 4 November	
<b>Publication date</b>	05 February 2019	30 April 2019	06 September 2019	26 November 2019
<b>Ad closing date &amp; editorial closing date*</b>	04 January 2019	29 March 2019	26 July 2019	25 October 2019
<b>Events</b>	<b>Stand</b> 05–07 March Tire Technology Expo Hanover, Germany	07 May Auto Epcon, SPE Troy, MI, USA	10–12 September Foam Expo Europe Stuttgart, Germany	<b>tba</b> Silicone Elastomers World Summit, Smithers Rapra <b>tba</b>
	12–14 March JEC World Paris, France	07–10 May Control Stuttgart, Germany	<b>Stand</b> 18–20 September RubberTech China Shanghai, China	<b>tba</b> interplastica 2020 Moscow, Russia
	20–22 March Tyre & Rubber Indonesia Jakarta, Indonesia	08–09 May Compounding World Expo 2019 Cleveland, OH, USA	08–10 October International Elastomer Conference, ACS Cleveland, OH, USA	
	<b>Stand</b> 26–28 March FoamExpo North America Novi, MI, USA	21–23 May Global Automotive Components and Suppliers Expo Stuttgart, Germany	<b>Stand</b> 16–23 October K 2019 Düsseldorf, Germany	
	27–28 March 6 <sup>th</sup> World Elastomer Summit Lyon, France	21–23 May Medtec Live Nuremberg, Germany	27–29 November Plastics & Rubber Vietnam Hanoi, Vietnam	
	02–05 April Plastimagen México México City, México	<b>Stand</b> 21–24 May Chinaplas Guangzhou, China		
	03–04 April PIAE Plastics in Automotive Engineering Mannheim, Germany	28–31 May Plastpol Kielce, Poland		
	10–11 April International Injection Moulding Conference (IIMC) Aachen, Germany	13–14 June ATRC 2019 Chennai, India		
	23–26 April Tires & Rubber Moscow, Russia	25–27 June Silicone Elastomers World Summit Cleveland, OH, USA		
		26–27 June The European Carbon Black Summit, ACI London, UK		
		03–05 September International Rubber Conference London, UK		

At these events RFP International will be distributed.  
\*Deadlines for technical articles at request.

**Stand** At these events Dr. Gupta Verlag will attend with an own stand

Effective: **01 July 2019**, Updates at [www.gupta-verlag.com/media-kit](http://www.gupta-verlag.com/media-kit)

**RFP** *Rubber*  
*FIBRES*  
**Plastics**  
*International*

**Media Kit 2019**



[www.gupta-verlag.com](http://www.gupta-verlag.com)

# Welcome to Dr. Gupta Verlag

Dear customers,

with our magazines, newsletters, homepage, und specialist books we provide you technical knowledge, market information, trade fair reports, relevant news, and information on innovations from the international polymer industry.

Based on the material groups of **rubber, polyurethane** and **thermoplastic elastomers** our focus is on:

- new developments in raw materials,
- processing technologies,
- measuring and testing methods,
- 3D printing as well as
- machinery and equipment engineering.

We report application-oriented and publish technical articles from universities, research institutions and industry.

You will find us and our magazines at important national and international trade shows and conferences.

Our readers are decision makers from management as well as technical, marketing and sales staff from companies of the processing industries such as automotive & tyres, E & E, building & construction, industrial applications, medical & consumer, household appliances & furniture.

Since 2006, **RFP Rubber Fibres Plastics** has been providing information for the rubber producing and processing industries.

**RFP Rubber Fibres Plastics** is published four times a year, has a worldwide distribution and is valued throughout the entire industry as a specialist publication.

We would be pleased to offer you our expertise as a service for your company.

**Use RFP Rubber Fibres Plastics as the optimal platform to successfully present your company and products.**

We are looking forward to a good and trusting cooperation with you!

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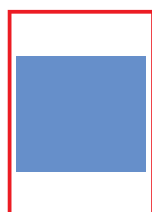
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\* plus bundle costs

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# Advertisement and Inserts

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



## Front cover page

185 x 165 mm

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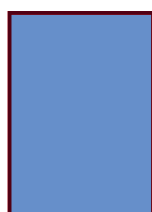
## Cover pages 2, 3, 4

210 x 297 mm\*

**EUR 4,750**

## Advertisement format (width x height)

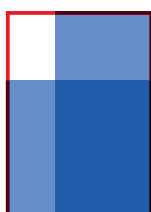
Formats with\* + 3 mm bleed



## 1/1 page

210 x 297 mm\*

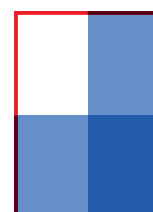
**EUR 4,750**



## 2/3 page

210 x 195 mm\*  
130 x 297 mm\*

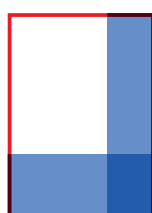
**EUR 3,600**



## 1/2 page

210 x 148 mm\*  
102 x 297 mm\*

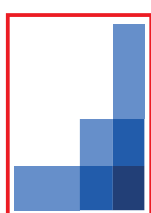
**EUR 2,900**



## 1/3 page

210 x 96 mm\*  
68 x 297 mm\*

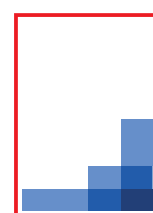
**EUR 1,990**



## 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**

## 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**

## 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).

## Right of withdrawal

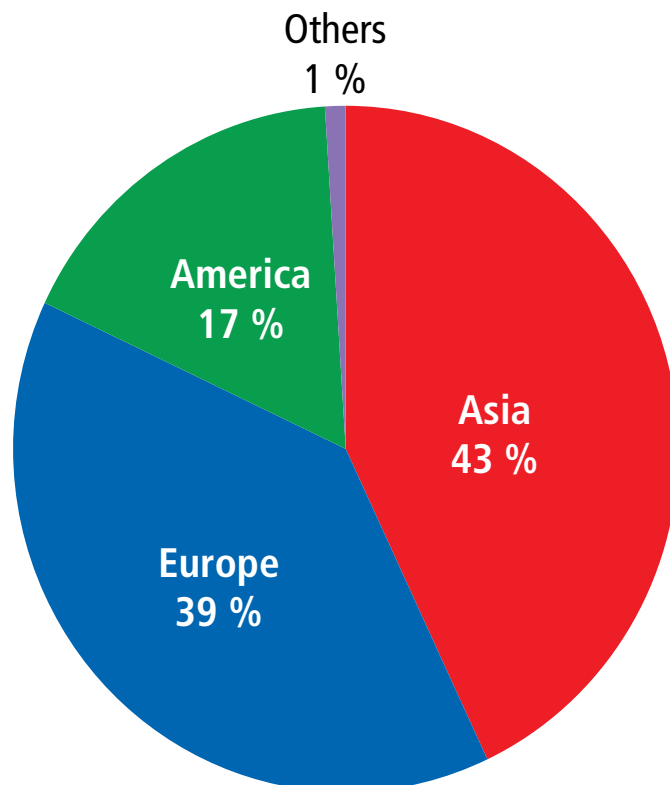
Only by special agreement! In case of cancellation of cover pages and preferential placements a 20 % cancellation fee of the agreed price will be charged. In case of withdrawal discounts will be recalculated.

# Issues 2019

Issue	RFP International 01	RFP International 02	RFP International 03	RFP International 04
<b>Publishing Date*</b>	05.02.2019	30.04.2019	17.09.2019	26.11.2019
<b>Advert Deadline</b>	04.01.2019	29.03.2019	16.08.2019	25.10.2019

\***Note:** Due to unforeseen circumstances the given dates may change.

## Readership of RFP (2017)



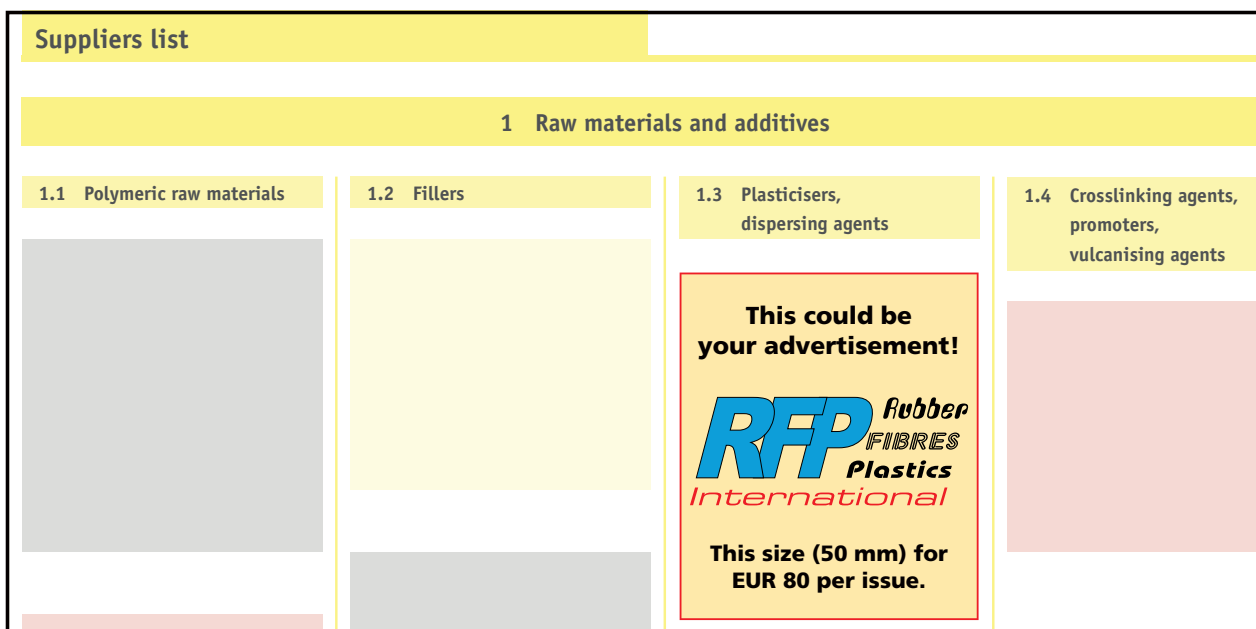
### **Print run**

4 issues per year

5,000 copies per issue

# 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](http://www.gupta-verlag.com/supplierslist/rubber)



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

### Job advertisement online

Price per advertisement	EUR 450
Standard duration	2 months
Placement	<a href="http://www.plasticker.de">www.plasticker.de</a> <a href="http://www.gupta-verlag.com/jobs">www.gupta-verlag.com/jobs</a>

Box number charges EUR 10 incl. postage

### Save with our bundle for job advertisements

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

# Advertise online with us

Take advantage of the opportunity to reach the right audience via our digital platforms. **Place an advertising banner on our main pages** [www.gupta-verlag.de](http://www.gupta-verlag.de) or [www.gupta-verlag.com](http://www.gupta-verlag.com) to reach all visitors of our homepage **across all topics**.

Or **place your banner** in the news section under [www.gak.de](http://www.gak.de) or [www.rfp-international.com](http://www.rfp-international.com) and reach a specific audience on the subject of rubber.

Format	Specification	Price/Month	Price/Month*
Superbanner	728 x 90 px	EUR 1,000	EUR 900
Skyscraper	120 x 600 px	EUR 800	EUR 700
Full Banner*	468 x 60 px	EUR 600	EUR 500
Medium Rectangle*	300 x 250 px	EUR 550	EUR 450
Half Banner*	234 x 60 px	EUR 500	EUR 400

Homepage banners can only be booked exclusively.; A maximum of 3 alternating banners is possible;

\* Available on [www.gupta-verlag.de](http://www.gupta-verlag.de)/[www.gupta-verlag.com](http://www.gupta-verlag.com) and news subpages

**Cross-month bookings are possible; discounts upon request**

Visitor numbers 2017			
Unique visitors	Page impressions per month	Average time per site	Average pages per visitors
56 542	12 540	01:28 min	2.01

## The Rubber Newsletter

Reach professionals from the global rubber industry with The Rubber Newsletter!

### Advertisement options

Banner advertisement	Price/newsletter
in 1 newsletter	EUR 500
in 5 newsletters	EUR 450
in 10 newsletters	EUR 400

Whitepaper	Price/newsletter
in 1 newsletter	EUR 1,200



# Contacts

## Your contact for subscriptions



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# Editorial information

Please send press releases and requests for publication of technical articles and reports exclusively to our editorial mailbox

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The RFP Rubber Fibres Plastics editorial staff is looking forward to your mailings.

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