
 PU Magazine 1 February	PU Magazine 2 April	PU Magazine 3 June	
Publication date	20 February 2019	16 April 2019	03 June 2019
Ad closing date & editorial closing date*	18 January 2019	15 March 2019	03 May 2019
Events	12–14 March JEC World Paris, France	21–23 May Medtec Live Nuremberg, Germany	12–13 June Europur & Euro Moulders Annual Conference Lisbon, Portugal
	19–21. March European Coatings Show Nuremberg, Germany	21–23 May Global Automotive Components and Suppliers Expo Stuttgart, Germany	
	Stand 26–28 March FoamExpo North America Novi, MI, USA	Stand 21–24 May Chinaplas Guangzhou, China	
	Stand 26–28 March PSE Europe Munich, Germany	21–24 May Interzum Cologne, Germany	
	28–31 March interzum Guangzhou Guangzhou, China	28–31 May Plastpol Kielce, Poland	
	02–05 April Plastimagen México México City, México		
	09–11 April Powtech Nuremberg, Germany		
	23–25 April Polyurethanex Moscow, Russia		

 PU Magazine 4 August	PU Magazine 5 October	PU Magazine 6 December	
Publication date	27 August 2019	15 October 2019	17 December 2019
Ad closing date & editorial closing date*	26 July 2019	13 September 2019	15 November 2019
Events	10–12 September Composites Europe Stuttgart, Germany	Stand 16–23 October K 2019 Düsseldorf, Germany	tba SPFA Sprayfoam Show Convention & Expo tba
	10–12 September Foam Expo Europe Stuttgart, Germany	22–24 October Filtech Cologne, Germany	tba interplastica 2020 Moscow, Russia
	23–26 September The Composites and Advanced Materials Expo (CAMX) Anaheim, FL, USA	28–30 November Putech Eurasia Istanbul, Turkey	
	Stand 07–09 October CPI Polyurethanes Technical Conference Orlando, FL, USA	tba PDA Europe Conference & Exhibition tba	

■ At these events PU Magazine International will be distributed.

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

*Deadlines for technical articles at request.

Effective: **11 February 2019**, Updates at www.gupta-verlag.com/media-kit



magazine
INTERNATIONAL

Media Kit 2019



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, E & E, building & construction, industrial applications, medical & consumer, household appliances & furniture.

Since 2004, **PU Magazine International** has been providing information for the polyurethane producing and processing industries.

PU Magazine International is published six 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.

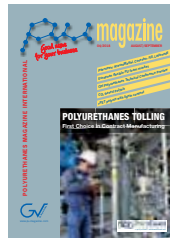
Use PU Magazine International as the optimal platform to successfully present your company and products.

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

Your Team of PU Magazine International

Subscriptions

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(6 issues/year)

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+



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Single issue: **EUR 35**



Control costs with volume discounts

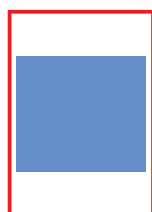
- 3 subscriptions for the price of 2 instead of ~~EUR 420~~ **only EUR 280***
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- 10 subscriptions for the price of 5 instead of ~~EUR 1,400~~ **only EUR 700***

* plus bundle costs

Note: Subscriptions will renew, if not cancelled 6 weeks before the end of the calendar year.

Advertisement and Inserts

Increase the visibility of your company by booking an advertisement in PU Magazine International.



Front cover page

145 x 165 mm

EUR 3,650



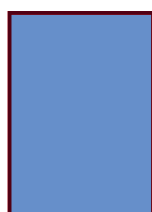
Cover pages 2, 3, 4

210 x 297 mm*

EUR 4,900

Advertisement format (width x height)

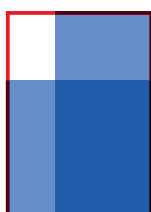
Formats with* + 3 mm bleed



1/1 page

210 x 297 mm*

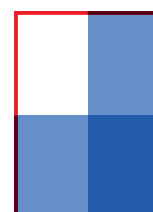
EUR 4,900



2/3 page

210 x 195 mm*
130 x 297 mm*

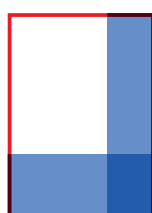
EUR 3,600



1/2 page

210 x 148 mm*
102 x 297 mm*

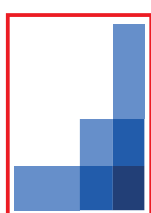
EUR 2,950



1/3 page

210 x 96 mm*
68 x 297 mm*

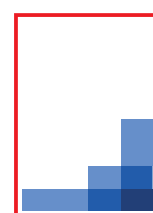
EUR 2,300



1/4 page

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

EUR 1,950



1/8 page

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

EUR 1,450

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,
minimum size 210 x 297 mm

EUR 490

Save money with multiple bookings

with 2 advertisements*

10 % discount

with 4 advertisements*

15 % discount

with 6 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

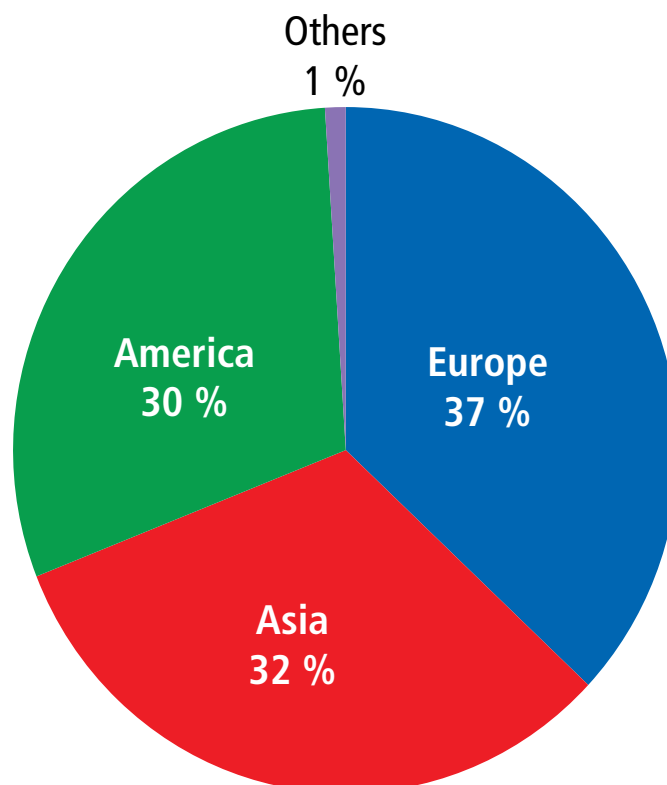
Only by special agreement! In case of cancellation of cover pages and preferential placements a 20 % cancellation fee of the agreed price will be charged. In case of withdrawal discounts will be recalculated.

Issues 2019

Issue	PU Magazine International 01	PU Magazine International 02	PU Magazine International 03
Date*	20.02.2019	16.04.2019	03.06.2019
Deadline	18.01.2019	15.03.2019	03.05.2019
Issue	PU Magazine International 04	PU Magazine International 05	PU Magazine International 06
Date*	27.08.2019	15.10.2019	17.12.2019
Deadline	26.07.2019	25.09.2019	15.11.2019

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

Readership of PU Magazine (2017)



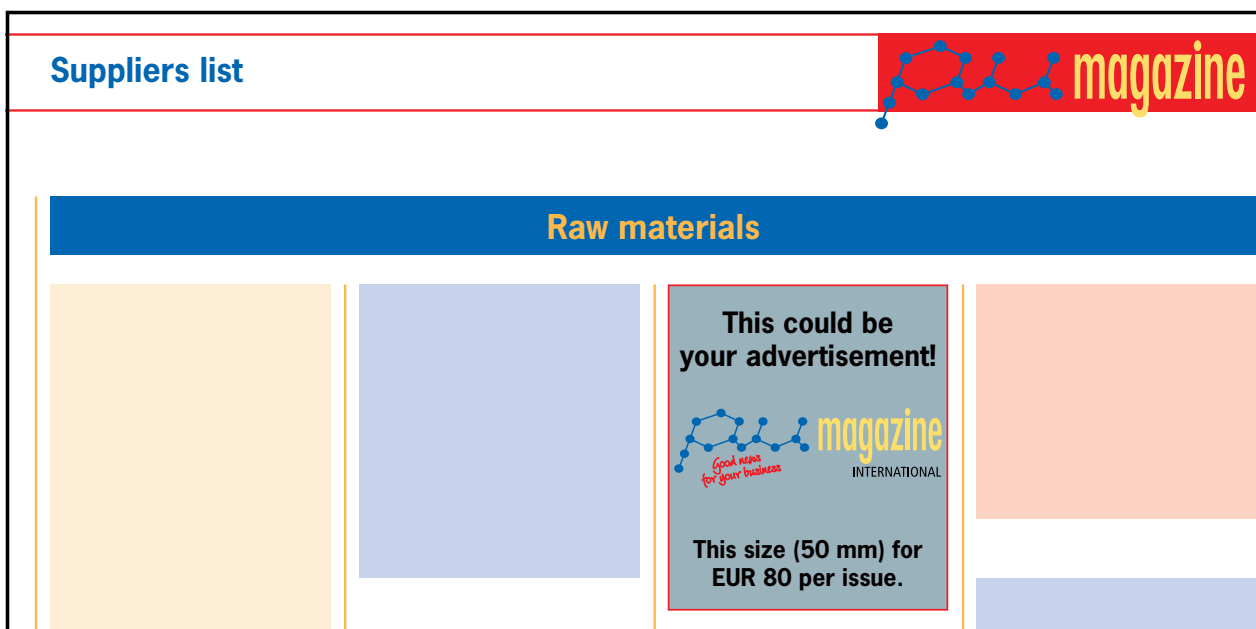
Print run

6 issues per year

5,000 copies per issue

Suppliers list

Add your company in one or more categories of the suppliers list of PU Magazine International and additionally receive a free entry in the online suppliers list at:
www.gupta-verlag.com/supplierslist/polyurethanes



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 PU Magazine International 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	www.plasticker.de www.gupta-verlag.com/jobs

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 or www.gupta-verlag.com to reach all visitors of our homepage **across all topics**.

Or **place your banner** in the news section under www.pu-magazine.com or www.pu-magazin.de and reach a specific audience on the subject of polyurethane.

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/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 Polyurethane Newsletter

Reach professionals from the global polyurethane industry with The Polyurethane 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



Patrizia Schmidt
Tel. +49 2102 9345-0
Fax +49 2102 9345-20
E-mail service@gupta-verlag.de

Your contacts for advertisements



Julian Bäumer
Tel. +49 2102 9345-15
Fax +49 2102 9345-20
E-mail j.baumer@gupta-verlag.de



Max Godenrath
Tel. +49 2102 9345-18
Fax +49 2102 9345-20
E-mail m.godenrath@gupta-verlag.de

Editorial information

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

info@gupta-verlag.de

The PU Magazine editorial staff is looking forward to your mailings.

Publisher

Dr. Heinz B. P. Gupta

Address

Dr. Gupta Verlags GmbH

Am Stadion 3b

40878 Ratingen

Germany

VAT No. DE 314055034

Tel. +49 2102 9345-0

Fax +49 2102 9345-20

E-Mail info@gupta-verlag.de

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