 magazine INTERNATIONAL	PU Magazine 1 February	PU Magazine 2 April	PU Magazine 3 June
Publication date	17 <sup>th</sup> February 2020	2 <sup>nd</sup> April 2020	2 <sup>nd</sup> June 2020
Ad closing date & editorial closing date*	13 <sup>th</sup> January 2020	26 <sup>th</sup> February 2020	30 <sup>th</sup> April 2020
Events	27 February–01 March India Mattresstech Expo Bangalore, India	<b>Stand</b> 21–24 April Chinaplas Shanghai, China <b>Postponed</b>	04–05 June Europur & Euromoulder Annual Conference Amsterdam, Netherlands
	03–05 March JEC World Paris, France	21–23 April Polyurethanex Moscow, Russia	16–18 June Global Automotive Components and Suppliers Expo Stuttgart, Germany
	<b>Stand</b> 24–26 March Foam Expo North America Novi, MI, USA	19–21 May UTECH North America Chicago, MI, USA	
	28–31 March <b>Postponed</b> interzum Guangzhou Guangzhou, China	19–22 May Plastpol Kielce, Poland	
	31 March–02 April Eurocoat Paris, France	02–06 June Equiplast Barcelona, Spain	
	31 March–2 April Medtec Live Nuremberg, Germany		
	<b>Stand</b> 01–03 April PU Tech India New Delhi, India		

 magazine INTERNATIONAL	PU Magazine 4 August	PU Magazine 5 October	PU Magazine 6 December
Publication date	25 <sup>th</sup> August 2020	16 <sup>th</sup> October 2020	14 <sup>th</sup> December 2020
Ad closing date & editorial closing date*	20 <sup>th</sup> July 2020	7 <sup>th</sup> September 2020	13 <sup>th</sup> November 2020
Events	<b>Stand</b> 05–07 October CPI Polyurethane Technical Conference San Antonio, TX, USA	<b>Stand</b> 10–12 November Foam Expo Europe Stuttgart, Germany	<b>tba</b> SPFA Sprayfoam Conference & Expo 2021 <b>tba</b>
	06–08 October International Suppliers Fair (IZB) Wolfsburg, Germany	10–12 November Composites Europe Stuttgart, Germany	
	13–17 October Fakuma Friedrichshafen, Germany	10–13 November Plastimagen Mexico City, Mexico	

■ 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 2020**, Updates at [www.gupta-verlag.com/media-kit](http://www.gupta-verlag.com/media-kit)



**magazine**  
INTERNATIONAL

# **Media Kit 2020**



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

# Welcome to Dr. Gupta Verlag

As a specialist publisher, we have been an important cooperation partner for companies and associations in the worldwide polymer industry for over 25 years. Our products provide you with technical knowledge, market information, trade fair reports, relevant news and information on innovations from the international polymer industry. On the basis of the material groups rubber, polyurethane and thermoplastic elastomers, our focus is on new developments in raw materials, processing technologies, measuring and testing methods, and mechanical engineering.

We see it as our responsibility to help shape today's information society within the industry by researching, analysing and evaluating information before publishing these news via our homepage, newsletters, and, of course, our magazines.

We offer a competent and independent platform for your company news, new research results, and developments.

Our readers are decision-makers from management as well as technical and commercial employees of companies from the manufacturing industries: from automotive & tyres, to E&E, consumer, industrial applications, over medicine & food and household goods to the construction industry.

We offer:

- Trade magazines for rubber, polyurethane and thermoplastic elastomers
- Latest information on our homepage,
- Newsletter for rubber, polyurethane and thermoplastic elastomers
- Editing and publishing of specialist literature
- Consulting for marketing & crossmedia
- Commissioned editorial work, copyediting and translations (German & English)
- Typesetting & layout for your print media

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.

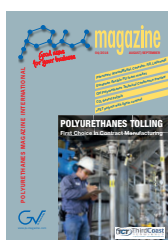
**Use PU Magazine International as the optimal platform to successfully present your company and products.**

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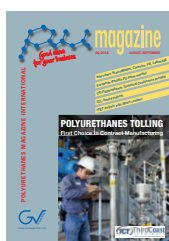
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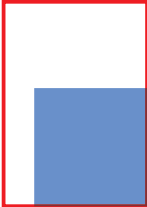


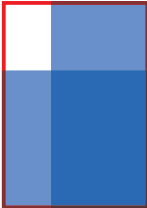
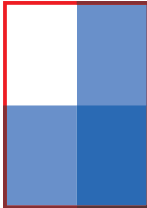
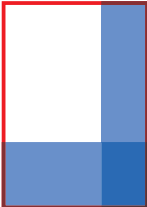
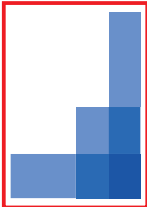
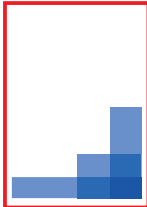
**Combination packages of our trade magazines as well as special company volume discounts on request**

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**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.

 <p><b>Front cover page</b> 145 x 165 mm <b>EUR 3,650</b></p>	 <p><b>Cover pages 2, 3, 4</b> 210 x 297 mm* <b>EUR 4,900</b></p>	<p><b>Advertisement format (width x height)</b></p> <p>Formats with* + 3 mm bleed</p>
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## Supplements (flyers, brochures, etc.)

Placement costs

(max. format 200 x 290 mm)

\*Plus postage and handling costs

No discount possible

**EUR 5,000\***

## 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).

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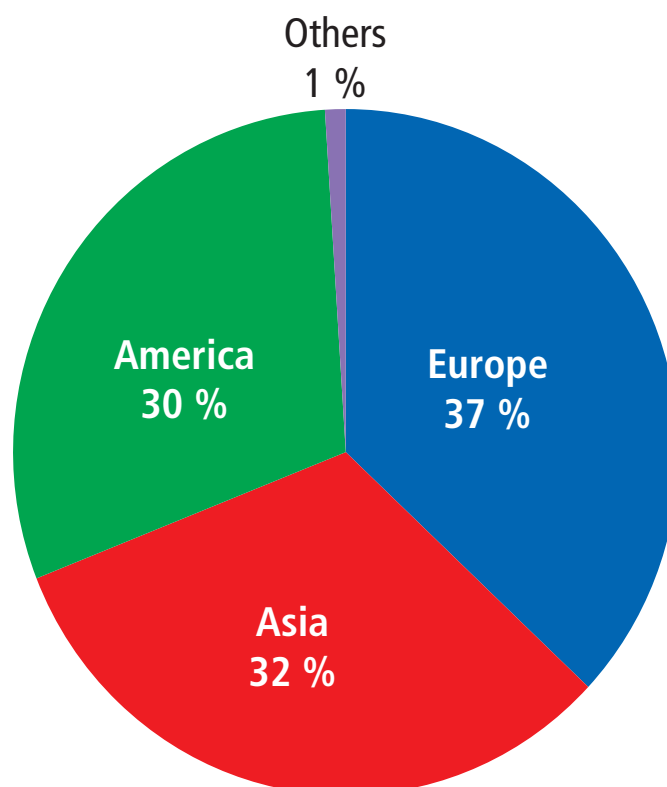
Only by special agreement! In case of cancellation of cover pages and preferential placements a 20 % cancellation fee of the agreed price will be charged. In case of withdrawal, discounts will be recalculated.

# Issues 2020

Issue	PU Magazine International 01	PU Magazine International 02	PU Magazine International 03
Date*	17.02.2020	02.04.2020	02.06.2020
Deadline	13.01.2020	26.02.2020	30.04.2020
Issue	PU Magazine International 04	PU Magazine International 05	PU Magazine International 06
Date*	25.08.2020	16.10.2020	14.12.2020
Deadline	20.07.2020	01.09.2020	13.11.2020

\* Deadlines only apply to ad bookings and press releases  
Deadlines for other editorial content, e.g. technical articles by arrangement

## Readership of PU Magazine (2017)



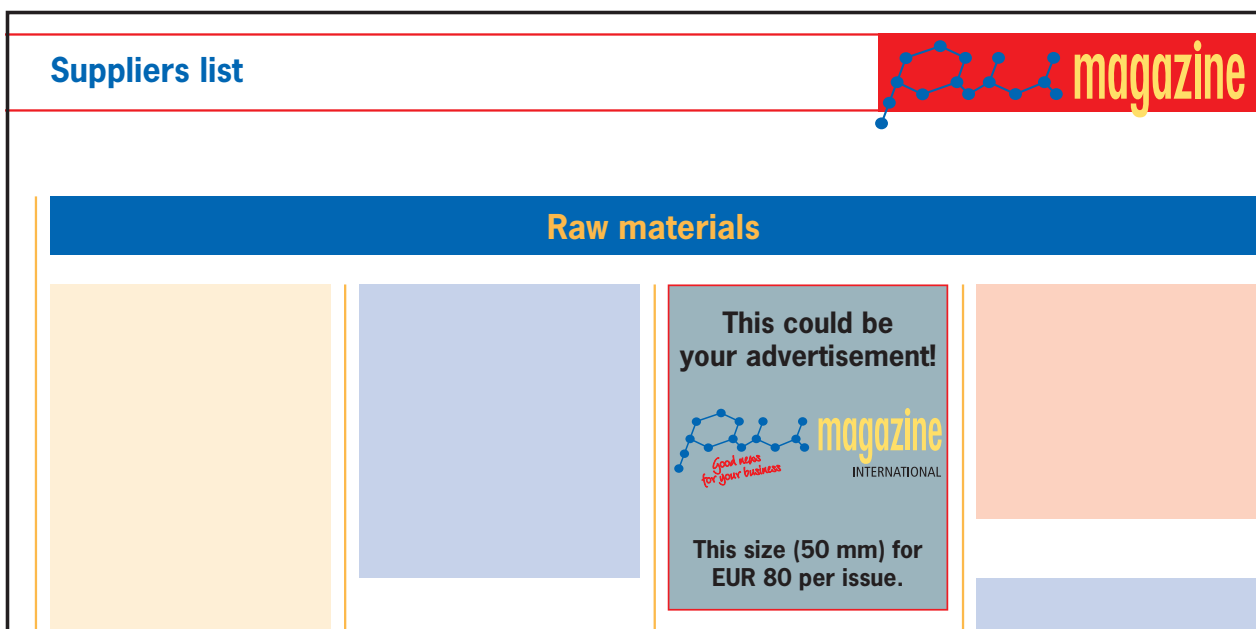
### Print run

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](http://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	<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

## The Polyurethane Newsletter

Powered by  
 magazine  
www.pu-magazine.com

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

### Website

Or **place your banner** in the news section under [www.pu-magazine.com](http://www.pu-magazine.com) or [www.pu-magazin.de](http://www.pu-magazin.de) and reach a specific audience on the subject of polyurethane, or at our main page [www.gupta-verlag.com](http://www.gupta-verlag.com)

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 2018			
Unique visitors	Page impressions per month	Average time per site	Average pages per visitors
55 040	12 677	01:29 min	2.04



# Contacts

## Your contact for subscriptions



Patrizia Schmidt  
Tel. +49 2102 9345-0  
Fax +49 2102 9345-20  
E-mail [service@gupta-verlag.de](mailto:service@gupta-verlag.de)

## Your contacts for advertisements



Julian Bäumer  
Tel. +49 2102 9345-15  
Fax +49 2102 9345-20  
E-mail [j.baeumer@gupta-verlag.de](mailto:j.baeumer@gupta-verlag.de)



Max Godenrath  
Tel. +49 2102 9345-18  
Fax +49 2102 9345-20  
E-mail [m.godenrath@gupta-verlag.de](mailto: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](mailto:info@gupta-verlag.de)**

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

### Address

Dr. Gupta Verlags GmbH  
Am Stadion 3b  
40878 Ratingen, Germany  
Ust. Nr. DE 314055034  
CEO Indira E. Gupta  
Amtsgericht Düsseldorf HRB 79922

**Tel.** +49 2102 9345-0

**Fax** +49 2102 9345-20

**E-Mail** [info@gupta-verlag.de](mailto:info@gupta-verlag.de)

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

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