

 RFP International 1 February	RFP International 2 April	RFP International 3 August	RFP International 4 October	
<b>Publication date</b>	3 <sup>rd</sup> February 2020	17 <sup>th</sup> April 2020	18 <sup>th</sup> August 2020	23 <sup>rd</sup> October 2020
<b>Ad closing date &amp; editorial closing date*</b>	7 <sup>th</sup> January 2020	6 <sup>th</sup> March 2020	17 <sup>th</sup> July 2020	21 <sup>st</sup> September 2020
<b>Events</b>	<b>Stand</b> 25–27 February Tire Technology Expo Hanover, Germany	<b>Stand</b> <b>Postponed</b> 21–24 April Chinaplas Shanghai, China	16–18 September Rubbertech China Shanghai, China	<b>Stand</b> 10–12 November Foam Expo Europe Stuttgart, Germany
	03–05 March JEC World Paris, France	05–08 May Control Stuttgart, Germany	06–08 October International Suppliers Fair (IZB) Wolfsburg, Germany	10–12 November Rubber-Fall-Kolloquium Hanover, Germany
	04–05 March LSR Innovations Düsseldorf, Germany	19–22 May Plastpol Kielce, Poland	13–17 October Fakuma Friedrichshafen, Germany	10–13 November Plastimagen Mexico City, Mexico
	<b>Stand</b> 24–26 March Foam Expo North America Novi, MI, USA	02–06 June Equiplast Barcelona, Spain	15–17 October International Rubber Conference Chennai, India	<b>tba</b> Silicone Elastomer & TPE World Summit <b>tba</b>
	31 March–02 April Medtec Live Nuremberg, Germany	<b>Stand</b> 03–04 June Compounding World Expo Essen, Germany	20–22 October International Elastomer Conference Knoxville, TN, USA	07–08 December Thermoplastic Elastomers 2020 conference, Smithers Frankfurt, Germany
		09–12 June The Tire Cologne Cologne, Germany	<b>tba</b> SPE Automotive Composites Conference + Exhibition <b>tba</b>	
		16–18 June Global Automotive Components and Suppliers Expo Stuttgart, Germany		
		17–19 June Rubber & Tyre Vietnam Ho Chi Minh City, Vietnam		
		26–27 June Silicone Elastomers & TPE US Summit Cleveland, OH, USA		

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

**RFP** *Rubber*  
*FIBRES*  
**Plastics**  
*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 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!

**Your Team of RFP Rubber Fibres Plastics**

# Subscriptions

## Print



**EUR 120**  
(4 issues/year)

## PDF version



**EUR 120**  
(4 issues/year)  
Please note that these are  
single user licenses

## Subscription bundle



+



Print + PDF version (single user license) **only EUR 125**



**Single issue: EUR 35**



Single Euro Payments Area  
Initiative for cross-border payments



## Save by volume discounts\*

3 subscriptions for the price of 2 instead of ~~EUR 360~~ **only EUR 240\*\***  
5 subscriptions for the price of 3 instead of ~~EUR 600~~ **only EUR 360\*\***  
10 subscriptions for the price of 5 instead of ~~EUR 1,200~~ **only EUR 600\*\***

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

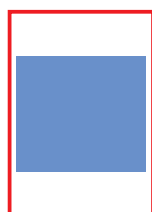
\* Volume discounts only for direct orders, not for orders via bookstores

\*\* plus costs for shipping and bundle subscription

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

# Advertisement and inserts

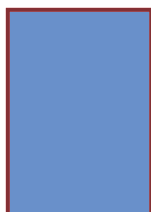
Increase the visibility of your company by booking an advertisement in RFP Rubber Fibres Plastics



## Front cover page

185 x 165 mm

**EUR 4,200**



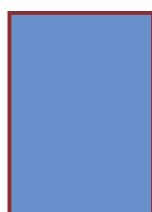
## Cover pages 2, 3, 4

210 x 297 mm\*

**EUR 4,750**

## Advertisement format (width x height)

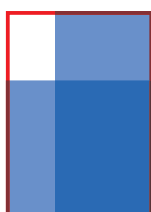
Formats with\* + 3 mm bleed



## 1/1 page

210 x 297 mm\*

**EUR 4,750**



## 2/3 page

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

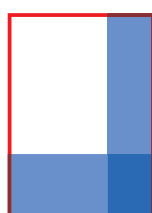
**EUR 3,600**



## 1/2 page

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

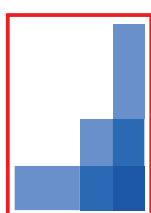
**EUR 2,900**



## 1/3 page

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

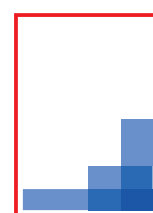
**EUR 1,990**



## 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**

## 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 \*

**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

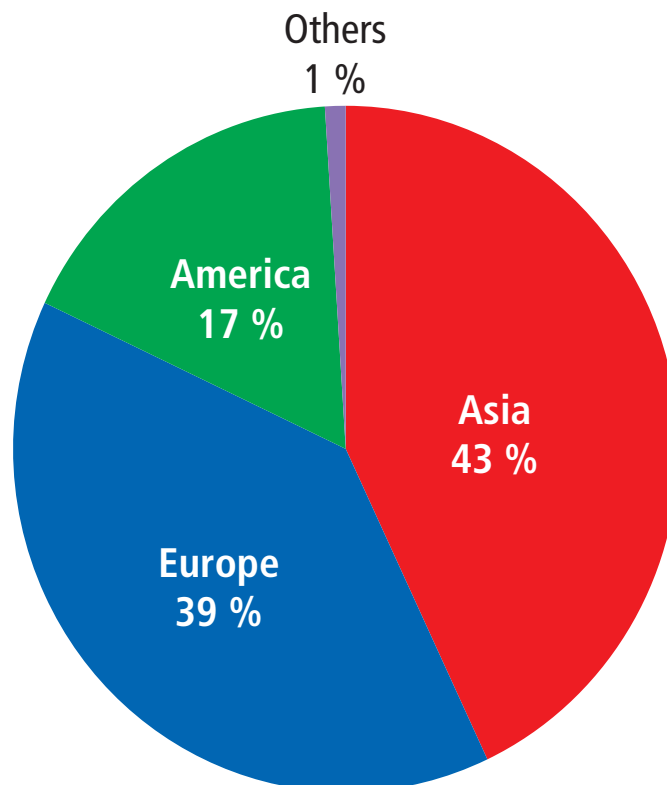
Only by special agreement! In case of cancellation of cover pages and preferential placements a 20 % cancellation fee of the agreed price will be charged. In case of withdrawal, discounts will be recalculated.

# Issues 2020

Issue	RFP International 01	RFP International 02	RFP International 03	RFP International 04
<b>Publishing Date*</b>	03.02.2020	17.04.2020	18.08.2020	23.11.2020
<b>Advert Deadline</b>	07.01.2020	06.03.2020	17.07.2020	21.09.2020

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

## 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)

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><b>This could be your advertisement!</b></p>  <p><b>This size (50 mm) for EUR 80 per issue.</b></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)	<b>EUR 2</b>
90.50 (2 column-lines)	<b>EUR 4</b>
137.75 (3 column-lines)	<b>EUR 6</b>
185.00 (4 column-lines)	<b>EUR 8</b>

### Job advertisement online

Price per advertisement	EUR 450
Standard duration	<b>2 months</b>
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 Rubber Newsletter

Powered by  
**RFP** Rubber  
Plastics  
International

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

### Website

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, 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
55040	12677	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 RFP Rubber Fibres Plastics 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)

Volume number 15 / 2020 · ISSN 1863-7116

**Frequency of publication** 4 issues/year

Misprints and errors excepted!

**Advertisement prices are net prices. Subscriptions include VAT.**

The general terms and conditions for advertisements, supplements and online advertising are binding. They are available at: [www.gupta-verlag.com/terms-and-conditions](http://www.gupta-verlag.com/terms-and-conditions)

The data privacy policy is available at: [www.gupta-verlag.com/privacy-policy](http://www.gupta-verlag.com/privacy-policy)