


|  magazine INTERNATIONAL | 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 | |
| | 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 | | |

|  magazine INTERNATIONAL | 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 Foam Expo Europe Stuttgart, Germany | Stand 16–23 October K 2019 Düsseldorf, Germany | tba SPFA Sprayfoam Show Convention & Expo tba |
| | 23–26 September The Composites and Advanced Materials Expo (CAMX) Anaheim, FL, USA | 22–24 October Filtech Cologne, Germany | tba interplastica 2020 Moscow, Russia |
| | Stand 07–09 October CPI Polyurethanes Technical Conference Orlando, FL, USA | 28–30 November Putech Eurasia Istanbul, Turkey | |
| | | 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: **24 October 2018**, 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.

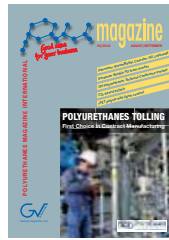
Use PU Magazine International as the optimal platform to successfully present your company and products.

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

Your Team of PU Magazine International

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Control costs with volume discounts

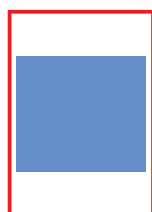
- 3 subscriptions for the price of 2 instead of ~~EUR 420~~ **only EUR 280***
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* plus bundle costs

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



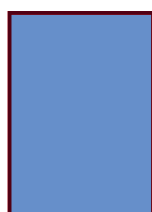
Cover pages 2, 3, 4

210 x 297 mm*

EUR 4,900

Advertisement format (width x height)

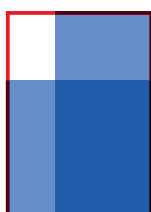
Formats with* + 3 mm bleed



1/1 page

210 x 297 mm*

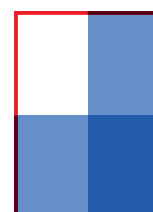
EUR 4,900



2/3 page

210 x 195 mm*
130 x 297 mm*

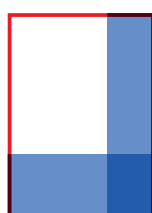
EUR 3,600



1/2 page

210 x 148 mm*
102 x 297 mm*

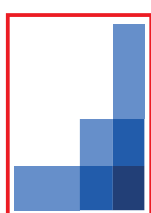
EUR 2,950



1/3 page

210 x 96 mm*
68 x 297 mm*

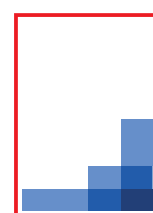
EUR 2,300



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

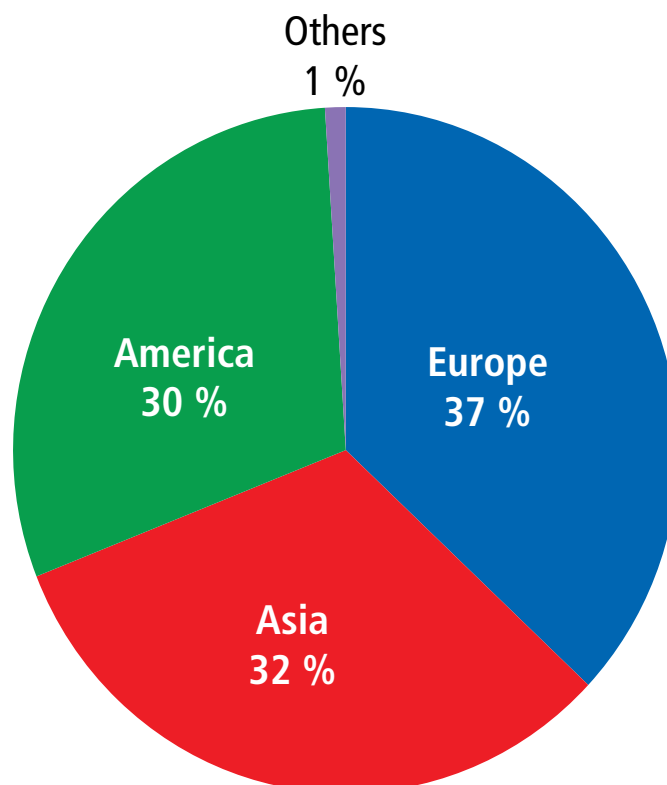
Only by special agreement! In case of cancellation of cover pages and preferential placements a 20 % cancellation fee of the agreed price will be charged. In case of withdrawal discounts will be recalculated.

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)



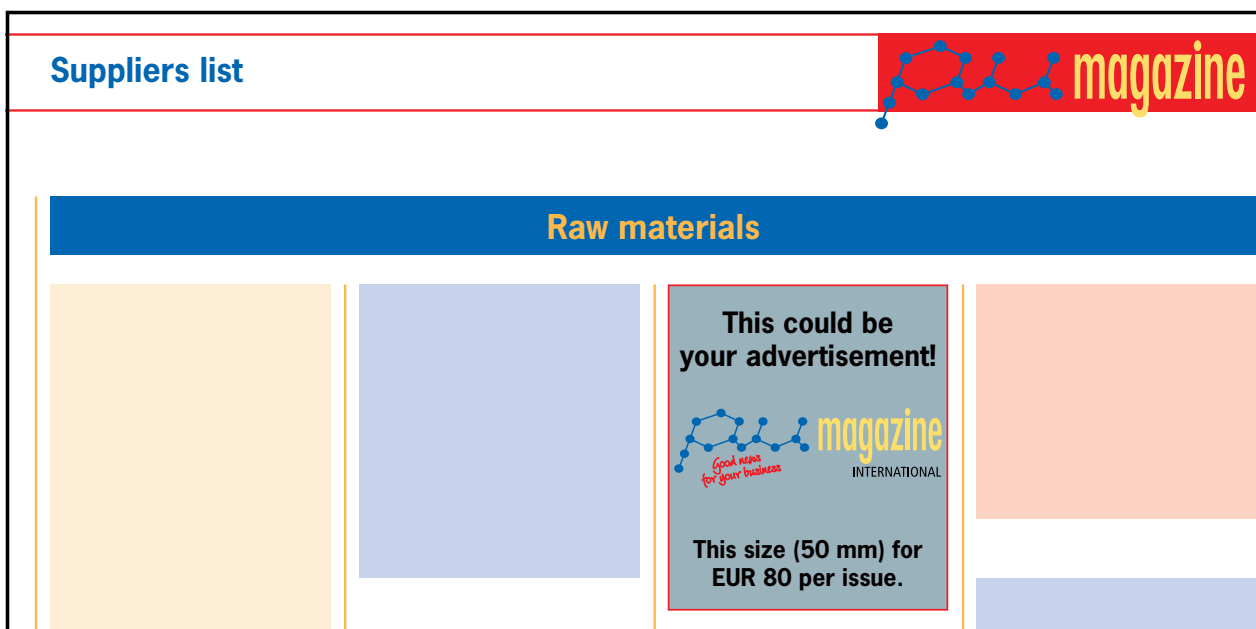
Print run

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

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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.

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