

Media Kit 2018



magazine
INTERNATIONAL

25 years



1993 – 2018

Dr. Gupta Verlag
Am Stadion 3b
40878 Ratingen/Germany
www.gupta-verlag.com

Welcome to Dr. Gupta Verlag



With our magazines, we primarily provide technical knowledge and market information. We publish and sell specialist books and offer our expertise as an extra service.

Humanity, trust and mutual respect build the foundation of our company and are reflected by the relationship between Dr. Gupta Verlag and its customers and business partners. Therefore, we cooperate closely with industry associations, research institutes and universities and provide space for innovations.

Furthermore, we present our magazines at internationally important industry trade shows and conferences.

We are worldwide the only specialist publisher who produces German as well as international editions of rubber and polyurethane magazines. We further publish the worldwide only magazine dedicated exclusively to thermoplastic elastomers. Our magazines are read in over 95 countries.

We are looking forward to meet you and talk about your innovative ideas for a bright future!

Since 2004, **PU Magazine International** provides information for the polyurethanes producing and processing industries. Key topics of the technical articles from research centers, universities and the industry are new developments in materials, processing technologies, measuring and test methodology as well as machinery and equipment engineering. Current reports on economic developments as well as coverage from conferences and trade fairs complete our comprehensive offer of information.

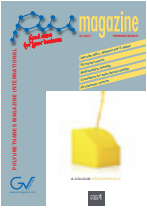
The magazine addresses decision makers as well as technical staff of processing industries such as automotive, building & construction, E & E, industrial, medical & consumer, household appliances & furniture, and many more.

PU Magazine International is released six times a year and has a worldwide distribution.

With kind regards,
Dr. Gupta Verlag


Subscriptions

6 x




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(6 issues/year)
Single issue: EUR 35

PDF




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(6 issues/year)
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Mobile app: EUR 140
(6 issues/year)
Read the digital version on your mobile
device! (Currently Android only)


6 x



+



+



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* plus bundle costs

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







**Your contact
for subscriptions**

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Fax +49 2102 9345-20
E-mail service@gupta-verlag.de

January	February	March	April	May	June
01 Mon	01 Thu	01 Thu	01 Sun	01 Tue	01 Fri
02 Tue	02 Fri	02 Fri	02 Mon	02 Wed	02 Sat
03 Wed	03 Sat	03 Sat	03 Tue	03 Thu	03 Sun
04 Thu	04 Sun	04 Sun	04 Wed	04 Fri	04 Mon
05 Fri	05 Mon	05 Mon	05 Thu	05 Sat	05 Tue <small>Global Automotive Components and Suppliers Expo</small>
06 Sat	06 Tue	06 Tue <small>• Foam Expo • JEC World 2018</small>	06 Fri	06 Sun	06 Wed
07 Sun	07 Wed	07 Wed	07 Sat	07 Mon <small>NPE</small>	07 Thu
08 Mon	08 Thu	08 Thu	08 Sun	08 Tue	08 Fri
09 Tue	09 Fri	09 Fri	09 Mon	09 Wed	09 Sat
10 Wed	10 Sat	10 Sat	10 Tue	10 Thu	10 Sun
11 Thu	11 Sun	11 Sun	11 Wed <small>EuroMoulders Annual Conference</small>	11 Fri	11 Mon
12 Fri	12 Mon	12 Mon	12 Thu	12 Sat	12 Tue
13 Sat	13 Tue	13 Tue <small>Filtech</small>	13 Fri	13 Sun	13 Wed
14 Sun	14 Wed	14 Wed <small>Plastics in Automotive Engineering, VDI</small>	14 Sat	14 Mon	14 Thu
15 Mon	15 Thu	15 Thu	15 Sun	15 Tue	15 Fri
16 Tue	16 Fri	16 Fri	16 Mon	16 Wed	16 Sat
17 Wed	17 Sat	17 Sat	17 Tue 	17 Thu	17 Sun
18 Thu	18 Sun	18 Sun	18 Wed	18 Fri	18 Mon
19 Fri	19 Mon	19 Mon <small>Submission Deadline* PU Magazine 2</small>	19 Thu	19 Sat	19 Tue 
20 Sat	20 Tue	20 Tue	20 Fri	20 Sun	20 Wed
21 Sun	21 Wed 	21 Wed	21 Sat	21 Mon	21 Thu
22 Mon <small>Submission Deadline* PU Magazine 1</small>	22 Thu	22 Thu	22 Sun	22 Tue <small>Submission Deadline* PU Magazine 3</small>	22 Fri
23 Tue	23 Fri	23 Fri	23 Mon	23 Wed	23 Sat
24 Wed	24 Sat	24 Sat	24 Tue <small>Chinaplas</small>	24 Thu	24 Sun
25 Thu	25 Sun	25 Sun	25 Wed	25 Fri	25 Mon
26 Fri	26 Mon	26 Mon	26 Thu	26 Sat	26 Tue
27 Sat	27 Tue	27 Tue	27 Fri	27 Sun	27 Wed
28 Sun	28 Wed	28 Wed <small>interzum Guangzhou</small>	28 Sat	28 Mon	28 Thu
29 Mon <small>SPFA SprayFoam Convention & Expo</small>		29 Thu	29 Sun	29 Tue <small>• Plast + Rubber • UTECH Europe</small>	29 Fri
30 Tue		30 Fri	30 Mon	30 Wed	30 Sat
31 Wed		31 Sat		31 Thu	


* Deadline for advertisements and editorial content

July	August	September	October	November	December
01 Sun 25 Years 	01 Wed	01 Sat	01 Mon CPI Polyurethanes Technical Conference	01 Thu	01 Sat
02 Mon	02 Thu	02 Sun	02 Tue	02 Fri	02 Sun
03 Tue	03 Fri	03 Mon	03 Wed	03 Sat	03 Mon
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11 Wed	11 Sat	11 Tue	11 Thu	11 Sun	11 Tue
12 Thu India Mattresstech Expo	12 Sun	12 Wed	12 Fri	12 Mon	12 Wed
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14 Sat	14 Tue	14 Fri	14 Sun	14 Wed	14 Fri
15 Sun	15 Wed	15 Sat	15 Mon  • CAMX	15 Thu	15 Sat
16 Mon	16 Thu	16 Sun	16 Tue • Fakuma 2018 • Foam Expo Europe	16 Fri	16 Sun
17 Tue	17 Fri	17 Mon Submission Deadline* PU Magazine 5	17 Wed	17 Sat	17 Mon
18 Wed	18 Sat	18 Tue	18 Thu	18 Sun	18 Tue 
19 Thu	19 Sun	19 Wed	19 Fri	19 Mon Submission Deadline* PU Magazine 6	19 Wed
20 Fri	20 Mon	20 Thu	20 Sat	20 Tue PU Tech Africa & Africa Foam Expo	20 Thu
21 Sat	21 Tue	21 Fri	21 Sun	21 Wed	21 Fri
22 Sun	22 Wed	22 Sat	22 Mon	22 Thu	22 Sat
23 Mon	23 Thu	23 Sun	23 Tue	23 Fri	23 Sun
24 Tue	24 Fri	24 Mon	24 Wed	24 Sat	24 Mon
25 Wed	25 Sat	25 Tue	25 Thu	25 Sun	25 Tue
26 Thu	26 Sun	26 Wed	26 Fri	26 Mon	26 Wed
27 Fri Submission Deadline* PU Magazine 4	27 Mon	27 Thu	27 Sat	27 Tue	27 Thu
28 Sat	28 Tue 	28 Fri	28 Sun	28 Wed	28 Fri
29 Sun	29 Wed	29 Sat	29 Mon	29 Thu	29 Sat
30 Mon	30 Thu	30 Sun	30 Tue	30 Fri	30 Sun
31 Tue	31 Fri		31 Wed		31 Mon

Effective August 2017


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

Suppliers list


Raw materials

This could be your advertisement!



This size (50 mm) for EUR 80 per issue.

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

Box number charges **EUR 10**
 incl. postage

Job advertisement online

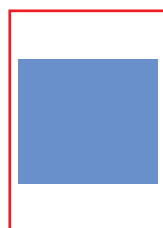
Price per advertisement	EUR 450
Standard duration	2 months
Placement	www.plasticker.de
	www.gupta-verlag.com/jobs

Save with our bundle for job advertisements

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

Advertisement

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)

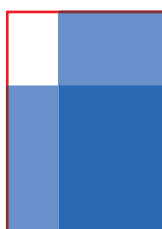
Formats with* + 3 mm bleed



1/1 page

210 x 297 mm*

EUR 4,900

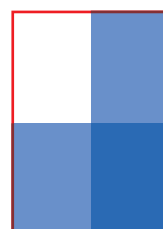


2/3 page

210 x 195 mm*

130 x 297 mm*

EUR 3,600

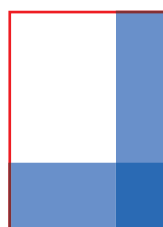


1/2 page

210 x 148 mm*

102 x 297 mm*

EUR 2,950

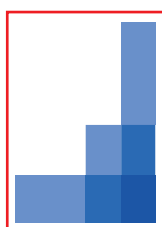


1/3 page

210 x 96 mm*

68 x 297 mm*

EUR 2,300



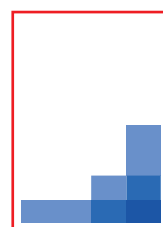
1/4 page

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

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).

Inserts/fixed inserts

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

Print run 5,000 copies

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.



Your contact for advertisements

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Advertise online with us

1. Dr. Gupta Verlag Home

You want to reach all of our website visitors?
Then place a banner on our German
or international homepage.

Format	Specification	Price/Month
Superbanner	728 x 90 px	EUR 1,000
Skyscraper	120 x 600 px	EUR 800
Full banner	468 x 60 px	EUR 600
Medium rectangle	300 x 250 px	EUR 550
Half banner	234 x 60 px	EUR 500

Home page banners are bookable exclusively only.

About 15,000 visits per month

Cross months bookings possible; discounts upon request

File formats: *.jpg, *.gif, *.png, *.svg, *.swf; **File size:** < 200 kB (larger files on request)

2. News section

You would like to reach specific visitors from the
rubber, polyurethane or TPE industry?
Then place your banner in the news section
of the corresponding categories.

Format	Specification	Price/Month
Superbanner	728 x 90 px	EUR 900
Skyscraper	120 x 600 px	EUR 700
Full banner*	468 x 60 px	EUR 500
Medium rectangle*	300 x 250 px	EUR 450
Half banner*	234 x 60 px	EUR 400

Banners on news pages are bookable multiple times
(max. 3 interchanging banners possible).

* Will not appear in the news overview section!

PU newsletter banner advertising in cooperation with PU2PU

Reach each week up to 14,000 PU professionals with your banner in the PU newsletter

Banner advertisement in PU2PU-newsletter	Price/newsletter
in 1 PU newsletter	500,- EUR
in 5 PU newsletters	450,- EUR
in 10 PU newsletters	400,- EUR

Editorial information

Our team of experienced editors is looking forward to your submissions to PU Magazine International print and/or online.

Please send your short articles and company news to: info@gupta-verlag.de



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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

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