

# Plastics News Europe



# MEDIA KIT 2019

**USD**

# PLASTICS NEWS EUROPE

## WHO WE ARE

Plastics News Europe is available in print and e-magazine formats for leaders in the plastics industry. The magazine serves the pan-European plastics industry, covering all sectors – a unique and well-established information provider in the marketplace for over 40 years.

Our readers are industry leaders dealing with challenging issues of strategy, policy and market developments and Plastics News Europe provides them with vital information and a European-wide perspective. They value our editorial for its breadth and depth, whether it be analysis of trends behind the news, insights into polymer markets and prices, or the latest technologies and materials.

## EDITORIAL CONTENT

### Every month, Plastics News Europe includes:

- Analysis of news, major issues and mega-trends
- Q&A interviews with leaders in plastics and major end-markets
- Detailed polymer pricing and industry data
- Regular features on: automotive, packaging, injection moulding, recycling, extrusion, blow moulding, thermoforming and materials
- Design and innovation using plastics

## ONLINE

Plastics News Europe publishes in print, an e-magazine and daily on its website [www.plasticsnewseurope.com](http://www.plasticsnewseurope.com). News is updated throughout the day, covering developments in Europe and globally through the coverage of its sister titles Plastics News and Plastics News China. We keep readers well informed by email with newsletters covering industry news.

## CRAIN COMMUNICATIONS

Crain Communications Ltd is one of the largest privately owned business media companies with 30 leading business, trade and consumer brands in North America, Europe and Asia. Plastics is one of Crain's key markets, publishing Plastics News Europe, Plastics News and Plastics News China. Crain also produces many leading plastics conferences and international exhibitions.

## 2019 EDITORIAL FEATURES

### JANUARY/FEBRUARY



DIGITAL EDITION

PUBLICATION: **5 FEBRUARY**

**Features:** Bioplastics: PHA- hype or hope?; Joining Technology; Medical Plastics

**Ad copy deadline:** 21 January

### JULY/AUGUST

DIGITAL EDITION



PUBLICATION: **24 JULY**

**Features:** Thermoforming technology; Plastics in construction; Quality assurance

**Ad copy deadline:** 9 July

### MARCH/APRIL



PRINT + DIGITAL EDITION

PUBLICATION: **18 MARCH**

**Features:** PRSE+Recycling special (technologies, legislation, recyclates, products, machinery); Packaging; Composites

**Ad copy deadline:** 18 March

**Dates to remember:** PRSE 2019 10 - 11 April

### SEPTEMBER

PRINT + DIGITAL EDITION



PUBLICATION: **5 SEPTEMBER**

**Features:** Additive Manufacturing; Injection Moulding developments; Digitalization trends

**Ad copy deadline:** 21 August

### MAY



DIGITAL EDITION

PUBLICATION: **8 MAY**

**Features:** Robotics; Extrusion technology; LSR, compounding

**Ad copy deadline:** 27 April

### OCTOBER

PRINT + DIGITAL EDITION



PUBLICATION: **6 OCTOBER**

**Features:** K preview; Additives & Masterbatch; Auxiliaries

**Ad copy deadline:** 20 September

**Dates to remember:** K Show Dailies 16 - 23 October

### JUNE



PRINT + DIGITAL EDITION

PUBLICATION: **JUNE 5**

**Features:** Plastics in Automotive; Moulds & Tooling; Elastomers; PDM Preview

**Ad copy deadline:** 10 June

**Dates to remember:** PDM 2019 11 - 12 June

### NOVEMBER/DECEMBER

DIGITAL EDITION



PUBLICATION: **12 DECEMBER**

**Features:** K Review; Decoration and surface treatment; blow moulding

**Ad copy deadline:** 27 November

## DISPLAY ADVERTISING RATES

### RATE CARD: USD

SIZE	1x	3x	6x	11x	26x	39x	52x
% Discount	0	10	15	20	30	35	40
DPS	\$14,080	\$12,672	\$11,968	\$11,264	\$9,857	\$9,152	\$8,885
Full Page	\$7,572	\$6,815	\$6,437	\$6,058	\$5,301	\$4,922	\$4,779
Junior page	\$6,223	\$5,600	\$5,290	\$4,979	\$4,357	\$4,045	\$3,927
Half page	\$4,991	\$4,493	\$4,243	\$3,993	\$3,494	\$3,245	\$3,150
Third page	\$4,232	\$3,808	\$3,596	\$3,387	\$2,963	\$2,750	\$2,672
Quarter page	\$3,471	\$3,123	\$2,949	\$2,770	\$2,416	\$2,254	\$2,190

### SPECIAL POSITIONS

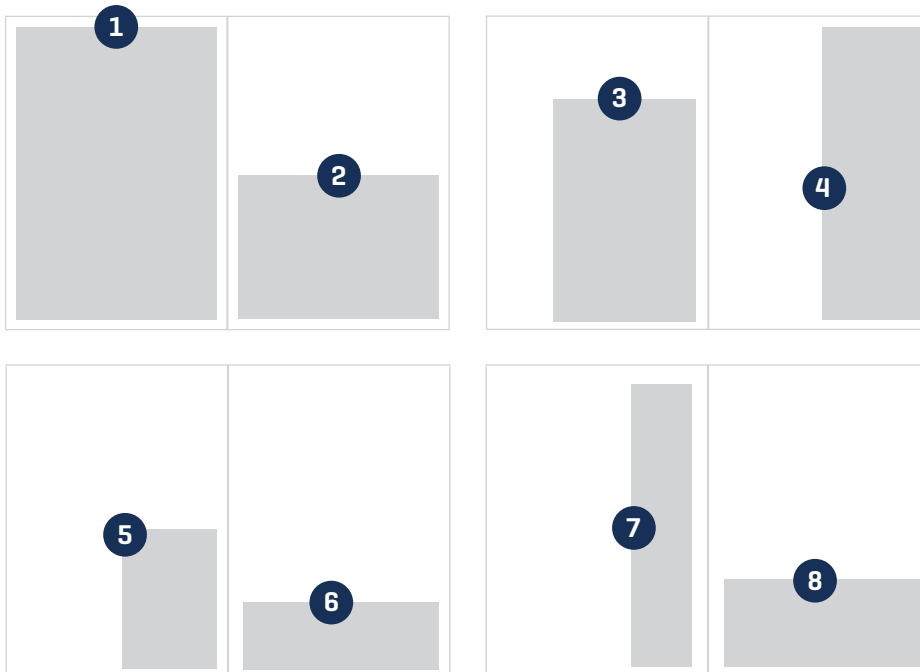
POSITION	1x	3x	6x	11x	26x	39x	52x
Inside Front Cover	\$7,927	\$7,135	\$6,738	\$6,342	\$5,549	\$5,153	\$5,002
Outside back Cover	\$8,401	\$7,561	\$7,141	\$6,721	\$5,880	\$5,460	\$5,301

### DIGITAL RATE CARD: USD

SIZE	1x	3x	6x
Full Page	\$3,132	\$2,819	\$2,506
Half Page	\$2,564	\$2,308	\$2,053
Third Page	\$1,995	\$1,798	\$1,601
Quarter page	\$1,427	\$1,276	\$1,137

# DISPLAY ADVERTISING SPECS

## ADVERTISEMENT SPECS



- 1 FULL PAGE**  
Type area: 265mm high x 180mm wide  
Trim: 297mm high x 210mm wide  
Bleed: 303mm high x 216mm wide
- 2 ½ PAGE HORIZONTAL**  
Type area: 128mm high x 180mm wide  
Bleed: 147mm high x 216mm wide
- 3 JUNIOR PAGE**  
Type area: 183mm high x 128mm wide
- 4 ½ PAGE VERTICAL**  
Type area: 265mm high x 86mm wide
- 5 ¼ PAGE VERTICAL**  
Type area: 128mm high x 86mm wide
- 6 ¼ PAGE HORIZONTAL**  
Type area: 60mm high x 180mm wide
- 7 ⅓ PAGE VERTICAL**  
Type area: 274mm high x 59mm wide
- 8 ⅓ PAGE HORIZONTAL**  
Type area: 88mm high x 180mm wide

## TECHNICAL SPECIFICATIONS

DPS Type Area	265mm high x 390mm wide
DPS Trim Area	297mm high x 420mm wide
DPS Bleed Area	303mm high x 426mm wide
Page Type Area	265mm high x 180mm wide
Page Trim Area	297mm high x 210mm wide
Page Bleed Area	303mm high x 216mm wide
Junior Page Area	183mm high x 128mm wide
½ Page Vertical	265mm high x 86mm wide
½ Page Horizontal	128mm high x 180mm wide
½ Page Horizontal Bleed	147mm high x 216mm wide
¼ Page Vertical	128mm high x 86mm wide
¼ Page Horizontal	60mm high x 180mm wide
⅓ Page Vertical	274mm high x 59mm wide
⅓ Page Vertical Bleed	303mm high x 75mm wide
⅓ Page Horizontal	88mm high x 180mm wide
⅓ Page Horizontal Bleed	106mm high x 216mm wide

## PRINT SPECIFICATIONS

**Binding Method for Plastics News Europe:** Perfect bound

**Digital Information:** Material is acceptable in Adobe Acrobat PDF Version 1.4, Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe InDesign CS6

**File Formats:** PDF files, Mac/PC- Tiffs, EPS and Jpeg

**Digital Files:** Digital files must be supplied at 300dpi [min]. All files CMYK separated.

**Copy:** We can accept copy supplied digitally either on via Email or download link.

**Email to [palfes@crain.com](mailto:palfes@crain.com)**

## DIGITAL ADVERTISING RATES & SPECS

### RUN OF SITE

#### 1 LEADERBOARD (728 x 90)

DURATION	USD
1 MONTH	\$1,943
3 MONTHS	\$5,092
6 MONTHS	\$8,752
12 MONTHS	\$11,971

#### 2 RECTANGLE (300 x 250)

DURATION	USD
1 MONTH	\$922
3 MONTHS	\$2,546
6 MONTHS	\$4,611
12 MONTHS	\$7,395

### PREMIER HOMEPAGE POSITIONS

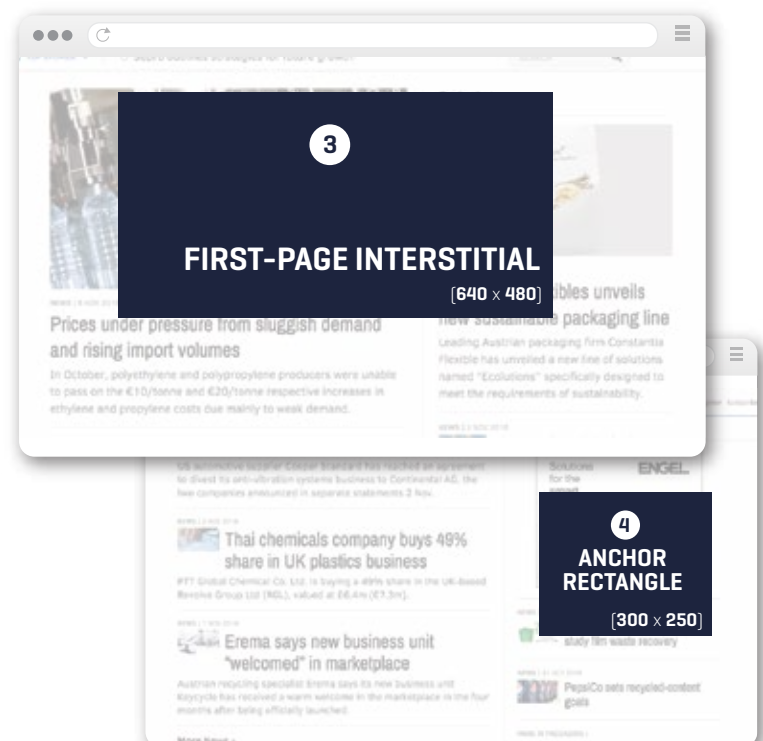
#### 3 FIRST-PAGE INTERSTITIAL

Welcome ad takes over the screen (640 x 480) for 10 seconds as entry page loads

DURATION	USD
7 DAYS	\$795
1 MONTH	\$2,946
3 MONTHS	\$7,940
6 MONTHS	\$15,097
12 MONTHS	\$28,768

#### 4 ANCHOR RECTANGLE (300 x 250)

DURATION	USD
1 MONTH	\$1,293
3 MONTHS	\$3,567
6 MONTHS	\$6,461
12 MONTHS	\$10,353



## EXCLUSIVE DIGITAL OPPORTUNITIES

An exclusive section sponsorship gives the advertiser all ad impressions on the first page of a particular news section; the leaderboard at the top, skyscraper at the side and banner at the bottom of the page. Additionally those adverts will follow for one click once an article is clicked from on that page, therefore keeping the adverts in front of the audience for longer.

### SECTION SPONSORSHIPS

Exclusive sponsorship of the End Markets, Technology and Materials pages

DURATION	USD
3 MONTHS	\$3,683
6 MONTHS	\$5,527
12 MONTHS	\$9,210

### EXCLUSIVE SEARCH SPONSORSHIP

DURATION	USD
12 MONTHS	\$9,210

### MONTHLY NEWSLETTER SPONSORSHIP

Automotive, packaging, injection moulding and recycling (11 months, no email in August). Includes exclusive leaderboard and rectangle advertisements

DURATION	USD
11 MONTHS	\$9,210

### WEEKLY E-NEWSLETTER

Rectangle **728 x 90** or Tile banner **300 x 250**

DURATION	USD
Four weeks (4x)	\$1,844
3 months (12x)	\$4,605
6 months (24x)	\$8,445
12 months (48x)	\$13,821

### BI-WEEKLY NEWSLETTER FOR THE UK MARKET

Rectangle **728 x 90** or Tile banner **300 x 250**

DURATION	USD
6 months (24x)	\$4,605
12 months (48x)	\$8,445

## PLASTICS NEWS EUROPE TEAM



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