

## Media Information 2012

[www.europeanplasticsnews.com](http://www.europeanplasticsnews.com)

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t: +44 (0) 208 253 9628 e: [mabarber@crain.com](mailto:mabarber@crain.com)





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### YOUR UNBEATABLE ROUTE TO THE EUROPEAN PLASTICS MARKET

*European Plastics News* is the leading English-language magazine for the pan-European plastics industry. Read by plastics industry professionals across western and eastern Europe, *European Plastics News* provides detailed insight into market developments, innovations in materials and process technology, and critical regulatory updates that may impact on plastics companies.

Exclusively focused on the European plastics marketplace, we provide our readers with unique editorial content. During 2012, *European Plastics News* will publish five Data Reports, analysing the top European performers in Rigid Packaging, Pipe and Profile, Film and Sheet, Compounding and Injection Moulding. Together with our own uniquely-researched monthly resin pricing reports, these detailed Data Reports underline the business ethos of the publication.

Our editorial team is in constant contact with key executives in materials, machinery and plastics processing companies, as well as decision makers within major brand owners and OEM's across Europe, to ensure our editorial content is current, relevant and of the highest quality.

As part of Crain Communications, *European Plastics News* also has access to editorial teams based in the US and Asia, enabling us to present major global developments from an informed European perspective.

Complemented by our highly successful website [www.europeanplasticsnews.com](http://www.europeanplasticsnews.com), where the most up-to-date news is posted several times a day, we are able to offer your company the ideal combination of digital and traditional print promotion.

With a truly international readership of **12,990 (ABC audited)\*** stretching from Ireland and the UK, through France, Germany, Italy and Scandinavia, and on into central Europe and Russia, *European Plastics News* allows your company to get its message across Europe in one easy advertising campaign.

Should you wish to be a little more imaginative, [www.europeanplasticsnews.com](http://www.europeanplasticsnews.com) provides immediate access to the market via Leader boards, Banners, Buttons and Corporate Videos. With an average of **12,771 visitors** each month viewing a total of **39,080 pages** – and staying for an average of **5.18 minutes** – this website is rapidly becoming a leading portal for the European market\*\*

\* 2010 ABC

\*\* Publisher's statement



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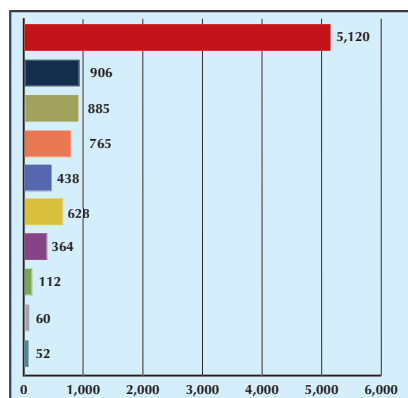
### QUALITY MATTERS

European Plastics News is the leading information provider for the whole of the European polymer market. It is audited by the Audit Bureau of Circulation, which proves that our readers are who we say they are.

European Plastics News has an average circulation of 12,990\* copies per month.

#### Job Title / Function\*\* (Number of copies)

Board Level Management/ Director/Proprietor	5,120
Technical Management	906
Production/Manufacturing Management	885
Other Management	765
Research and Development	438
Purchasing Management	628
Engineering Design Management	364
Technical Design Consultancy	112
Product Design Development	60
Maintenance/Quality Control	52



#### Products Bought or Specified\*\* (Number of copies - multiple choice answers)

##### Machinery

Injection moulding	8,477
Blow moulding	2,917
Extrusion	4,348
Compounding machinery	1,799
Ancillaries	1,110
Vacuum/thermoforming	1,859
Compression moulding	1,552
Other machinery	2,171

##### Materials

Commodity thermoplastics	3,268
Engineering thermoplastics	3,351
Thermosets	1,278
Additives/colouring systems	2,828
Adhesives	1,993
Rubber/elastomers	2,986
Composites	2,001
Polyurethane	2,519
Other materials	3,002

#### Geographical Analysis\* (Number of copies)

Austria	73	Monaco	1
Belarus	5	Netherlands	380
Belgium	488	Norway	26
Bulgaria	24	Poland	433
Croatia	45	Portugal	135
Cyprus	13	Romania	182
Czech Republic	448	Russia	834
Denmark	129	Serbia	34
Estonia	21	Slovakia	100
Finland	130	Slovenia	69
France	990	Spain	727
Germany	2,372	Sweden	187
Greece	69	Switzerland	161
Hungary	111	Turkey	184
Iceland	6	Ukraine	70
Ireland	179	UK	2,035
Italy	1,243	North America	34
Latvia	12	Central & South America	3
Lithuania	18	Australasia & Pacific	7
Luxembourg	30	Asia	2
Macedonia	11	South East Asia	26
Malta	11	Middle East & North Africa	2



ABC Jan 01 2010 - Dec 31 2010\*  
International Certificate of Circulation

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### PUBLICATION RATES

#### Display Advertisements

Advertisement Size	Single insertion	3 insertions	6 insertions	11 insertions	26 insertions	39 insertions	52 insertions
% Discount	0	10	15	20	30	35	40
DPS	\$16,500	\$14,850	\$14,025	\$13,200	\$11,550	\$10,725	\$9,900
Full Page	\$8,800	\$7,920	\$7,480	\$7,040	\$6,160	\$5,720	\$5,280
Junior Page	\$7,260	\$6,534	\$6,171	\$5,808	\$5,082	\$4,719	\$4,356
Half Page	\$6,000	\$5,400	\$5,100	\$4,800	\$4,200	\$3,900	\$3,600
Quarter Page	\$4,000	\$3,600	\$3,400	\$3,200	\$2,800	\$2,600	\$2,400

#### Special Positions

Inside Front Cover	\$9,300	\$8,370	\$7,905	\$7,440	\$6,510	\$6,045	\$5,580
Outside Back Cover	\$9,800	\$8,820	\$8,330	\$7,840	\$6,860	\$6,370	\$5,880

All prices are 4-colour advertisements

10% surcharge for guaranteed positions

#### Classified Advertisements

Per Single Column Cm	Single insertion	3 insertions	6 insertions	11 insertions	26 insertions	39 insertions	52 insertions	EPN & PRW
% discount	0	10	20	30	35	40	45	20
Rate	\$61	\$54.90	\$48.80	\$42.70	\$39.65	\$36.60	\$33.55	\$48.80

europeanplasticsnews.com Classified Listing Plus \$75

#### Tenders Advertisements

Per Single Column Cm	Single insertion	3 insertions	6 insertions	11 insertions	26 insertions	39 insertions	52 insertions	EPN & PRW
% discount	0	10	20	30	35	40	45	20
Rate	\$68	\$61.20	\$54.40	\$47.60	\$44.20	\$40.80	\$37.40	\$54.40

europeanplasticsnews.com Tenders Listing Plus \$75

#### Recruitment Advertisements

Advertisement Size	Single insertion	3 insertions	6 insertions	11 insertions	26 insertions	39 insertions	52 insertions	EPN & PRW
% discount	0	10	20	30	35	40	45	20
Full Page	\$7,000	\$6,300	\$5,600	\$4,900	\$4,550	\$4,200	\$3,850	\$5,600
Half Page	\$3,800	\$3,420	\$3,040	\$2,660	\$2,470	\$2,280	\$2,090	\$3,040
Quarter page	\$2,000	\$1,800	\$1,600	\$1,400	\$1,300	\$1,200	\$1,100	\$1,600
Job alert email	Plus \$225							
Online jobs listing	Plus \$225							





### FEATURES LIST 2012

	Feature Topics	Data Report/Supplement
January	Bioplastics Product Design In-Mould Decorating & Assembly 2011 In Review	
February	Automotive Medical Rotational Moulding	
March	Injection Moulding Rigid Packaging Engineering Thermoplastics NPE 2012 Preview	Europe's Top Rigid Plastics Packaging Producers
April	Plastics in Central Europe Blow Moulding Extrusion - Film & Sheet	Europe's Top Plastics Film & Sheet Producers
May	Flexible Packaging Nanocomposites Composites	Italy Supplement with Plast 2012 Preview
June	Injection Moulding Construction Rapid Product Development	Plastics Caps & Closures - Spring Edition
July/August	Automotive Thermoforming Recycling	
September	Medical Thermoplastic Elastomers Extrusion - Pipe & Profile Fakuma 2012 Preview	Europe's Top Plastics Pipe & Profile Producers
October	Electronics & Electrical Printing & Decoration Blow Moulding Fakuma 2012 Preview	Europe's Top Plastics Injection Moulders
November	Injection Moulding Transportation Moulds & Dies Euromold Preview	Plastics Caps & Closures - Autumn Edition
December	Renewable Plastics Rigid Packaging Colours & Masterbatch	

### EDITORIAL CONTACTS

Editor	<b>David Eldridge</b>	+44 20 8253 9614	deldridge@crain.com
Senior Editor, Germany	<b>David Vink</b>	+49 2104 825 32	dvink@crain.com
Assistant Editor	<b>Charlotte Eyre</b>	+44 20 8253 9615	ceyre@crain.com

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## ONLINE – IMPORTANT MARKETS, SUPERIOR COVERAGE

*EuropeanPlasticsNews.com*'s stories are aimed directly at European readers. We report on issues that affect European countries, and focus on markets such as automotive, telecommunications, packaging, electronics and IT, as well as the very latest technologies – whether materials, machinery, ancillaries or processing.

Traffic on the *European Plastics News* site has grown almost every month since it was launched in October 2008. New features, such as historical resin pricing, are being added and a weekly news broadcast has been launched to make this site even more important to worldwide visitors. *European Plastics News* is a monthly magazine, but this Web site, which also draws on the editorial content of other Crain Communications' sites, makes it a daily news source.

The *European Plastics News* Weekly e-Bulletin, broadcast every Wednesday, is free to

subscribers. Subscription is available through the home page of the Web site.

Exclusive section sponsorships and exclusive page advertising positions are available. An exclusive section sponsorship gives the advertiser all ad impressions on the first page of a particular news section – the leader board at the top of the page, the skyscraper on the side and banner at the bottom of the page. Additionally those ads follow for one click when an article is clicked from that page. This means an advertiser can keep its ads in front of an audience interested in its products. Some run-of-site ad impressions are also included in the sponsorship.

The Search sponsorship provides a logo (84 pixels wide by 33 pixels high) on the Search box of every page on the site, plus the leader board, skyscraper and banner ad on Search results pages. This sponsorship gives more online ad impressions than any other on the site.

### Visitor profile

Europe .....	53%
North America .....	33%
India .....	3%
China .....	2%
Rest of Asia .....	5%

### Average monthly ad impressions

Leader board .....	8,539
Skyscraper .....	16,074
Banner .....	11,765
Button .....	6,230

### Site traffic\*

Unique visitors per month .....	12,771
Visitor sessions per month .....	16,241
Pages viewed per month .....	39,080
Time spent per session (minutes) .....	5:18

### News broadcast subscribers

EPN Weekly e-Bulletin .....	16,673
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\* September 2011 data





## ONLINE ADVERTISEMENT RATES

Run of site display	1 month	3 months	6 months	12 months
Leader Board	\$1,853	\$5,094	\$8,797	\$12,039
Skyscraper	\$926	\$2,624	\$4,630	\$7,409
Banner	\$433	\$1,158	\$1,852	\$2,778
Button	\$309	\$772	\$1,312	\$1,852

Exclusive sponsorships	1 month	3 months	6 months	12 months
News Section	-	\$3,704	\$5,556	\$9,261
Page(s)	-	-	\$5,556	\$8,335
Search	-	-	-	\$9,261

Weekly e Bulletin Sponsorships	1 month	3 months	6 months	12 months
Button Ad	\$154	\$386	\$695	\$1,312
1 Banner	\$1,852	\$4,630	\$8,489	\$13,891
2 Banners to same advertiser	\$3,087	\$7,717	\$13,891	\$24,696
1 banner for 1 week only	\$540			
2 banners, 1 week, (same advertiser)	\$926			

## VIDEO VAULTS

European Plastics News will accept up to six video advertisers at one time. Every time the home page loads, the advertiser's video will be in one of the six thumbnail-size images.

Every time the home page loads, one of the six advertisers' videos will load in the large player. It will not play until the viewer clicks the play arrow.

When a small image is clicked, it will cause that video to play in the large player window.

Captions beneath all images can include

the advertising company name. A link to the advertising company's Web site will be included beneath the large player window.

### Pricing (net):

1 month:	\$2,071
3 months:	\$5,647
6 months:	\$9,412
12 months:	\$14,118

An advertiser may submit multiple videos, but they will be weighted to appear the same number of times as other advertisers.



# EUROPEAN PLASTICS NEWS

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## PN GLOBAL GROUP RATES Effective October 1, 2010 All rates US dollars

### Discounts

Buy ads on two, three or four PNGG sites and take 15% off all Web ads.

Buy a second ad of equal or less cost on the same site and take 25% off the second ad.

Print frequency is the total insertions in all PNGG publications.

Pre-pay discount of 5% or 10% available

PN.com	1 mth	3 mth	6 mth	12 mth	13x-25x discount	26x-52x discount
<b>Run-of-site display ads</b>						
Leader board	2,941	6,824	12,236	21,530	18,731	15,932
Skyscraper	2,118	5,118	8,824	13,177	11,464	9,751
Banner	1,177	3,294	5,059	8,824	7,677	6,530
Button	541	1,206	2,118	3,530	3,071	2,612
Page skins	3,530	8,189	14,682	25,836	22,477	19,118
<b>Sponsorships and exclusive positions</b>						
Resin pricing section	1,500	3,824	7,341	13,177		
Processor ranking section				15,824		
News & content section	2,353	5,235	9,412	16,824		
Other exclusive page	2,177	4,059	6,824	11,765		
Search/Blog/Poll sponsor	2,941	8,236	16,000	28,236		
Home page Video Vault	2,647	7,059	12,942	23,530		
<b>E-mail advertising</b>						
PN Daily Newsmail	4,353	12,000	22,354	33,648		
PN Materials Alert	3,977	11,000	20,589	37,060		
Early Classifieds (1 category)	882	2,941	4,471	7,059		
Sustainability Report (banner)	882	2,236	4,118	7,059		
Sustainability Report (button)	589	1,530	2,824	4,706		
<b>Webcasts and Webinars</b>						
Webcast (Exclusive)				9,406		
Webcast (Shared)				5,877		
Custom Webinar				8,230		

PN China	1 mth	3 mth	6 mth	12 mth
<b>Run-of-site display ads</b>				
Leaderboard	1,177	2,941	4,706	7,059
Banner	588	1,530	2,941	4,471
Button	235	588	1,059	1,883
<b>eWeekly only</b>				
Banner (2 available)	1,471	3,530	5,882	9,412
Button	324	882	1,558	2,942
<b>Sponsorships and exclusive positions</b>				
News & content section	1,471	4,200	8,000	14,118
Search sponsor	1,471	4,200	8,000	14,118
Blog sponsor	1,471	4,200	8,000	14,118
Web site only packages	100,000 imp		300,000 imp	
Leader board, banner, button		5,882		10,589
<b>Web site &amp; eWeekly</b>				
Platinum sponsorship		N/A		35,295
Gold sponsorship		N/A		24,707
Silver sponsorship		5,882		18,824

EPN	1 mth	3 mth	6 mth	12 mth
<b>Run-of-site display ads</b>				
Leader board	1,853	5,094	8,797	12,039
Skyscraper	926	2,624	4,630	7,409
Banner	433	1,158	1,852	2,778
Button	309	772	1,312	1,852
<b>Sponsorships and exclusive positions</b>				
Home page Video Vault	2,071	5,647	9,412	14,118
News section		3,704	5,556	9,261
Pages			5,556	8,335
Search				9,621
<b>Weekly e-Bulletin broadcast</b>				
1 Banner	1,852	4,630	8,489	13,891
2 Banners same advertiser	3,087	7,717	13,891	24,696
1 Banner 1 week only	540			
2 Banners 1 week only	926			
Button	154	386	695	1,312

PRW	1 mth	3 mth	6 mth	12 mth
<b>Run-of-site display ads</b>				
Leader board	3,000	8,250	14,250	19,500
Skyscraper	1,500	4,125	7,500	12,000
Banner	750	1,875	3,000	4,500
Button	490	1,200	2,100	3,000

<b>Sponsorships and exclusive sections</b>				
Home page Video Vault	2,647	7,059	12,942	23,530
News section		6,000	9,000	15,000
Page(s)			9,000	13,500
Search				15,000

<b>Daily news broadcast (top or middle spot)</b>				
1 ad per week	1,500	3,750	6,000	10,500
Both ads on one broadcast	2,250	5,625	9,000	15,750

<b>High-impact ad packages</b>				
Skyscraper+news broadcast	3,000	5,250		
Button + news broadcast	2,000	3,750		

<b>PN Global Group Products</b>				
All 4 sites	1 mth	3 mth	6 mth	12 mth
Leader board	5,294	13,294	22,942	34,707
Banner	1,765	4,706	7,647	12,353
Button	1,177	2,235	3,882	6,000

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## TECHNICAL SPECIFICATIONS

### Advertisement sizes for European Plastics News printed publication

DPS Type Area:	265mm x 390mm
DPS Trim Area:	297mm x 420mm
DPS Bleed Area:	303mm x 426mm
Page Type Area:	265mm x 180mm
Page Trim Area:	297mm x 210mm
Page Bleed Area:	303mm x 216mm
Junior Page Area:	183mm x 134mm
Half Page Vertical:	265mm x 86mm
Half Page Horizontal:	128mm x 180mm
Quarter Page:	128mm x 86mm
Quarter Page (Strip)	60mm x 180mm
1 column:	39mm
2 columns:	86mm
4 columns:	180mm

### Print Specifications

#### Binding Method for European Plastics News:

Saddlestitch

**Digital Information:** Material is acceptable in Adobe Acrobat PDF Version 1.3, Photoshop CS3, Adobe Illustrator CS3, Adobe InDesign CS3

**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 CD, via Email or FTP site (details on request).

### Advertisement sizes for European Plastics News online advertisements

#### Leader board:

728 pixels wide 90 pixels high 40kb max file size\*

#### Banner:

468 pixels wide 60 pixels high 40kb max file size\*

#### Skyscraper:

160 pixels wide 600 pixels high 40kb max file size\*

#### Button:

125 pixels wide 125 pixels high 30kb max file size\*

### Online Specifications

Ad file may be animated.

GIF, JPG, and SWF\* extensions are acceptable.

For more info regarding technical ad specs,

please contact Eugene Bukhman at

(330) 865-6187 or ebukhman@crain.com

Send completed ad files to ebukhman@crain.com

com

\*For Flash files, 15KB maximum initial download;

40KB maximum total download.

Required file modification described at:

<http://www.craini2i.com/flash/single-click.html>

## CONTACTS

#### Matthew Barber

##### UK & European Manager

Tel: + 44 (0)20 8253 9628

Email: mabarber@crain.com

#### J. A. Lewellen

##### USA Sales Representative

Tel: +1 330 865 6138

Email: jalewellen@crain.com

#### Randolf Krings

##### Germany, Switzerland, Austria and Poland Sales Representative

Tel: +49 611 5324 416

Email: epn@emcmedia.de

#### Fabio Potestà

##### Italy Sales Representative

Tel: +39 010 570 49481

Email: info@mediapointsrl.it

#### Arthur Schavemaker

##### Benelux and France Sales Representative

Tel: +31 (0)547-275005

Email: Arthur@kenter.nl

#### Karen Jethwa

##### Classified Sales Manager

Tel: +44 (0)20 8253 9629

Email: kjethwa@crain.com

#### Sue Rothwell

##### Business Development Director

Tel: +44 (0)20 8253 9625

Email: srothwell@crain.com

#### Janice Conway

##### Production Controller

Tel: +44 (0)20 8253 9622

Email: jconway@crain.com

### About Us

*European Plastics News* is published by Crain Communications which also publishes europeanplasticsnews.com, Plastics News, Plasticsnews.com, PRW, PRW.com and organises the Plastics Design and Moulding Exhibition, The Plastics Industry Awards and around 15 different international conferences.

### European Plastics News,

Crain Communications Ltd,

4th Floor, Carolyn House,

26 Dingwall Road, Croydon,

Surrey CR0 9XF,

United Kingdom.

Tel: +44 (0) 208 253 9600

[www.europeanplasticsnews.com](http://www.europeanplasticsnews.com)

