

# MEDIA DATA 2024

MAGAZINE · WEBSITE · NEWSLETTER

# EXTRUSION

EXPERT MEDIA ON PLASTICS EXTRUSION



## OUR ALPHABET

**A**utomation

**B**low Molding

**C**ompounding

**D**igitalization

**E**xtrusion

**F**air Reports

**G**ranulation

**H**igh Performance

**I**ndustry 4.0

**M**aterial Handling

**N**ew Technologies

**P**eriphery

**Q**uality Control

**R**ecycling

**S**crews & Barrels

**T**hermoforming

**T**ools & Equipment

**W**PC

## ABOUT US

**2024: Volume No. 30**

**PLACE OF PUBLICATION: Cologne**

**PROFILE: The only technical magazine worldwide exclusively for the sectors: Material Preparation, Compounding, Extrusion, Recycling, Calendering, Thermoforming, Welding, Finishing of Plastics and Elastomers.**

In August of 1995, the first issue of Plastics No.One, a magazine for plastics processing industry professionals, saw the light of day. Fritz Vollmer and Günter Merkel were the ancestors of the project This delicate young shoot of a new idea has soon become the reputable trade magazine in German and English named **EXTRUSION**, as we know it today. The modern magazine focuses on the European reader who is familiar with it.

In 1997, at will of readers and advertisers, World of Plastics Asia magazine in Mandarin and English appeared (today known as **EXTRUSION Asia Edition**). Since 2014, **EXTRUSION International** magazine in English is available for the readers and advertisers. Since 2019 we have been publishing **EXTRUSION International USA** (digital edition only). This is a version of our magazine Extrusion International supplemented for USA readership.

In 2016, the dedicated **Smart\_Extrusion** web portal [www.smart-extrusion.com](http://www.smart-extrusion.com) went online. In addition to online versions of our magazines, the portal collects and publishes news, articles, case studies, and videos on extrusion from around the world. All the information is given in German, English, Russian, and Chinese conveniently grouped by sub-topics (tags). The subscribers get the updates in weekly e-mail newsletters.

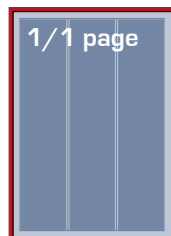
**All Editions available for free: [www.smart-extrusion.com](http://www.smart-extrusion.com)**

**29**

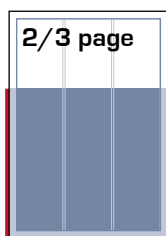
**YEARS**

**VM VERLAG**

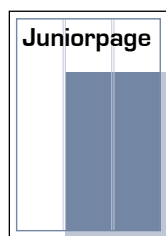
# FORMATS AND TECHNICAL SPECIFICATION



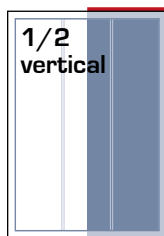
■ 175 x 253 mm  
■ 210 x 297 mm  
■ 216 x 303 mm



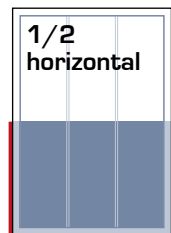
■ 175 x 167 mm  
■ 210 x 189 mm  
■ 216 x 192 mm



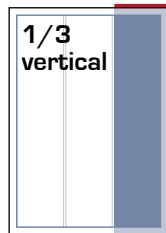
■ 115 x 188,5 mm  
■ 132,5 x 210,5 mm  
■ 135,5 x 213,5 mm



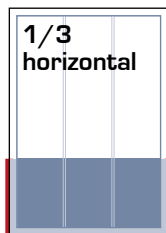
■ 85 x 253 mm  
■ 102,5 x 297 mm  
■ 105,5 x 303 mm



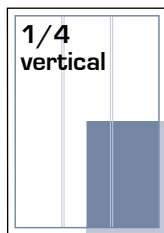
■ 175 x 115 mm  
■ 210 x 146 mm  
■ 216 x 149 mm



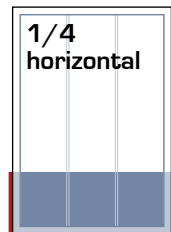
■ 55 x 253 mm  
■ 72,5 x 297 mm  
■ 75,5 x 303 mm



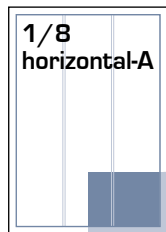
■ 175 x 81 mm  
■ 210 x 103 mm  
■ 216 x 106 mm



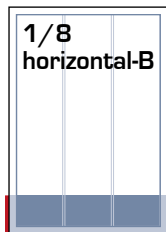
■ 85 x 115 mm  
■ 102,5 x 146 mm  
■ 105,5 x 149 mm



■ 175 x 59,5 mm  
■ 210 x 81,5 mm  
■ 216 x 84,5 mm



■ 85 x 59,5 mm  
■ 102,5 x 81,5 mm  
■ 105,5 x 84,5 mm



■ 175 x 27,5 mm  
■ 210 x 49,5 mm  
■ 216 x 52,5 mm

■ Type area format

■ Document trim format

■ Full bleed format (include 3 mm trim allowances)

Magazine format: 210 x 297 mm (A4)

Type space: 175 x 253 mm

3 columns, column width: 55 mm

Bleed: 3 mm

## FILE FORMAT

PDF, TIFF or EPS. Advertisements containing graphics

or scans are to be formatted in CMYK

Resolution: 300 dpi

## LOOSE INSERTS

Rates: to 25 g. € 2.800,-

to 50 g. € 3.200,- incl. postage

Format and quantity:

3.500 copies plus extra copies

## BOUND INSERTS

1 page: € 3.700,-

2 pages: € 4.300,-

Paper weight: up to 135 gr/m<sup>2</sup>

10 % discount, if the bound insert will be print within the print run of the booked issue

## QUANTITY

3.500 inclusive overplus

**1** Ed. close 12. 01. 2024  
Ad. close 26. 01. 2024  
Public date 09. 02. 2024



**ICE EUROPE** (12. - 14. 03. 2024)

Measuring Technology, Quality Control and Test Equipment

**2** Ed. close 20. 02. 2024  
Ad. close 01. 03. 2024  
Public date 19. 03. 2024



**Wire / Tube** (15. - 19. 04. 2024)

Pipe and Profile Extrusion

**3** Ed. close 20. 03. 2024  
Ad. close 03. 04. 2024  
Public date 24. 04. 2024



**KUTENO** (14. - 16. 05. 2024)

Material Handling, Circular Economy

**4** Ed. close 08. 05. 2024  
Ad. close 23. 05. 2024  
Public date 07. 06. 2024

Advanced Extrusion Peripherals

**5** Ed. close 24. 06. 2024  
Ad. close 05. 07. 2024  
Public date 22. 07. 2024



**Fachpack** (24. - 26. 09. 2024)

Smart Extrusion for Packaging

**6** Ed. close 16. 08. 2024  
Ad. close 02. 09. 2024  
Public date 19. 09. 2024



**Solids Dortmund** (09. - 10. 10. 2024)



**FAKUMA** (15. - 19. 10. 2024) *Preview*

Material Handling, Recycling and Compounding

**7** Ed. close 04. 09. 2024  
Ad. close 18. 09. 2024  
Public date 07. 10. 2024



**FAKUMA** (15. - 19. 10. 2024)

*Special Show Issue*

Film Extrusion and Thermoforming

**8** Ed. close 12. 11. 2024  
Ad. close 26. 11. 2024  
Public date 16. 12. 2024



**FAKUMA** (15. - 19. 10. 2024)

*Review*

Recycling and Resource Saving

Front page	€ 5.720,-
1/1 page	€ 4.059,-
2/3 page	€ 2.981,-
1/2 page	€ 2.310,-
Junior page	€ 3.113,-
1/3 page	€ 1.650,-
1/4 page	€ 1.265,-
1/8 page	€ 715,-
1/16 page	€ 462,-

Classifieds € 6,- per mm  
single-column, width 90 mm

Rates for specified positions:

Second and back cover 25%

Other special positions 20%

Frequency discounts: 2 x 3%, 3 x 5%, 4 x 10%,  
6 x 15%, 8 x 20%

*No discount for Frontpage and loose inserts.*

Combination discount: 5%

*Granted if you advertise in two or more magazines of VM Verlag GmbH.*

*No charge for standard colours and bleed size!*

*Special colours, per colour on request.*

*Discounts: annual contract (year of insertion).*

Language: German | 2024: Volume 30

Target readership: Europe | Frequency of publication: 8 issues a year

Circulation: 9.100 copies: print (3.200) + qualified digital readership (5.900)

*The editors may change the number of printed copies depending on the availability of trade fairs, conferences and other places of distribution of the printed version of the magazine.*

## REPRESENTATION OF THE TOTAL CIRCULATION





**1** Ed. close 19. 01. 2024  
Ad. close 05. 02. 2024  
Public date 19. 02. 2024

 **CHINAPLAS** (23. - 26. 04. 2024)

Measuring Technology + Quality Control

**2** Ed. close 15. 03. 2024  
Ad. close 28. 03. 2024  
Public date 17. 04. 2024

 **Plastpol** (21. - 23. 05. 2024)

 **NPE2024** (06. - 10. 05. 2024)

Recycling and Resource Saving, Compounding


**3** Ed. close 17. 05. 2024  
Ad. close 29. 05. 2024  
Public date 17. 06. 2024

Pipe + Profile Extrusion

**4** Ed. close 01. 08. 2024  
Ad. close 09. 08. 2024  
Public date 26. 08. 2024

Advanced Extrusion Peripherals, Material Handling

**5** Ed. close 11. 09. 2024  
Ad. close 25. 09. 2024  
Public date 09. 10. 2024

 **FAKUMA** (15. - 19. 10. 2024)

*Special Show Issue*

 **Plast imagen Mexico 2024**

 **Plast Eurasia Istanbul 2024**

Film Extrusion + Thermoforming

**6** Ed. close 22. 11. 2024  
Ad. close 29. 11. 2024  
Public date 16. 12. 2024

 **FAKUMA** (15. - 19. 10. 2024)

*Review*

Circular Economy, Compounding

Front page	€ 4.620,-
1/1 page	€ 3.234,-
2/3 page	€ 2.310,-
1/2 page	€ 1.813,-
Junior page	€ 2.494,-
1/3 page	€ 1.305,-
1/4 page	€ 1.027,-
1/8 page	€ 542,-
1/16 page	€ 300,-

**Classifieds** € 6,- per mm  
single-column, width 90 mm

**Rates for specified positions:**  
Second and back cover 25%  
Other special positions 20%

**Frequency discounts:** 2 x 3%, 3 x 5%,  
4 x 10%, 6 x 15%

*No discount for Frontpage and loose inserts.*

**Combination discount:** 5%  
*Granted if you advertise in two or more magazines of VM Verlag GmbH.*

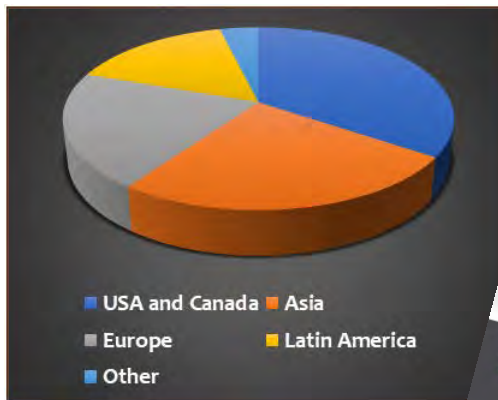
*No charge for standard colours and bleed size! Special colours, per colour on request.  
Discounts: annual contract (year of insertion).*

**Language: English** | **2024: Volume 11**  
**Frequency of publication: 6 issues a year**  
**Send to a qualified readership of 9.120,**  
**incl. the USA and Canada - 3.050**

*The editors may change the number of printed copies depending on the availability of trade fairs, conferences and other places of distribution of the printed version of the magazine.*

Since 2019 we have been publishing Extrusion International USA (digital edition only). This is a version of our magazine Extrusion International supplemented for USA readership. We have been promoting this version specially for the U.S. on the web. All the advertisement published in Extrusion International is duplicated in Extrusion International USA without any fee.

## REPRESENTATION OF THE TOTAL CIRCULATION





# 挤塑 EXTRUSION ASIA EDITION DIGITAL ISSUE + PRINT VERSION TO THE BIG TRADE FAIRS PLANNING CALENDAR 2024

**1** Ed. close 06. 03. 2024  **CHINAPLAS** (23. - 26. 04. 2024)  
Ad. close 20. 03. 2024  
Public date 05. 04. 2024  
Measuring Technology, Circular Economy

Founded in 1997 | 2024: Volume 28  
Frequency: 2 times a year  
Language: Mandarin/English  
Send to a qualified readership of 5.200

**2** Ed. close 18. 10. 2024  
Ad. close 07. 11. 2024  
Public date 26. 11. 2024  
Advanced Extrusion Peripherals

Issue 1 has an additional printed version,  
which is distributed at fair ChinaPlas 2024  
(only if fair take place).

Front page	€ 4.500,-	1/3 page	€ 1.420,-
1/1 page	€ 4.000,-	1/4 page	€ 1.130,-
2/3 page	€ 3.000,-	1/8 page	€ 600,-
1/2 page	€ 2.100,-	1/16 page	€ 350,-
Junior page	€ 3.250,-		

## Rates for specified positions:

Second and back cover 25%  
Other special positions 20%

## Discounts: annual contract (year of insertion)

Frequency discounts: 2 x 3%, 3 x 5%

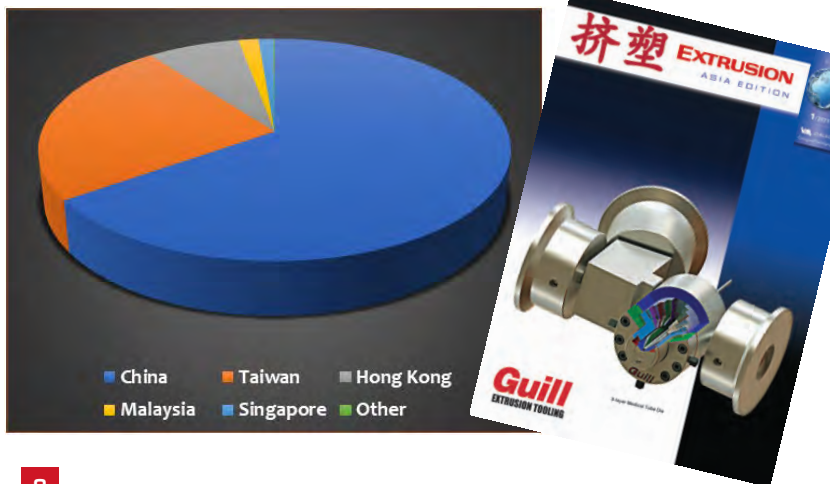
No discount for Frontpage and loose inserts.

Combination discount: 5%

Granted if you advertise in two or more magazines  
of VM Verlag GmbH.

No charge for standard colours and bleed size!  
Special colours on request. Discounts: annual contract  
(year of insertion).

## REPRESENTATION OF THE TOTAL CIRCULATION





## A. THROUGH-TYPE BANNERS

These banners are displayed at every page of the website.  
Maximum rotation is 5 customers per spot.

Size	Pixel	3 months	6 months	12 months
A1	1146x100	€ 2.219,-	€ 3.691,-	€ 5.911,-
A2	368x420	€ 1.667,-	€ 2.771,-	€ 4.439,-
A3	368x120	€ 747,-	€ 1.230,-	€ 1.978,-
A4	1146x60	€ 931,-	€ 1.541,-	€ 2.461,-

## B. NEWS BANNERS

These banners are displayed at the homepage and at the pages of “News” section only.  
Maximum rotation is 5 customers per spot.

Size	Pixel	3 months	6 months	12 months
B1	746x90	€ 1.667,-	€ 2.771,-	€ 4.439,-
B2	242x60	€ 678,-	€ 1.104,-	€ 1.725,-
B3	746x90	€ 1.104,-	€ 1.840,-	€ 2.955,-

## C. THROUGH-TYPE BANNERS

There could be several banners C1, one below the other at every page of the website.  
Maximum rotation is 5 customers per spot.

Size	Pixel	3 months	6 months	12 months
C1	368x250	€ 1.667,-	€ 2.771,-	€ 4.439,-

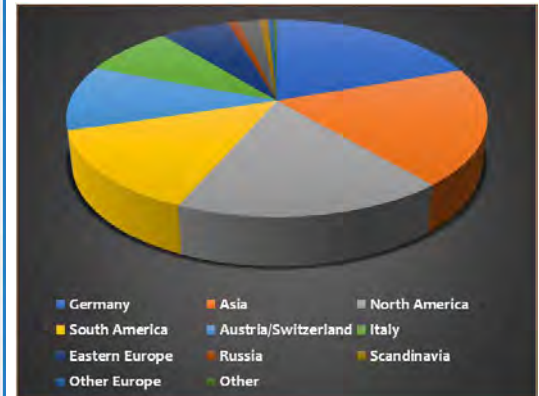


**WWW.SMART-EXTRUSION.COM**

## SPECIALIZED WEB PORTAL

- News about relevant products and events
- Detailed reviews of various smart technologies
- Case studies from processors
- Video clips demonstrating smart equipment in live action
- Latest magazines available for reading and downloading
- Weekly e-mail newsletters in 4 languages: English, German, Russian and Chinese

**38.400+ average monthly visits**



# EXTRUSION NEWSLETTER ADVERTISING

Language	Subscribers	Frequency
English	9.100	once a week
German	5.800	once a week

## NEWSLETTER BANNER PACKAGE INCLUDES:

1. A banner 368x250 px in e-mail newsletter. There are 3 banners on top of the newsletter, 2 banners in the middle and 2 banners below
2. Publication of all company's press releases on [www.smart-extrusion.com](http://www.smart-extrusion.com)
3. Contacts (phone, e-mail) of company's specialists in press releases
4. Keywords in press releases with hyperlinks to the company's webpage.

Specifications: Banner 368x250 px, JPG or PGN, under 100 KB

## NEWSLETTER BANNER PACKAGE RATES

Language	3 months	6 months	12 months
English	€ 2.599,-	€ 4.278,-	€ 6.672,-
German	€ 1.723,-	€ 2.771,-	€ 4.347,-

## ADVERTORIAL

Advertorial is a newsletter top announcement leading to an article or press release on [www.smart-extrusion.com](http://www.smart-extrusion.com). By clicking the newsletter top announcement, i.e. Advertorial, the reader goes to read the company's full size press release. The press release also includes contacts and hyperlinks to the company's webpage.

Specifications: Text as Word or PDF, 1.500 - 3.000 characters and 1 - 2 images

## ADVERTORIAL RATES

Language	1 newsletter	4 newsletter
English	€ 362,-	€ 966,-
German	€ 299,-	€ 782,-

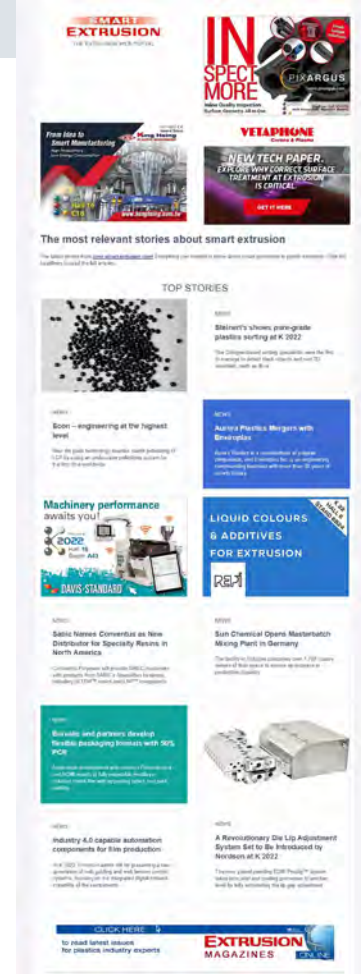
## NEW! Laboratory and Recycling Newsletters once a month

Language	3 months	6 months	12 months
English	€ 1.260,-	€ 2.150,-	€ 3.400,-

Newsletter banner →

Advertorial →

Newsletter banner →



## CREATIVE SPECS FOR EMAIL BLAST

- Graphics in an Email Blast can not exceed 40k
- All images and urls must be referenced absolutely
- All creative subjected to review by VM Verlag GmbH
- Email Blasts must work in Microsoft Edge Version 85.0.564.63, Mozilla Firefox Version 81.0 , Google Chrome Version 85.0.4183.121, iOS (Safari) Version 13.7
- All Email Blasts must render properly in Gmail, Hotmail, Yahoo! Mail, Microsoft Outlook
- Email Blasts can not be deceptive or misleading in any way
- All Email Blasts should include a subject line that incorporates the specific offer/promotion
- A text version of the Email Blast must be supplied for those users who can not receive HTML messages

## CLIENTS RECEIVE THE FOLLOWING FROM US

- Number deployed
- Number delivered
- Number opened










## E-BLAST RATE

English	9.100 e-mails	€ 2.047,-
German	5.800 e-mails	€ 1.449,-

**TROOSTWIJK**

ONLINE AUCTION EXTRUSION BLOW MOULDING MACHINES RPC PROMENS INDUSTRIAL JAGTENBERG

Ending: Monday 14 September | Viewing date: Thursday 10 September | Location: Huiswaarderden, NL

 <p>2003 BEKUM BM 50S BLOW MOULDING MACHINE</p> <p>Startbid: €10,000.00</p> <p><a href="#">View lot</a></p>	 <p>1996 BEKUM BA 120 BLOW MOULDING MACHINE</p> <p>Startbid: €10,000.00</p> <p><a href="#">View lot</a></p>	 <p>1996 BEKUM BAS 34.1 BLOW MOULDING MACHINE</p> <p>Startbid: €5,000.00</p> <p><a href="#">View lot</a></p>
 <p>1998 BEKUM BAS 34.1 BLOW MOULDING MACHINE</p> <p>Startbid: €5,000.00</p> <p><a href="#">View lot</a></p>	 <p>1988 BEKUM 052 BLOW MOULDING MACHINE</p> <p>Startbid: €5,000.00</p> <p><a href="#">View lot</a></p>	 <p>2015 BERKG BR120V SCREW COMPRESSOR</p> <p>Startbid: €500.00</p> <p><a href="#">View lot</a></p>
 <p>SCHUNG ECOVARS7 FILTER EXTRACTION SYSTEM</p> <p>Startbid: €500.00</p> <p><a href="#">View lot</a></p>	 <p>2011 DEGN GEDMATIC WATER FROM REMOVAL INSTALLATION</p> <p>Startbid: €500.00</p> <p><a href="#">View lot</a></p>	 <p>VERTICAL STORAGE TANK</p> <p>Startbid: €100.00</p> <p><a href="#">View lot</a></p>

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