

PRINT

Advertisement format (width x height)	b/w	full colour
Front cover page 145 x 165 mm*	-	3,500 €
Cover page 2, 3, 4 210 x 297 mm*	3,850 €	4,750 €
1/1 Page 185 x 265 mm / 210 x 297 mm*	3,850 €	4,750 €
2/3 Page 185 x 175 mm / 120 x 265 mm 130 x 297 mm*	2,600 €	3,500 €
1/2 Page 185 x 130 mm / 92 x 265 mm 210 x 148 mm* / 102 x 297 mm*	1,980 €	2,880 €
1/3 Page 185 x 85 mm / 58 x 265 mm 210 x 96 mm* / 68 x 297 mm*	1,330 €	2,230 €
1/4 Page 185 x 63 mm / 92 x 130 mm 45 x 265 mm	1,020 €	1,920 €
1/8 Page 185 x 30 mm / 92 x 63 mm 45 x 130 mm	540 €	1,440 €
Junior page 137.5 x 210 mm	2,280 €	3,180 €

* +3 mm bleed; formats without* = type area

*Extra charge for advertisements with bleed	+10 %
Special colours (HKS, Pantone)	on enquiry
Discount on b/w price	
During one year:	
2 ads same size	10 %
4 ads same size	20 %
6 ads same size	30 %
Advertisement production	on enquiry
Reprints	on enquiry
Box number charges	
Incl. postage home/abroad	10 €
Occasional advertisements/Situations vacant b/w on 4-column-line pages (no discount)	
1 column-line 43.25 mm x 1 mm	2.25 €
2 column-lines 90.50 mm x 1 mm	4.50 €
3 column-lines 137.75 mm x 1 mm	6.75 €
4 column-lines 185.00 mm x 1 mm	9.00 €
Employment wanted (no discount)	
Size as situations vacant, price on enquiry	
Our cooperation partner for job market insertions:	
www.plasticker.de	
Suppliers list	
Per issue 43 mm x 1 mm	1.60 €
Inserts (no discount)	
Per 1,000 copies plus postage	420 €
Maximum size 200 x 290 mm	
Fixed inserts (no discount)	
1 sheet	3,400 €
plus 135 € insertion charges / 1,000 copies	
More than 1 sheet	on enquiry
Size 210 x 297 mm + 3 mm bleed	
Paper quality up to 170 g/m ²	
Data	
Please send your data as PDF-X3 (CMYK, min. 300 dpi, fonts embedded).	
All advertisement prices are net prices.	

ONLINE ADVERTISEMENT

Banner	Price/Month
Banner appears alternating with max. 5 other banners	
Superbanner (728x90 Pixel)	900 €
Wallpaper (Superbanner + Skyscraper)	1,200 €
Skyscraper (120x600 Pixel)	700 €
Full Banner (468x60 Pixel)	500 €
Half Banner (234x60 Pixel)	400 €
Medium Rectangle (300x250 Pixel)	450 €

Products and services	Price/Entry/Month
Period: 1 year, max. number of characters: 1000	
Print + Online (Extra charge to print)	100 €
Online	130 €

Film in e-magazine	on enquiry
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Frequency of publication	6 issues / year
Print run	
Standard issue	7,500 copies
Special issue	10,000 copies
Subscription prices (incl. e-magazine)	
Germany, incl. VAT (currently 7 %)	120 €
Abroad	120 €
Single issue	30 €
Volume number / year	Volume number 9 / 2012 · ISSN 1864-5534
Terms of payment	
Net 30 days after invoice date	
3 % discount for direct debiting authorisation	
2 % discount for payment within 14 days	
Precharging reserved	
Right of withdrawal	
Only after particular agreement; front pages, cover pages and preference pages withdrawal not possible	
Additional conditions	
In case of changed rates the new conditions will be binding for all orders including running orders, unless other agreements have been made.	
Cancellation possible until 6 weeks before end of calendar year.	
The general terms and conditions for advertisements, supplements and online advertising are binding. They are available on request and online.	
Misprints and errors excepted!	

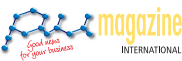

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FOCUS 2012

Effective: **21 September 2012**

Updates at www.pu-magazine.com

PU Magazine International is a bimonthly published specialised international magazine for the polyurethanes industry. It adheres to practical and application orientated topics relevant to PU producers, processors and their suppliers. It contains scientific and technical reports, that deal with raw materials, applications, measuring and controlling, and also supplies information regarding machinery, equipment, organisation and quality assurance. It is distributed to more than 7,500 readers worldwide.

 magazine INTERNATIONAL	PU Magazine 1 February	PU Magazine 2 April	PU Magazine 3 June
Focus	Automotive, transport	Raw materials	Energy efficiency
Ad closing date	20 January	15 March	20 May
Publication date	20 February	15 April	20 June
Events	16–17 March PFA General Business Meeting and Technical Program, Baltimore, USA	17–19 April UTECH Europe Maastricht, Netherlands	
	21–22 March Plastics in Automotive Engineering, VDI Mannheim, Germany	07–10 May American Coatings Show Indianapolis, USA	
	26–29 March PDA Annual Conference Orlando, USA	07–10 May Blowing Agents and Foaming Processes Rapra, Berlin, Germany	
	27–30 March Interzum Asia Guangzhou, China		
	27–29 March JEC Europe Paris, France		
	01–05 April NPE Orlando, USA		
	16–17 April Flame retardants, SKZ Shanghai, China		
	17–18 April High Performance Elastomers & Polymers for Oil & Gas App., Rapra Aberdeen, UK		
	18–21 April Chinaplas Shanghai, China		
 magazine INTERNATIONAL	PU Magazine 4 August	PU Magazine 5 October	PU Magazine 6 December
Focus	Flexible foams	Polyurea	Renewables Chemistry
Ad closing date	20 July	20 September	20 November
Publication date	20 August	20 October	20 December
Events	09–11 October Composites Europe Dusseldorf, Germany	15–20 October Fakuma Friedrichshafen, Germany	
	24–26 September Polyurethanes Technical Conference Atlanta, USA	12–14 November PDA Europe Istanbul, Turkey	
		06–08 November Feiplar Composites & Feipur São Paulo, Brazil	

■ At these events PU Magazine will be distributed