

KM KUNSTSTOFF MAGAZIN

www.kunststoff-magazin.de



Produktion
Nachhaltiger Spritzguss
und Automatisierung

Werkstoffe
Rezyklate und
biobasierte Werkstoffe

Special
Additive Fertigung
und 3D-Druck

MEDIA GUIDE 2025

Bild: Zapp2Photo/Shutterstock.com

Print | Digital | Events | Services

**KM KUNSTSTOFF
MAGAZIN**



Use the KUNSTSTOFF MAGAZINE for your market communication.

Your advantages:

- **A credible environment**
- **High range**
- **High utility value for the target groups**

The KUNSTSTOFF MAGAZINE media brand keeps readers well informed at all times.

KUNSTSTOFF MAGAZIN is the trade magazine for the plastics processing industry. Published monthly as a print and e-paper magazine and updated daily on all digital media channels, KUNSTSTOFF MAGAZIN reports on the topics of machines, systems, automation, peripheral technology, tool and mould making as well as materials and materials development. Events focussing on specific topics round off the offering.

"High target group affinity"

People who make investment decisions in the plastics industry on a daily basis are guided by KUNSTSTOFF MAGAZIN:

- **79% of recipients are in a managerial position (owner/co-owner, management, plant manager, division or department manager)**
(recipient file analysis, publisher's details)

Your successful media brand for the plastics industry at a glance...

- Total monthly circulation **38,361** copies (Source IVW, average values Q1-Q2/2024)
- **131,299** page impressions monthly average (Source: IVW-Online 8/2023 - 7/2024)
- Two newsletters per week to over **28,000** newsletter subscribers (Publisher's statement 8/2024)
- Over **11,000** followers on the relevant social media channels (Publisher's note 8/2024)

"With KUNSTSTOFF MAGAZIN, you can reach decision-makers in the plastics industry in a high-quality editorial environment."

Total monthly circulation 38,361 copies. (Source IVW)

"Around the clock - With kunststoff-magazin.de and the relevant social media channels!"

Around 1.6 million page impressions per year (8/2023 to 7/2024, (IVW-Online) and over 11,000 followers on XING, LinkedIn, X, Facebook and Instagram: KUNSTSTOFF MAGAZIN for your successful online communication in the plastics industry.

"KUNSTSTOFF MAGAZINE events in presence and digital."


The KUNSTSTOFF MAGAZIN digital networking days, the KUNSTSTOFF MAGAZIN Product of the Year awards ceremony, the webinar theme days and in-house workshops are all events that are organised by KUNSTSTOFF MAGAZIN for decision-makers and users in the plastics industry.

"KUNSTSTOFF MAGAZINE, the media brand for your successful B2B communication!"

With KUNSTSTOFF MAGAZIN, you can reach and network the plastics industry across all media via the print magazine, the digital offering in the form of the website, newsletter, Matchmaker+, social media and events.

Title Portrait



1. Title	KUNSTSTOFF MAGAZIN
2. Description Characteristics 	The KUNSTSTOFF MAGAZIN media brand reaches and networks the plastics industry across all media via the print magazine, the digital offering in the form of a website, newsletter, social media and themed events. KUNSTSTOFF MAGAZIN offers outstanding industry penetration: Engineers, designers, managers and investment decision-makers from technical departments. Technical reports from the plastics processing industry on innovative machines, systems, peripheral technology and mould making, the use of new materials and other topics form the targeted editorial spectrum.
3. Target Group	Readers are managers and investment decision-makers in plastics processing companies.
4. Frequency of Publication	12 issues per year
5. Booklet Format	DIN A4
6. Year	63rd year 2025
7. Subscription Price	Annual subscription print domestic 112,-€ Annual subscription print foreign 122,-€ incl. shipping, incl. VAT. Single issue print 16,€ incl. current VAT, plus 3,-€ Shipping Annual subscription digital e-paper 90,- € domestic/abroad/ incl. current VAT. Single issue E-Paper 9,-€ incl. the current VAT.

8. Edition	38,361 copies	
9. Membership / Participation	IVW, IVW-Online	
10. Publisher	Pelemedia GmbH Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 25556-1900 www.kunststoff-magazin.de, www.pelemedia.de	
11. Publisher	Pelemedia GmbH	
12. Sales	Andreas Zepf Account Manager Phone: +49 89 25556-1924 azepf@pelemedia.de	
13. Editorial Office	Annina Schopen Editor-in-Chief Phone: +49 89 25556-1915 redaktion@kunststoff-magazin.de	Andreas Mühlbauer Editor Phone: +49 89 25556-1920 redaktion@kunststoff-magazin.de

Circulation / Distribution

Trade journal Circulation and distribution analysis

1. Circulation control



2. Circulation

Copies per issue on average of the 2nd quarter 2024*

Print run:	10,300 / thereof abroad: 303
Actually distributed circulation (TvA):	10,130 / thereof abroad: 303
Sold circulation	10 / thereof abroad: 3
Subscribed circulation	10 / thereof abroad: 3
Other sales	0
Clearances	9,920
Remaining, voucher and archive copies	170

*(01.01.2024 – 30.06.2024)

3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	Copies
Domestic	97.0	9,827
Abroad	3.0	303
Actual circulation	100.0	10,130

Total distribution KUNSTSTOFF MAGAZINE

10,130 + **28,231** = **38,361**

Print circulation

Digital circulation
(e-paper)

Total circulation

The current e-paper edition is actively distributed via the e-paper newsletter and also via the Website www.kunststoff-magazin.de distributed.

(Source: Q2/2024)

3.1. Distribution by postcode area

Postal routing district 2
588 copies

Postal routing district 4
1,100 copies

Postal routing district 3
1,183 copies

Postal routing district 5
1,323 copies

Postal routing district 6
840 copies

Postal routing district 7
1,549 copies



Postal routing district 1
256 copies

Postal routing district 0
592 copies

Postal routing district 9
1,246 copies

Postal routing district 8
1,150 copies

High-Class Target Group

Industries/branches of industry

Recipient groups (according to the classification of economic sectors)	Share of actual circulation
	%
Chemical industry	2.6
Manufacture of rubber and plastic goods	57.2
Manufacture of motor vehicles/vehicle construction	18.8
Mechanical engineering	15.1
Metal production/processing	1.2
Manufacture of metal products	1.0
Manufacture of measuring/control instruments and devices	0.5
Manufacture of plastics processing machines	3.1
Sector not yet surveyed/ not known	0.4
Actually distributed circulation	100.0

Field of activity

	Share of actual circulation
	%
Corporate management	37.7
Technical operation	9.5
Research/Development	5.8
Construction	9.2
Production/manufacturing/assembly	12.3
Materials management/purchasing/logistics	8.9
Marketing	2.7
IT/EDP	10.0
Function not yet recorded/ not known	3.9
Actually distributed circulation	100.0

Position in the company

	Share of actual circulation
	%
Owner/co-owner	7.9
Management	29.7
Plant/operations management	7.1
Division management	15.9
Department management	18.4
Group leader/master	6.9
Clerk/specialist	7.3
Research assistant	1.0
Position not yet surveyed/ not known	5.8
Actually distributed circulation	100.0

Size of the business entity

	Share of actual circulation		
	%		
1–19 employees	10.2	200–499 employees	12.5
20–49 employees	21.3	500–999 employees	9.7
50–99 employees	14.4	More than 1,000 employees	9.6
100–199 employees	18.8	Number of employees not yet recorded/ not known	3.5
		Actually distributed circulation	100.0

Topic Matrix

Keyword	Issue (month)
3D printing	1-2, 5, 6, 9, 10, 11
Additives	3, 5, 6, 7-8, 10, 11
Additive processes	1/2, 5, 9, 10, 11
Assistance systems	3, 5, 7/8, 10, 12
Automation	3, 5, 7/8, 10, 12
Automotive industry	4, 6, 9, 10
Printing, coating	1/2, 4, 6, 9, 10
Bioplastics	1/2, 4, 6, 8, 10, 12
Blow moulding	1/2, 4, 6, 10, 11
CAD-CAM	1/2, 4, 6, 9, 10, 12
Compounds	3, 5, 6, 9, 10
Composites	3, 5, 7/8, 10, 12
Compounding	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12
Dosing	1/2, 4, 6, 9, 10, 11
Thermosets, SMC	4, 9, 10, 11
Elastomers	3, 6, 9, 10, 12
Energy management	3, 5, 7/8, 10, 12
Extrusion	1/2, 4, 6, 9, 10, 11
Colouring	1/2, 4, 6, 9, 10, 11
Colours	3, 5, 7/8, 10, 11
Slides	1/2, 4, 6, 9, 10, 11
Mould making	3, 5, 7/8, 10, 11
Convey	1/2, 4, 6, 9, 10, 11
FRP processing	3, 5, 7/8, 10, 12

Keyword	Issue (month)
Generative processes	1/2, 5, 9, 10, 11
Glass fibre reinforced plastics	3, 5, 7/8, 10, 12
Granulate	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12
Green plastics	1/2, 4, 6, 8, 10, 12
Hot runner	1/2, 4, 5, 6, 9, 10, 11
High-performance plastics	1/2, 4, 7/8, 10, 11
Labelling	1/2, 4, 6, 9, 10
Carbon fibre reinforced plastics	3, 5, 7/8, 10, 12
Artificial intelligence	3, 5, 7/8, 10, 12
Storage systems	1/2, 4, 6, 9, 10, 11
Lightweight construction	3, 7/8, 10, 11
Masterbatches	3, 5, 7/8, 10, 11
Medical technology	1/2, 5, 10, 12
Mixing	1/2, 4, 6, 9, 10, 11
Assembly technology	3, 6, 9, 10, 11
Standard parts	3, 5, 7/8, 10, 11
Surface technology	1/2, 4, 6, 9, 10
Presses	3, 5, 7/8, 10, 12
Product design	1/2, 4, 6, 9, 10, 12
Production control	3, 5, 7/8, 10, 12
Test and measurement technology	3, 5, 6, 9, 10, 12
PUR processing	4, 7/8, 10, 11
PVC applications	3, 6, 9, 10, 12
Quality assurance	3, 5, 6, 9, 10, 12

Keyword	Issue (month)
Recycling	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12
Cleaning	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12
Cleanroom technology	1/2, 5, 10, 12
Recyclates	1/2, 4, 6, 8, 10, 12
Robots	3, 5, 9, 10, 12
Foaming, sealing	4, 7/8, 10, 11
Sensors	3, 5, 9, 10, 12
Silicones	3, 6, 9, 10, 12
Software	3, 5, 7/8, 10, 12
Sort	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12
Special compounds	3, 5, 6, 9, 10
Injection moulding	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12
Engineering plastics	1/2, 4, 7/8, 10, 11
Tempering	3, 5, 9, 10, 12
Thermoforming	3, 7/8, 10, 12
Thermoplastics	3, 6, 9, 10, 12
TPE	3, 6, 9, 10, 12
Drying	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12
Composite materials	3, 5, 7/8, 10, 12
Packaging technology	1/2, 4, 6, 9, 10, 11
Rollers	6, 10
Toolmaking	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12
Crushing, grinding	1/2, 3, 4, 5, 6, 7/8, 9, 10, 11, 12

Topics / Dates 2025

extended e-paper

	Print edition with extended e-paper	Production	Peripherals	Recycling	Materials	Mould Making and Design	Special	Trade Fairs
January – February	1/2 PD: 04.02.25 AD: 15.01.25 ED: 08.01.25	Injection moulding Extrusion Blow moulding 3D printing Cleanroom technology Surface technology	Conveying, mixing, dosing Drying Dyeing Storage systems	Sorting Cleaning Crushing, grinding Compounding, granulating	Films and packaging technology Green plastics Recyclates 3D printing material High-performance plastics Engineering plastics Plastics in the Medical technology	Product design and -construction CAD-CAM Simulation tools extrusion Hot runner	Processing and recycling	KPA, Ulm 25.-26.02.2025
March	3 PD: 04.03.25 AD: 12.02.25 ED: 05.02.25	Injection moulding FRP processing Presses Assembly technology Quality assurance Testing and measuring technology Thermoforming Lightweight construction	Automation Robotics Software, assistance systems, artificial intelligence Energy management Production control	Sorting Cleaning Crushing, grinding Compounding, granulating	Composite materials Additives, colours Masterbatches Compounds Thermoplastics PVC applications Elastomers, silicones, TPE Lightweight construction	Mould making Standard parts Temperature control	Automation and Production 4.0	JEC World, Paris 04.-06.03.2025 Plastimagen, Mexico City, Mexiko 11.-14.03.2025 Plastics in Automotive Engineering - PlAE, Mannheim 26.-27.03.2025 Hannover Messe, Hannover 31.03.-04.04.2025 Plastics Recycling Show Europe, Amsterdam, Niederlande 01.-02.04.2025
April	4 PD: 01.04.25 AD: 12.03.25 ED: 05.03.25	Injection moulding PUR processing Foaming, sealing Extrusion Blow moulding Surface technology	Drying Dyeing Storage systems	Sorting Cleaning Crushing, grinding Compounding, Granulate	High-performance synthetic materials Engineering plastics Thermosets, SMC Foils and packaging technology Green plastics Recyclates PUR applications Plastics in the Automotive industry	Product design and -construction CAD-CAM Simulation Hot runner Multi-component moulds	Mixing, conveying, dosing	Chinaplas, Shenzhen, China 15.-18.04.2025

Subject to alterations.

PD: Publication date, AD: Advertising deadline, ED: Editorial deadline

Topics / Dates 2025

extended
e-paper



	Print-Ausgabe mit extended E-Paper	Production	Peripherals	Recycling	Materials	Mould Making and Design	Special	Trade Fairs
May	5 PD: 06.05.25 AD: 16.04.25 ED: 09.04.25	Injection moulding Quality assurance Testing and measurement technology 3D printing Cleanroom technology FRP processing Presses	Automation Robotics Software, assistance systems, artificial intelligence Energy management Production control	Sorting Cleaning Crushing, grinding Compounding, granulating	Compounds Additives, colours Masterbatches 3D printing material composites Plastics medical technology	Temperature control Standard parts Hot runner	Tool and mould making	Moulding Expo, Stuttgart 06.-09.05.2025 Kuteno, Bad Salzufflen 13.-15.05.2025 KPA, Bad Salzufflen 13.-15.05. 2025 Rapid.Tech 3D, Erfurt 13.-15.05.2025 Plastpol, Kielce, Polen 20.-23.05.2025
June	6 PD: 04.06.25 AD: 15.05.25 ED: 08.05.25	Injection moulding Surface technology Extrusion Blow moulding Assembly technology Rolling	Conveying, mixing, dosing Drying Colouring storage systems	Sorting Cleaning Crushing, grinding Compounding, granulating	Films and packaging technology Green plastics Recyclates Compounds Thermoplastics PVC applications Elastomers, silicones, TPE Plastics in the automotive industry	Product design and -construction CAD-CAM Simulation Hot runner 3D printing in mould making	Quality assurance	
July – August	7/8 PD: 05.08.25 AD: 16.07.25 ED: 09.07.25	Injection moulding Thermoforming FRP processing Pressing Lightweight construction PUR processing Foaming, sealing	Automation Robotics Software, assistance systems, artificial intelligence Energy management Production control	Sorting Cleaning Crushing, grinding Compounding, granulating	PUR applications Composite materials Lightweight construction High-performance synthetic materials Engineering plastics Additives, colours Masterbatches	Multi-component moulds Tools for extrusion Standard Mould making	Circular economy	

Subject to alterations.

PD: Publication date, AD: Advertising deadline, ED: Editorial deadline

Topics / Dates 2025

extended e-paper

	Print-Ausgabe mit extended E-Paper	Production	Peripherals	Recycling	Materials	Mould Making and Design	Special	Trade Fairs	
September	9 PD: 02.09.25 AD: 13.08.25 ED: 06.08.25	Injection moulding Extrusion Quality assurance Test and measurement technology 3D printing Assembly technology Surface technology FvK processing	Conveying, mixing, Dosing Drying Colouring Storage systems	Sorting Cleaning Crushing, grinding Compounding, Granulate	Thermosets, SMC Green plastics Recyclates Fibre-reinforced materials Compounds Thermoplastics PVC applications Elastomers, silicones, TPE Plastics in the automotive industry	Product design and -construction CAD-CAM Simulation Hot runner Temperature control	Packaging technology Preview of the K 2025	Fachpack, Nürnberg 23.-25.09.2025	
October	10 PD: 01.10.25 AD: 11.09.25 ED: 04.09.25	Trade fair edition for K 2025: Reports and news from all areas of machine and plant technology, from the materials scene, science and research are presented in a structured manner. Reports on innovations at the trade fair, supplemented with hall and stand numbers, make planning the trade fair easier. K-Planer: Trade fair guide with exhibitor portraits and hall plans. It is distributed with the trade fair edition and as an e-paper.							Solids, Rotterdam 01.-02.10.2025 K 2025, Düsseldorf 08.-15.10.2025 Plast-Ex, Toronto, Kanada 21.-23.10.2025
November	11 PD: 04.11.25 AD: 15.10.25 ED: 08.10.25	Extrusion Blow moulding Lightweight construction PUR processing Foaming, sealing Assembly technology FRP processing Presses	Conveying, mixing, dosing Drying Colouring storage systems	Sorting Cleaning Crushing, grinding Compounding, granulating	Films and packaging technology Thermosets, SMC PUR applications High-performance synthetic materials Engineering plastics Additives, colours Masterbatches Lightweight construction	Mould making standard parts Hot runner 3D printing in mould making	Injection moulding Additive manufacturing	Formnext, Frankfurt 18.-21.11.2025	
December	12 PD: 02.12.25 AD: 12.11.25 ED: 05.11.25	Injection moulding Clean room technology Quality assurance Testing and measurement technology Thermoforming Extrusion	Automation Robotics Software, assistance systems, artificial intelligence Energy management Production control	Sorting Cleaning Crushing, grinding Compounding, granulating	Plastics medical technology Elastomers, silicones, TPE Green plastics Recycled materials Thermoplastics PVC applications Composite materials	Product design and -construction CAD-CAM Simulation Tools extrusion Temperature control	The K-Industry in Austria PLASTIC MAGAZINE Products of the year 2026		

Advertising Formats and Rates in EUR

Advertising rate list no. 59, valid from 01.01.2025

Format	Dimensions in mm	Prices 4c
1/1 page	180 x 252	€ 6,950
Juniorpage	135 x 190	€ 4,680
1/2 page	88 x 252 high 180 x 124 landscape	€ 3,940
1/3 page	56 x 252 high 180 x 80 landscape	€ 3,150
1/4 page	180 x 60 landscape 88 x 124 corner	€ 2,300
1/6 page	56 x 124 high 88 x 80 corner	€ 1,870
1/8 page	180 x 29 landscape 88 x 60 corner	€ 1,550
Front page	190 x 200	€ 7,820
Cover pages: U2 / U4 each	210 x 297	€ 7,680
U3	210 x 297	€ 7,530

Special forms of advertising

Prices for banderole, gate folder, flap, pincer banderole, altar fold advert (only in conjunction with title), cover gate folder, affixed advertising material etc. on request

Extended e-paper

Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Picture gallery	€ 1,500

Discounts

Acceptance within one insertion year.
(Beginning with the publication of the first advert)

Painting relay		Quantity scale	
with 3 adverts	5%	from 2 pages	5%
with 6 adverts	10%	from 4 pages	10%
with 9 adverts	15%	from 6 pages	15%
with 12 adverts	20%	from 9 pages	20%
		from 12 pages	25%

No discount on ad specials, inserts and technical costs.
Combined discounts for cross-media campaigns on request

Surcharges

Placement	Binding placement instructions possible from 1/3 page, surcharge 10 %
Colour	Prices quoted are for Euroscale, surcharge for special colours on request
Format	Surcharges for bleed and gutter printing are not charged

Rubrics

Job offers	25 % discount on the basic advert price for job applications
Job applications	50 % discount on the basic advert price
	Annual entry print € 1,200
Sources of supply	Annual entry online: see Matchmaker+ on page 19



Terms of payment

Direct debit with 2% discount, 10 days net

Bank details: HypoVereinsbank, München
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Bleed Formats

Dimensions width x height in mm



1/1 page

S: 180 x 252 mm
A: 210 x 297 mm



Junior Page

S: 135 x 190 mm
A: 150 x 213 mm

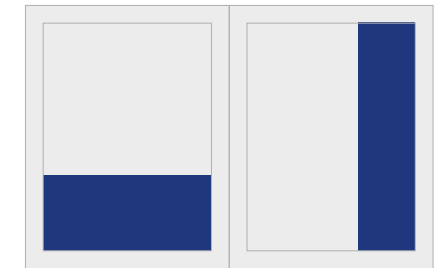


1/2 page horizontal

S: 180 x 124 mm
A: 210 x 147 mm

1/2 page vertical

S: 88 x 252 mm
A: 103 x 297 mm

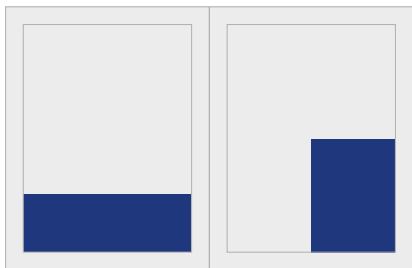


1/3 page horizontal

S: 180 x 80 mm
A: 210 x 103 mm

1/3 page vertical

S: 56 x 252 mm
A: 71 x 297 mm

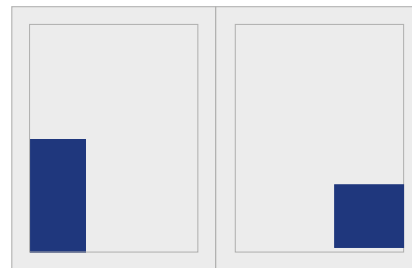


1/4 page horizontal

S: 180 x 60 mm
A: 210 x 83 mm

1/4 page vertical

S: 88 x 124 mm
A: 103 x 147 mm

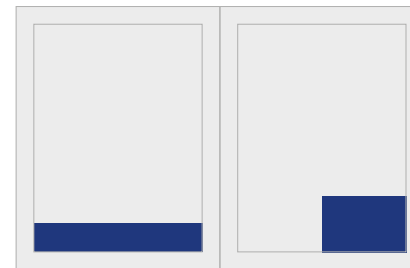


1/6 page vertical

S: 56 x 124 mm
A: 71 x 147 mm

1/6 page horizontal

S: 88 x 80 mm
A: 103 x 103 mm



1/8 page horizontal

S: 180 x 29 mm
A: 210 x 52 mm

1/8 page vertical

S: 88 x 60 mm
A: 103 x 83 mm

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleed

Bleed allowance: 3 mm on the open sides



Special Forms of Advertising



Format: 190 mm x 200 mm

The content of the front page and cover story is coordinated with the editorial team. Achieve maximum exposure for your products and solutions.

Preis: € 7,820

Front Page



Content Package:

1/1 page advertorial

Price: € 4,380

(not discountable)

Crossmedia Package:

1/1 page advertorial

plus 4 weeks presence of your advertorial under the corresponding heading on the website and a social media posting.

Price: € 5,670

(not discountable)

Content Package

Crossmedia Package



80 - 135 g/m²

2 Sheet = 4 pages

€ 7,340

3 Sheet = 6 pages

€ 9,670

Required delivery quantity: 12,400 copies

Bound-in inserts



Inserts over 25 g/piece on request

Full edition Price

€ 3,360

(up to 25g, incl. postage)

(not discountable)

Supplements



We offer numerous special advertising formats for your individual advertising presence - please contact us.

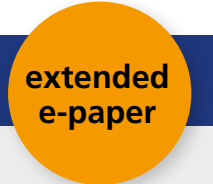


Shipping address for special forms of advertising

Delivery note: For magazine KUNSTSTOFF MAGAZIN,

issue (no.) Vogel Druck, Leibnizstr. 5, 97204 Höchberg, Germany

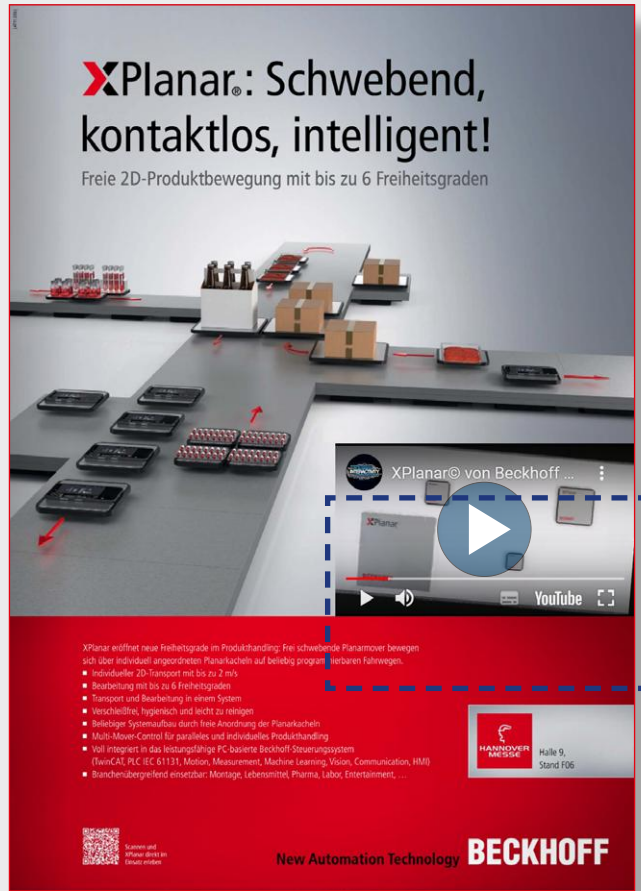
Extended e-paper with Interactive Elements



Even more attention and reach for your advertising

Use the interactive possibilities of our extended e-paper:

Supplement your ad booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. Bring your advertised products and solutions to life and offer users considerable added value.



Extended e-paper


Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Picture gallery	€ 1,500



Print – Technical Data

Technical data / Processing

Printing Process	Processing
Journal format	trimmed format 210 mm wide x 297 mm high plus 3 mm trim on all open pages 
Type area	180 mm wide x 252 mm high 4 columns of 42 mm width
Printing process	Cover: Sheetfed offset Content: Web Offset
Colors	Printing colors (CMYK) according to ISO 12647-2 (PSO). Spot colors on the cover are in arrangement possible. Minor tonal value deviations are within the tolerance range of web offset printing justified. Black full tone surfaces should be printed with 40 % halftone in cyan can be underlaid.
Data Formats	Printable closed PDF files. Please one PDF file per single page. relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi
Proof	Color-accurate proof according to "Media Standard Print" (bvdn). Digital proofs without FOGRA media wedges are as not color binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L). The corresponding profiles are stored under www.eci.org is available for download.
Data transmission	Please send the data (up to 10 MB) to druckunterlagen@pelemedia.de
Data archiving	Data is archived, unchanged repetitions are therefore usually possible. A data guarantee is however is not taken over.
Warranty	For delays and failures, the can be caused by incorrect data, can we assume no liability.
Contact	Edith Vollhardt Phone: +49 89 25556-1912 evollhardt@pelemedia.de

Inserts / Bound inserts / Stickers / CDs

Inserts	
Minimum format	105 mm width x 148 mm height
Maximum format	in height and width 10 mm each smaller than the carrier product

Inserts must be trimmed and folded as finished end products be delivered. Folded products have to be closed towards the bundle and be suitable for machine processing.

Bound inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Bleed	Booklet format: head trim 6 mm, front and foot trim min. 3 mm, add. + 3 mm milled edge in collar

Bound inserts must be delivered untrimmed and folded. Multi-sheet bound-in inserts must be closed towards the binding and folded for be suitable for machine processing.

The type and design of bound inserts must be such that additional preparation and processing is not required. Complications and additional folding and gluing work are handled separately. will be invoiced.

Before acceptance and confirmation of order is a binding sample, if necessary, a dummy sample with size and weight information.

Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be published with the prior consent of the publisher and be accepted by the post office.



Shipping address

Delivery note:

For KUNSTSTOFF MAGAZIN,
issue (No.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

Our general terms and conditions apply
(www.kunststoff-magazin.de/AGB)



Terms of payment

Direct debit with 2% discount, 10 days net

Bank Account: HypoVereinsbank, München
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Banner Formats Website

ALL

Online forms of advertising at a glance

(1) Superbanner

€ 230 / 1,000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 400 / 1,000 Ad Impressions, (800 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 550 / 1,000 Ad Impressions

(3) Skyscraper

€ 240 left / 1,000 Ad Impressions
€ 270 right sticky / 1,000 Ad Impressions
(120 x 600 Pixel or 160 x 600 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(4) Halfpage Ad

€ 350 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(5) Medium Rectangle

€ 270 / 1,000 Ad Impressions, (300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 380 / 1,000 Ad Impressions

(6) Baseboard Ad

€ 380 / 1,000 Ad Impressions
(728 x 90 Pixel or 940 x 90)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Fullsize

€ 200 / 1,000 Ad Impressions
(468 x 60 Pixel)

(8) Halfsize

€ 160 / 1,000 Ad Impressions
(234 x 60 Pixel)

(9) Landscape Video Ad

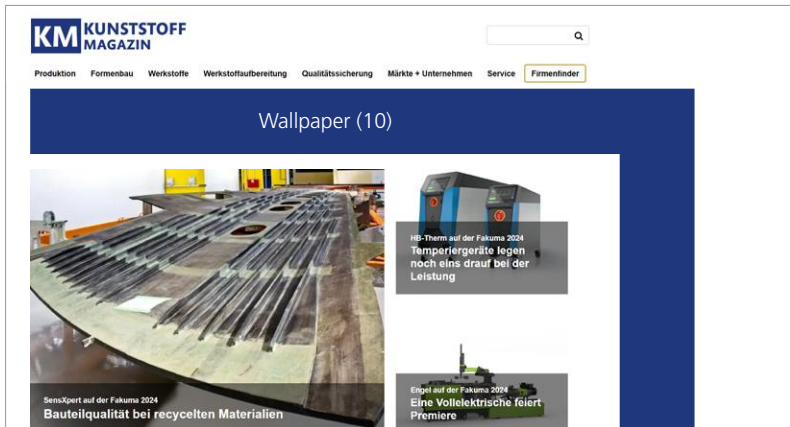
€ 560 / 1,000 Ad Impressions



Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB, Prices = thousand contact price
Data delivery: 5 working days before start of campaign
Specifications Video Ad: see page 18

Special Formats & Banner Overview Mobile

ALL
Online forms of
advertising at
a glance

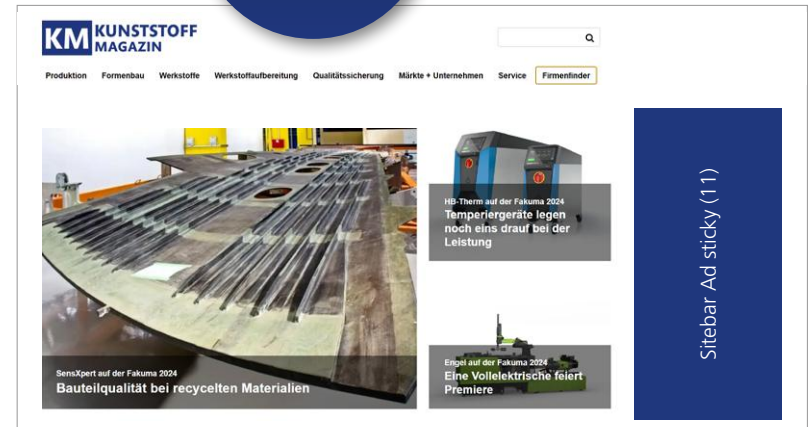


(10) Wallpaper

€ 360 / 1,000 Ad Impressions
(728 x 90 Pixel / above,
120 x 600 Pixel / right, or
160 x 600 Pixel / right)
* Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

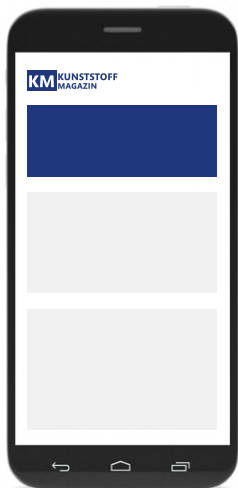
€ 360 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel



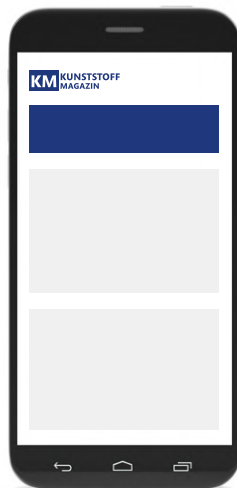
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB Prices = price per thousand contacts, data delivery: 5 working days before the start of the campaign

To ensure that your banner can also be delivered on mobile devices, please also send us the appropriate banner format too.

Banner overview Mobile



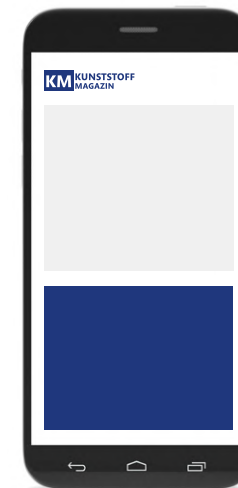
Mobile Content
Ad 4:1
300 x 75 Pixel
max. 50 KB



Mobile Content
Ad 6:1
300 x 50 Pixel
max. 50 KB



Mobile Content
Ad 6:1
300 x 50 Pixel
max. 50 KB



Mobile Content
Ad 2:1
300 x 150 Pixel
max. 50 KB

Banner Formats Website Video Ads

Video Ads

- Integration of video ads on our specialist portals

Placements:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

(Can be booked individually or as a video rotation package).

Features:

- Video starts automatically without sound, audio can be activated by user interaction.
- Full-responsiveness: can also be played on mobile devices
- Video ad is clickable and can be linked to a target page
- Full tracking: AIs, clicks, CTR

Playlist:

- On all home, classified and article sites

Data delivery:

- Convenient delivery of only one video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

3GPP / MPEG-4

Resolution	Target bit rate for Video files	Target bit rate for Audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

MP4 / H.264 / AAC

Resolution	Target bit rate for Video files	Target bit rate for Audio files
1920 x 1080	4,000 kBit/s	128 kBit/s
1280 x 720	3,000 kBit/s	128 kBit/s
1280 x 720	2,000 kBit/s	128 kBit/s
854 x 480	1,500 kBit/s	128 kBit/s
854 x 480	1,000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s

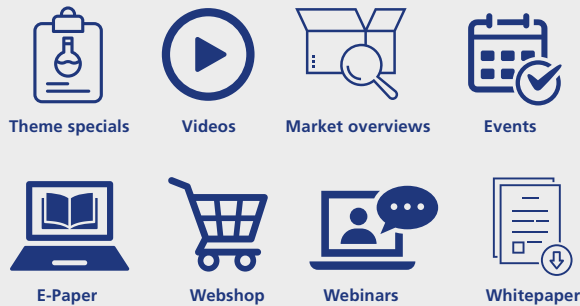


Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB,
Prices= Thousands-contact-price
Data delivery: 5 working days before campaign start

KUNSTSTOFF MAGAZIN Matchmaker+

KUNSTSTOFF MAGAZIN Matchmaker+ - Your guide to the industry

KUNSTSTOFF MAGAZIN Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, webshop, e-paper and much more.



Your advantages:

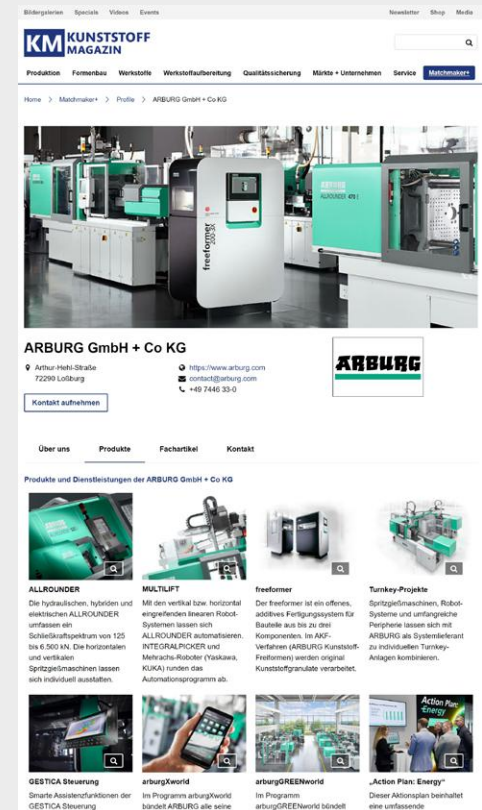
- Premium profile: Your business card
- Multimedia content
- Listing of specialised articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in specialised editorial articles
- Keyword Advertising
- Integration in the newsletter
- Social media postings

	Starter	Premium	Professional
• Customised company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product categorisation	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of specialised articles in the company profile	✓	✓	✓
• Job offers	✓	✓	✓
• Customised contact information including Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo insertion incl. linking in all editorial article pages	✓	✓	✓
• Multimedia content such as videos, interactive e-papers, scrollable catalogues, etc		✓	✓
• White papers, brochures, catalogues, other documents (PDFs)		✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x per year)		✓ (6x/year)	✓ (12x/year)
• Keyword advertising on KUNSTSTOFF MAGAZIN: 4 keywords with direct link to the premium profile		✓	✓
• Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)			✓
Price	2,990 €	4,990 €	6,190 €

12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a cancellation period of one month. We are happy to take care of the setup and maintenance of your profile (setup€ 499 one-off, maintenance€ 99 monthly)

Matchmaker+



Example

Native Advertising

Native advertising - your information with the look and feel of the editorial office



The online advertorial is ideal for presenting complex topics to readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility. Combine this native communication solution with the Social Media Plus package and increase your social media reach at the same time!

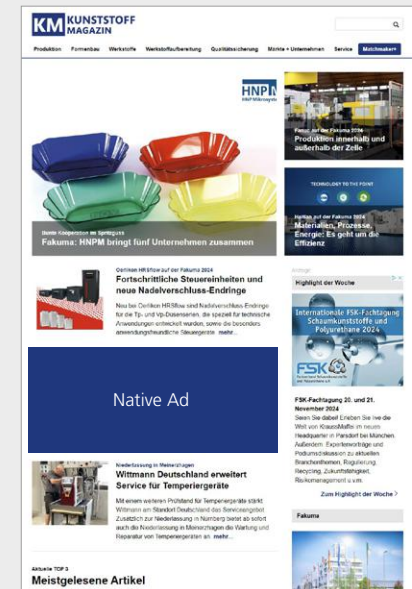
Highlight of the week also including newsletter


- Present your product, webinar or event for a week on our specialist portal
- Headline: 40 characters incl. spaces
text: 250 characters incl. spaces
image: 300 x 250 pixels
- Linking to your website or a microsite designed by us with your contributions



Native ad of the week also including newsletter and social media plus

- Native ad with the look & feel of our specialist portal
- Headline: 40 characters incl. spaces,
text: 300 characters incl. spaces, image: 180 x 150 pixels
- Linking to your website or a microsite designed by us with your contributions



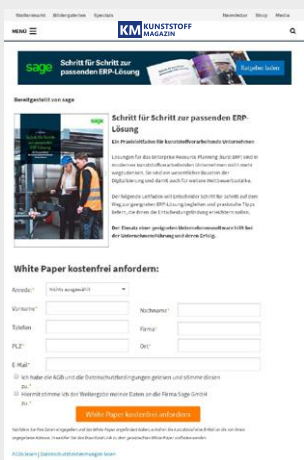

Highlight of the week **Price: € 680**
Highlight of the week Combi **Price: € 2,440**
 (including a text ad/native ad in the newsletter, specifications see newsletter page)


Native ad of the week **Price: € 910**
Native ad Combi **Price: € 2,680**
 (including a text advert/native ad in the newsletter, see newsletter page for specifications)

Native Ad Combi Social Plus **Price: € 3,330**
 (additional publication on our social media channels)

Lead Generation

Whitepaper



- Your whitepaper will be published on www.kunststoff-magazin.de and advertised with accompanying online advertising media.
 - Banner for advertising in at least two KUNSTSTOFF MAGAZIN newsletters
 - At least two posts on the KUNSTSTOFF MAGAZIN social media channels
 - Presentation of your white paper in the teaser area of kunststoff-magazin.de for two months
- Link to a landing page created by us with input fields for download requests (GDPR-compliant).
- You generate a high level of visibility on our channels and receive valuable leads after valuable leads at the end of the campaign.
- We would be happy to provide you with a customized offer and support you in creating the whitepaper and advertising material.



€ **Lead campaign with Whitepaper**
 Period: 2 months
Price: € 3,960 plus € 70 per lead
 Optionally bookable with a customized newsletter.
Price: € 5,720 plus € 70 per Lead

Webinar

If you are looking for an efficient tool for knowledge transfer, then webinars are the ideal advertising format. In a webinar, you can communicate your new products and innovations and actively involve customers in the event live via chat questions. Use a webinar to emphasize the benefits of your products and at the same time your subject expertise and company awareness.

Services

- Advance notice of the webinar in at least three KUNSTSTOFF MAGAZIN newsletters and at least two posts on the social media channels of KUNSTSTOFF MAGAZIN
- Display ad to promote your webinar on kunststoff-magazin.de for one month
- Participant registration
- Instruction of your speaker and technical implementation
- Live broadcast incl. moderation on and off
- Forwarding of registration data (company, first name, surname, e-mail)
- Afterwards, the webinar is available for four weeks as a registration-based On-demand webinar available for download on the media brand's website



Bild: fizkes /stock.adobe.com

€ **Lead campaign with webinar**
Price: € 5,160
 Optionally bookable with a full-page announcement of the webinar.
 (Design of the advertisement by the publisher)
Price: € 7,580

! Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect Details correspond to recommended file size, max. 1 MB possible

Webinar Theme Days

KUNSTSTOFF MAGAZINE Theme Days

The KUNSTSTOFF MAGAZINE theme days focus on one topic and provide detailed information about it on one day.

A maximum of 4 webinars place on one theme day. The webinars start at 10 a.m., 11 a.m., 1 p.m. and 2 p.m. and last for a maximum of four hours, 45 minutes.

Services

- Banner for advertising in at least two KUNSTSTOFF MAGAZIN newsletters
- At least two posts on the social media channels of KUNSTSTOFF MAGAZIN
- Display ad to promote your webinar on kunststoff-magazin.de for one month
- Participant registration
- Briefing of your speaker and technical realisation
- Live broadcast incl. moderation and cancellation
- Transfer of leads/registration data (company, first name, surname, e-mail)
- Provision of the webinar as a downloadable on-demand webcast requiring registration



Price and dates: On request

The screenshot shows the website for KUNSTSTOFF MAGAZIN. The main navigation includes 'Produktion', 'Formenbau', 'Werkstoffe', 'Werkstoffaufbereitung', 'Qualitätssicherung', 'Mikro + Unternehmen', 'Service', and 'Kompass'. The featured webinar is 'Technologietag Digitale Kunststoffkompetenz', presented by Altair and KUNSTSTOFF MAGAZIN. Below this, there is a section for 'Materialdaten & Simulation im Produktlebenszyklus' with a detailed description of sustainability and digital transformation goals. A 'Webinare' section lists several topics:

- Digitalisierung für die Kunststoff Wertschöpfungskette**
 - Werkstoffdaten für eine nachhaltige Produktentwicklung
 - Werkstoffauswahl als integrierter kontinuierlicher Prozess
 - Einbindung von Nachhaltigkeitsaspekten in Konstruktion und Werkstoffauswahl
 - Optimierung des CO₂ Footprint von Kunststoffprodukten
 - Effizientere Nutzung von Werkstoffdaten in der Konstruktion
- Dr. Erwin Baur, Chief Material Scientist | Altair
- DEMO: Wie simulationsgestütztes Design nachhaltige Produkte ermöglicht**
 - Effiziente Materialsubstitution und Materialreduktion durch Topologieoptimierung
 - Generische Materialdaten zu Vorauswahl
 - Vorauslegung, Absicherung von Herstellbarkeit mit initialer Füllsimulation
- Simon Zeigert, Technical Consultant | Altair
- Jetzt Stream ansehen!

Another webinar listed is 'Schwindung und Verzug optimieren, durch CADMOULD-Simulation und automatisierte Variantenanalyse' by SIMCON, featuring Mathias Zeller. A third webinar by Altair is 'Wie Sie mit integrativer Simulation das Beste aus technischen Kunststoffen und Hochleistungspolymeren herausholen'.

Example

Social Media Posting

Social media posting - Share content successfully via our channels

Supplement your market communication and generate more attention for your products, solutions, videos, webinars and services via our social media channels. Choose your preferred date and utilise the synergy effect of KUNSTSTOFF MAGAZIN's independent topic environment and the reach of an interactive target group.



Price: € 690
(not discountable)

Followers: over 11,000
(Publisher's statement, as of August 2024)



Your advantages

- News in real time
- Increase in brand awareness
- Smart content for the right target group
- Interactive social media community

Customized Newsletter

Customized Newsletter - Exclusively your news to the target group

Send your personalized information exclusively to the KUNSTSTOFF MAGAZIN newsletter address pool.

One message per customised newsletter

Scope: 1 image+ 1 message+ 1 logo

Text: max. 1,500 characters (incl. spaces)

Image width: 630 Pixel, maximum image height: 300 Pixel

Subject line: max. 100 characters (incl. spaces)

Links: max. 5

Sender: KUNSTSTOFF MAGAZIN and Advertiser

Dates on request

Advantages:

- Exclusive newsletter for your information
- High level of attention for your company and your offer
- Individual appointment coordination
- Maximum of 1 customised newsletter per week per company



Price: € 7,830

(not discountable)

Special configurations on request

Example

Banner Formats Newsletter

KUNSTSTOFF MAGAZIN sends out its newsletter twice a week. Your customers receive customised news, product reports and specialist articles. The KUNSTSTOFF MAGAZIN newsletter is the ideal advertising medium for product presentations and company or seminar events.

*As of August 2024 (publisher's information)

over **28,000***
Receiver

(1) Leaderboard

€ 2,650

(630 x 90 Pixel, max. 200 KB),

(2) Text Ad / Native Ad / Video Ad / Billboard

€ 2,090

Possible forms of advertising

Text Ad / Native Ad / Video Ad / Billboard (630 x 200 Pixel, max. 200 KB)

(3) Small Rectangle

€ 600

(291 x 156 Pixel, max. 200 KB),

An image to be supplied by the customer (logo or logo with textual content)

Appointment entry

€ 590

Text: 130 characters incl. spaces and advert URL (max. 1 link)

Text Ad / Native Ad

Visualisation such as article heading + Text + Image and target URL (max. 1 link)
Image: 225 x 127 pixels, max. 200 KB
Headline: max. 40 characters,
Text: max. 300 characters each incl. spaces

Video Ad

Click to open the video in a separate window. Links to videos on YouTube or Vimeo possible.

Exclusive newsletter


€ 6,200


4 insertion forms (leaderboard and 3 text adverts/billboard)

+ 2 editorial messages

+ Mention in the subject line (not discountable)

The kunststoff-magazin.de editorial team reserves the right to revise the articles after consultation with the customer.

 All newsletter advertising forms are optimized for mobile devices.

 **File format:** PNG, JPEG, GIF* (*GIF only without animation)
Data delivery: 5 working days before the start of the campaign

Topics / Dates Newsletter

	CW	date	Topic
January	2	Tuesday, 07 January	Top 10 December 2024
	2	Thursday, 09 January	News from the plastics industry
	3	Tuesday, 14 January	News from the plastics industry
	3	Thursday, 16 January	News from the plastics industry
	4	Tuesday, 21 January	News from the plastics industry
	4	Thursday, 23 January	News from the plastics industry
	5	Tuesday, 28 January	News from the plastics industry
	5	Thursday, 30 January	News from the plastics industry
February	5	Thursday, 01 February	Top 10 January 2024
	6	Tuesday, 4 February	E-Paper 01-02.2025
	6	Thursday, 6 February	Top 10 January 2025
	7	Tuesday, 11 February	Trade fair special KPA Ulm
	7	Thursday, 13 February	News from the plastics industry
	8	Tuesday, 18 February	Processing and recycling special
	8	Thursday, 20 February	Trade fair special JEC World
	9	Tuesday, 25 February	News from the plastics industry
March	9	Thursday, 27 February	News from the plastics industry
	10	Tuesday, 4 March	E-Paper 03.2025
	10	Thursday, 06 March	Top 10 February 2025
	11	Tuesday, 11 March	News from the plastics industry
	11	Thursday, 13 March	Hanover Trade Fair Special
	12	Tuesday, 18 March	Trade fair special Plastics Recycling Show Europe
	12	Thursday, 20 March	News from the plastics industry
	13	Tuesday, 25 March	Automation special
13	Thursday, 27 March	Trade fair special Chinaplas	

	CW	date	Topic
April	14	Tuesday, 01 April	E-Paper 04.2025
	14	Thursday, 03 April	Top 10 March 2025
	15	Tuesday, 08 April	News from the plastics industry
	15	Thursday, 10 April	Topic special Mixing, conveying, dosing
	16	Tuesday, 15 April	News from the plastics industry
	16	Thursday, 17 April	Moulding Expo trade fair special
	17	Tuesday, 22 April	News from the plastics industry
	17	Thursday, 24 April	Trade fair special Kuteno and KPA
May	18	Tuesday, 29 April	Rapid.Tech 3D trade fair special
	18	Friday, 02 May	Top 10 April 2025
	19	Tuesday, 06 May	E-Paper 05.2025
	19	Thursday, 08 May	Plastpol trade fair special
	20	Tuesday, 13 May	News from the plastics industry
	20	Thursday, 15 May	News from the plastics industry
	21	Tuesday, 20 May	Special topic tool and mould making
	21	Thursday, 22 May	News from the plastics industry
June	22	Tuesday, 27 May	News from the plastics industry
	22	Friday, 30 May	News from the plastics industry
	23	Tuesday, 03 June	E-Paper 06.2025
	23	Thursday, 05 June	Top 10 May 2025
	24	Tuesday, 10 June	News from the plastics industry
	24	Thursday, 12 June	News from the plastics industry
	25	Tuesday, 17 June	Quality assurance special
	25	Friday, 20 June	News from the plastics industry
26	Tuesday, 24 June	News from the plastics industry	
26	Thursday, 26 June	News from the plastics industry	

Topics / Dates Newsletter

	CW	date	Topic
July	27	Tuesday, 01 July	Top 10 June 2025
	27	Thursday, 03 July	News from the plastics industry
	28	Tuesday, 08 July	News from the plastics industry
	28	Thursday, 10 July	News from the plastics industry
	29	Tuesday, 15 July	News from the plastics industry
	29	Thursday, 17 July	News from the plastics industry
	30	Tuesday, 22 July	News from the plastics industry
	30	Thursday, 24 July	News from the plastics industry
	31	Tuesday, 29 July	News from the plastics industry
	31	Thursday, 31 July	Top 10 July 2025
August	32	Tuesday, 05 August	E-Paper 07-08.2025
	32	Thursday, 07 August	News from the plastics industry
	33	Tuesday, 12 August	News from the plastics industry
	33	Thursday, 14 August	News from the plastics industry
	34	Tuesday, 19 August	Topic special Circular economy
	34	Thursday, 21 August	News from the plastics industry
	35	Tuesday, 26 August	News from the plastics industry
	35	Thursday, 28 August	News from the plastics industry
September	36	Tuesday, 02 September	E-Paper 09.2025
	36	Thursday, 04 September	Top 10 August 2025
	37	Tuesday, 09 September	Fachpack trade fair special
	37	Thursday, 11 September	News from the plastics industry
	38	Tuesday, 16 September	News from the plastics industry
	38	Thursday, 18 September	Warm-up K 2025
	39	Tuesday, 23 September	News from the plastics industry
	39	Thursday, 25 September	Warm-up K 2025
Oct.	40	Tuesday, 30 September	E-Paper 10.2025
	40	Thursday, 02 October	Warm-up K 2025
	41	Tuesday, 07 October	Top 10 September 2025
	41	Wednesday, 08 October	Trade fair special K 2025

	CW	date	Topic
October	41	Thursday, 09 October	Trade fair special K 2025
	41	Friday, 10 October	Trade fair special K 2025
	41	Saturday, 11 October	Trade Fair K 2025 (English)
	42	Monday, 13 October	Trade fair special K 2025
	42	Tuesday, 14 October	Trade fair special K 2025
	42	Wednesday, 15 October	Trade fair special K 2025
	42	Thursday, 16 October	News from the plastics industry
	43	Tuesday, 21 October	News from the plastics industry
	43	Thursday, 23 October	Trade fair special review K 2025
	44	Tuesday, 28 October	News from the plastics industry
November	44	Thursday, 30 October	Formnext trade fair special
	45	Tuesday, 04 November	E-Paper 11.2025
	45	Thursday, 06 November	Top 10 October 2025
	46	Tuesday, 11 November	News from the plastics industry
	46	Thursday, 13 November	News from the plastics industry
	47	Tuesday, 18 November	Injection moulding special
	47	Thursday, 20 November	News from the plastics industry
	48	Tuesday, 25 November	Additive manufacturing special
	48	Thursday, 27 November	News from the plastics industry
	49	Tuesday, 02 December	E-Paper 12.2025
December	49	Wednesday, 03 December	KUNSTSTOFF MAGAZINE Products of the year 2025
	49	Thursday, 4 December	Top 10 November 2025
	50	Tuesday, 9 December	News from the plastics industry
	50	Thursday, 11 December	Theme Special K-Industry in Austria
	51	Tuesday, 16 December	News from the plastics industry
	51	Thursday, 18 December	News from the plastics industry
	52	Tuesday, 23 December	News from the plastics industry
	1	Tuesday, 30 December	Review of the year 2025

Terms and Conditions

General Terms and Conditions for Advertisements and Promotion of Pelemedia GmbH (as at 2024)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of Pelemedia GmbH, which applies to the use of the services of Pelemedia.

For a service requiring registration with Pelemedia, you must give your consent to the service in accordance with the applicable terms of use. To do so, please click on the "Agree" field or check the box in the opt-in procedure to give your consent. Through the Clicking on the "Agree" box or checking the box you declare that you have read the terms and conditions and agree with them. You can also print or download the terms and conditions.

1. Scope of application: The GTC shall apply to all services offered to the user on the Pelemedia website especially for the paid content & services, for the lotteries as well as the marketplace and community area. Deviations from these Terms and Conditions or special terms of use for individual services shall only be deemed as agreed if they have been expressly confirmed in writing by Pelemedia. In particular the The mere omission of an objection on the part of Pelemedia to other general terms and conditions does not mean that these are to be considered shall apply as agreed. Pelemedia shall be entitled to amend these General Terms and Conditions at any time. Pelemedia shall inform the user in good time about the change of the terms and conditions applicable to him. The change shall be deemed to have been approved by the user, if he does not object to the change within one month after receipt of the change notification or terminates the contract. In the event of an objection, Pelemedia shall be entitled to terminate the agreement in due time. Pelemedia in the notification of the changes to the possibilities of objection and termination, the period and the legal consequences, especially with regard to an omitted objection. Within the scope of the amendment of the General Terms and Conditions, Pelemedia is in particular entitled, in the event of the invalidity of a condition to supplement or replace them with effect for existing contracts, in the event of a change in a legal regulation or supreme court jurisdiction, if one or more conditions are changed by this amendment of the contractual relationship, to adapt the affected conditions in such a way as to achieve the purpose of the the changed legal situation, provided that the user is not affected by the new or changed conditions is worse than after the original condition. Any change including the updated version the GTC will be sent to the user by e-mail. Pelemedia is not responsible for the information provided by third parties. Internet services that Pelemedia links to from its pages or that Pelemedia mediates. For these offers the terms of use of the respective providers apply. This applies in particular to cooperation partners on Pelemedia. The offers of the cooperation partners on Pelemedia merely represent a sales platform of the respective partner of Pelemedia. When using the services offered by cooperation partners an independent legal relationship is established between the user and the cooperation partner, which is independent of the is subject to any legal relationship between Pelemedia and the user. The legal relationship between partner and user is exclusively based on the terms and conditions and operating processes of the cooperation partners. Pelemedia assumes no liability or warranty for this.

2. right of access and participation: In principle, all users are entitled to access and participate. The following minimum information is required for competitions. Eligible to participate are all persons who have reached the age of 18, have completed their studies or can provide proof of a declaration of consent from a parent or guardian. Everyone By participating in the game, participants in the competition agree to this in the print edition, to be published on the website with name and photo, as well as in further rights of use for advertising and to consent to distribution purposes. Participation in competitions is open to employees of Pelemedia GmbH, as well as for persons who were involved in the event of the game, are excluded. This also applies to their relatives. Furthermore, Pelemedia reserves the right to amend the regulations of competitions at any time, to change or correct. Pelemedia concludes contracts for paid content and for the mediation of Internet access only with persons over 18 years of age or with the express consent of the legal representative. In all other respects the Internet pages are not directed to persons in countries which do not allow the provision or of the call of the contents placed there. Each user is responsible for obtaining information about any restrictions before accessing these websites and to comply with them.

3. availability: The services of Pelemedia are offered to the user subject to availability. Pelemedia shall endeavor to ensure that the services of Pelemedia are available to the user without interruption. stand. Due to maintenance work and/or further development and/or other malfunctions, the usage possibilities are restricted and/or temporarily interrupted. Thereby it can under certain circumstances can also lead to data loss. This does not give rise to any compensation claims by the affected users. Furthermore, Pelemedia shall be entitled at any time and at its own discretion to without notice or to change or discontinue.

4. contractual relationship: The contractual relationship for the use of chargeable contents of Pelemedia comes by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by Pelemedia. The acceptance by Pelemedia takes place at the latest when access to the paid content is opened. About the use of services of third parties that Pelemedia advertises on its pages or to which Pelemedia provides access via its pages, contractual relationships are established exclusively between the user and the offering third party. Pelemedia assumes no liability or warranty for this.

5. opening of a user account: For certain services on the pages of Pelemedia, the user must or can open a user account. The user affirms that the information provided by him in the context of a registration or in the context of opening a user account on the pages of Pelemedia personal data, in particular his first name, surname and postal address as well as date of birth and the e-mail address are true and correct, and

that, if the information given there is Pelemedia will be immediately notified of any changes to the data.

6. payment transactions: The fees for chargeable content shall be confirmed with a the payment system provider to be chosen by the user. The terms of use apply exclusively. of the payment system provider selected by the user in each case, to which reference is made at the given point and appropriate assistance can be given. The remuneration claims are to be settled in accordance with the The customer shall settle the respective terms of use with the selected payment system provider. If the user does not meet his payment obligations or does not carry out payment transactions or such are redebited, Pelemedia shall be entitled, subject to further claims, to deny access of the user. If the blocking is due to outstanding claims and the user balances these claims, the off, the access is unlocked again. Pelemedia reserves the right to involve third parties in the execution of the debt collection to be commissioned.

7. user's obligations: The user undertakes not to use the services of Pelemedia for any purpose other than that for which they are violate applicable legal regulations and any contractual provisions. He undertakes in particular to ensure that any content distributed by him does not infringe any rights of third parties (e.g. copyrights, patent and trademark rights), trademark rights) violate that the applicable criminal laws and regulations for the protection of minors are observed and that no racist, Holocaust denying, grossly offensive, pornographic or sexual, endangering young people, extremism, glorifying or trivializing violence, glorifying war promoting a terrorist or extremist political group, inciting it to commit a crime, defamatory statement, insulting or unsuitable for minors or other criminal contents are distributed. The user further undertakes, for the protection of the data, to use the recognized principles of data security and the obligations of the data protection regulations to check e-mails and queries sent to Pelemedia for viruses with the greatest possible care, legal, official and technical regulations, his possible user name and password and to keep the identification and password secret, not to pass them on, not to tolerate any knowledge or and to take the necessary measures to ensure confidentiality, and in case of any misuse or loss of this information or any suspicion of such misuse or loss will be reported to Pelemedia immediately to be displayed. Indications of misuse of the contents of Pelemedia or the payment system are Pelemedia shall also be notified immediately. The user shall indemnify Pelemedia against any claims of third parties that may against Pelemedia due to violation of their rights by this user. This includes also the costs of appropriate legal prosecution and defence. Pelemedia reserves the right to reasonable suspicion of misuse of the services of Pelemedia or the payment systems of this to block users from accessing their content and any existing user account, and to involve investigating authorities. The user may only assert claims against Pelemedia with undisputed or legally binding claims. The user is only entitled to rights of retention due to claims from the individual, concrete contractual relationship, of which these GTC are a part.

8. Liability: Pelemedia and its representatives or vicarious agents shall not be liable for damages, in particular due to delay, non-performance, poor performance or tortious act exists only in case of infringement essential contractual obligations, the fulfillment of which could be relied upon to a special degree. The exclusion of liability does not apply to intent and gross negligence. Any further liability of Pelemedia is excluded, unless there are mandatory legal regulations. Pelemedia is only liable for foreseeable damages. The Liability for indirect damages, especially consequential damages, unforeseeable damages or untypical Damages as well as loss of profit are excluded. The same applies to the consequences of industrial disputes, accidental damages and force majeure. Pelemedia provides its own information and data as well as information from other providers by means of hyperlinks (Internet links) on the Internet and on mobile devices. This information and data are for information purposes only, without the user having to rely on the topicality, correctness or completeness of the information can be invoked or left. In this respect Pelemedia does not assume any warranty or liability, in particular not for direct or indirect damages caused by the use of the information or data that can be found on the Pelemedia websites. Pelemedia assumes in particular no responsibility for contents or the functionality, accuracy or legality of websites third parties that are referred to by links from the Pelemedia websites. Pelemedia offers discussion forums and Chats on. The contents and information exchanged by users in these forums are not subject to any Control by Pelemedia. For this reason, Pelemedia does not assume any liability for the information posted in the forums. Content and information. The responsibility for the contents published by the user on the pages of Pelemedia, lies exclusively with the user. Pelemedia excludes any liability due to technical or other interference off. Pelemedia assumes no liability for any damage or loss, in particular during shipment. of the prizes to be handed over in the context of a lottery. The above limitations of liability apply to all contractual and non-contractual claims.

9. Liability for defects: If paid contents are not used due to incomplete or defective services of Pelemedia by the user, the user shall be liable to pay the costs of the service provided by the The complaints will be handled either by Pelemedia or the payment provider immediately after becoming aware of it. Pelemedia shall be liable for justified and timely complaints, Pelemedia shall deliver in the case of incomplete performance and in the case of defective performance according to your choice to repair or replace. The user can demand a reduction of the fees if attempts at rectification or replacement delivery are refused by Pelemedia, are impossible or in any other way fail. There is no right of withdrawal in favour of the user.

10. copyright: All content, information, pictures, videos published on the pages of Pelemedia and databases and computer programs (e.g. widgets) are protected by copyright. The use is only permitted for private personal use. Any use beyond this, in particular the private and commercial duplication, modification, distribution or storage of information or Data, in particular texts, parts of texts, images and film material, require the prior express consent of the author. Consent of Pelemedia. This also applies to the inclusion in

electronic databases and duplication on CD-ROM, DVD etc. Private and/or commercial duplication, modification, distribution, reproduction, modification, distribution or use of the or other misuse of computer programs. The user acquires by downloading or the sending of the source code of a computer program does not entitle you to any property rights. There will be no copyrights or other ancillary copyrights. If the service and/or the performances are discontinued, the user is obliged to immediately delete the source code provided. For the rest the legal limits that arise from copyright law and other applicable statutory provisions apply. regulations.

11. contents sent in by the user: The user who (e.g. in the context of competitions, reader actions, Internet competitions) to Pelemedia (e.g. videos, photos, photo series, texts, etc.), declares itself to be in agreement with By sending in the application, you agree that the submitted content may be used free of charge on the Internet and in print copied, distributed and publicly reproduced. The user further declares that all copyright and other rights to the submitted content and that the graphic design of the submitted content (e.g. videos, photos, photo series), which are not only ancillary to a location or are part of depicted meetings, elevators or similar events, agree to the publication are. For persons under 18 years of age, the consent of the legal guardian is required. On the Contributions sent by post cannot be returned to the participant. The users commit no content with illegal, grossly offensive, pornographic or sexual content, content harmful to minors, extremist, glorifying or trivializing violence, glorifying war, advocating a terrorist or extremist political association, inciting to commit a crime, insulting statement or other punishable contents to Pelemedia. Likewise the users not to send content that contains advertising or commercial content. Pelemedia reserves the right to does not intend to publish submitted content. The user shall indemnify Pelemedia in full against all claims of third parties free, which arise from the fact that the user violates his obligations under these terms or - contrary to this declaration - the user does not own all rights to the submitted content or does not have all rights to the persons do not agree with the publication. The submitted contents are personal statements made by users and do not represent the opinion of Pelemedia. The user has no legal claim to Publication of the submitted content.

12. Right of revocation: The user is entitled to revoke his declaration of intent to conclude the contract within two weeks to revoke. The period begins at the earliest with receipt of this instruction. To the period preservation the timely dispatch of the declaration of revocation is sufficient. It must be made in writing without giving reasons and to address to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar In the event of an effective revocation, the services received by both parties are to be returned and, if applicable to publish the use made of it. If the user is able to return the received services in whole or in part or only in a deteriorated condition, compensation must be paid. However, the right of revocation shall not apply if Pelemedia has expressly agreed to the execution of the service with the consent of the user has begun before the end of the revocation period or the user himself has started this execution has caused (e.g. by download etc.).

13. Termination: Each party reserves the right to terminate the contract for good cause. An important reason shall be deemed to exist in particular if the user continues to violate essential provisions of this Terms and Conditions and/or the user commits a misconduct directed against third parties by using the offer used by Pelemedia for illegal purposes or for purposes that are a nuisance to third parties. All cancellations in accordance with these GTC must be made by written notification to the address mentioned in point 12. With If the termination becomes effective, access to the services of Pelemedia shall be blocked.

14 Place of performance/place of jurisdiction: The place of performance shall be the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law is not permitted in the case of legal actions Place of jurisdiction is the registered office of the provider. As far as claims of the provider are not asserted in the dunning procedure the place of jurisdiction for non-merchants shall be determined by their place of residence. German law applies. If the domicile or habitual residence of the client, also for non-traders, is legal action unknown or has the client after conclusion of the contract his domicile or usual residence. If the customer moves his place of residence outside the scope of the law, the place of jurisdiction is the registered office of the provider, if the contract was concluded in writing.

15. Final provisions: In connection with the participation in lotteries legal action is excluded. Should individual provisions of these GTC including these regulations in whole or in part be invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective legal regulations.

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